**Tianshu Sun**

Robert Smith School of Business, University of Maryland

*Phone: 301-221-0518 Email:* *tianshusun@rhsmith.umd.edu*

**Education**

**Department of Decision, Operation and Information Technology, Robert Smith School of Business, University of Maryland 2011 - Present**

* Advance to PhD Candidacy in Information System Track in June.2014
* Major: Information System
* Minor: Economics (M.S. in Econ expected June.2015 with 15+ Phd courses)

**Department of Physics, University of Maryland (M.S.) 2009 -- 2011**

* Pass all PhD Qualify Exams(Classical/Quantum Physics) at the beginning of first year
* GPA 4.0/ 4.0

**Department of Physics, Nanjing University (B.S.) 2005 -- 2009**

* Cumulative GPA 93.0/100 or 3.92 / 4.0
* Cumulative Ranking 2/202

**Select Coursework**

***Economics*** (have taken more than 15 Phd courses in Dept. of Economics):

Microeconomics I,II; Advanced Microeconomics I,II (Auction theory and Matching), Econometrics I,II,IV; Empirical Microeconomics (Cameron-Trivedi Microeconometrics)

Industrial Organization; Empirical Industrial Organization; Contract theory; Experimental Economics; Computational Economics

***Business School*** (finish all required class and pass Phd comprehensive)***:***

7 Seminars on Information Systems (e.g. Information System Economics, Information System Strategy), Marketing Model with Bayesian MCMC, Experiment Method in Marketing,

***Math & Physics:*** (have taken all 1st and 2nd Phd courses in theoretical physics)

Probability Theory and Stochastic Process (measure-theory based)

Condensed Matter Theory, Quantum Field Theory, Complex Systems

**Research Interest**

Online Information Sharing, Crowdsourcing, Market Design, Field Experiment

**Selected Honors and Awards**

* **Global Young Scholar, Institute for New Economics Thinking & Soros Foundation 2013**
* **Dean’s Fellowship, Smith School of Business, University of Maryland (2011-15)**
* **University Flagship Fellowship, University of Maryland (2009-2011)**

**Working Papers**

* **Paper 1: Understanding the Effect of Message Design in Online Information Sharing: A Randomized Field Experiment (with Siva Viswanathan & Elena Zheleva)**

Recent advances in IT have provided firms unprecedented ability to manage online information sharing. Despite growing popularity, few studies have examined firm's optimal design choices in firm-mediated information sharing. We examine whether and how a firm can enhance effectiveness of online information sharing, by simply varying message shared by referrers. We focus on two pieces of information in message – information of sender’s purchase status and information about existence of referral rewards – and their impacts on recipient’s purchase as well as further referrals. Collaborating with an online sharing platform, we conduct a large-scale randomized field experiment testing effectiveness of different firm-mediated messages. We find that 1) adding information of sender’s purchase leads to significant increase in recipient’s purchase (>15%); 2) adding information about sharing reward significantly increases recipient’s further referrals (>60%); 3) adding the two components of information at the same time lead to zero increase in either purchase or further referrals, due to credibility concern and image concern. We further identify two mechanisms -- social learning & local network effect – that are at work using rich heterogeneity in our data.

* **INFORMS Service Science Society Best Student Paper 2014**
* **Marketing Science Institute (MSI) Competition Award 2014 & Grant ($7500)**
* *Workshop on Information System and Economics (WISE 2014), Auckland (scheduled)*
* *International Conference on Information Systems (ICIS 2014), Auckland (scheduled)*
* *Conference on Information Systems and Technology (CIST 2014), San Francisco*
* *16th International Conference on Electronic Commerce (ICEC 2014),Philadelphia*
* *LivingSocial Inc ,DC, May 2014 (Title:“How to make LivingSocial more Social?”)*

**Paper 2: Antecedences and Consequences of Multichannel Sharing Behaviors**

* Presentation at INFORMS 2014 Big Data Section

**Paper 3: Solving Shortage in a Priceless Market: Insights from Blood Donation**

**(with Susan Feng Lu and Ginger Jin)**

Blood shortage is common in many countries but it cannot be solved by price adjustment given the WHO recommendation for 100% unpaid voluntary donation. In this paper, we evaluate two non-price methods that blood banks often use to address shortage. The first method is informing existing donors of the current shortage via mobile message and encouraging them to donate voluntarily. The second method is asking the patient’s family or friends to donate in a family replacement program. Using 475,645 individual donation records from a large Chinese blood bank, we show that both methods are effective in addressing blood shortage in the short run but the two methods target different audiences and therefore have different implications for total blood supply.

* **Presented at University of Maryland, Department of Economics**
* **Invited Talk at University of Chicago (scheduled Nov.2014)**