Peijun Sun

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EDUCATION

Lee Kong Chian School of Business, Singapore Management University (SMU) 08/26-present
PhD in Business (Marketing)

Nanyang Business School, Nanyang Technological University (NTU) 08/25-05/26
MSc in Marketing Science

School of Management, Fudan University (FDU) 09/19-06/23
BMgt in Financial Management

RESEARCH INTERESTS

- Substantive: Digital Platforms, Healthcare Marketing, Marketing-Finance Interface
- Methodological: Causal Inference, Machine Learning

RESEARCH EXPERIENCE

Research Assistant, *School of Economics and Management, Wuhan University*
with: Prof. Lu (Monroe) Meng 06/2025-08/2025
- Collected and processed research data and conducted empirical analyses for ongoing projects.

Research Assistant, *Kelley School of Business, Indiana University*
with: Hanyang (Hans) Wang 04/2025-06/2025
- Analyzed the impact of livestream narrative styles on sales and contributed to empirical analysis and drafting of results.
- Contributed to the development of a household portfolio-choice model incorporating cross-selling timing and housing wealth effects.

Research Assistant, *School of Management, Fudan University*
with: Prof. Liu Mingyu 12/2020-03/2022
- Research project preparation, literature review, data crawling and cleaning, data analysis, manuscripts writing, etc.

2025 Asian Summer School of Econometrics and Statistics, *Xiamen University* 07/2025
- Topics include time series econometrics, panel data analysis, machine learning and causal inference, etc.

CONFERENCE PRESENTATIONS

1. Sun, Peijun. "Information Spillovers and Market Competition: How Enhanced Disclosure Impacts Peer Firm Dynamics in China's STAR Market." *3rd Asia-Pacific Marketing Academy Conference* (APMA), Shenzhen, China, May 2025.

TEACHING EXPERIENCE

Lee Kong Chian School of Business, Singapore Management University
Teaching Assistant 2026-27 Term 1
- MKTG101 Marketing
- MKTG228 Marketing Analytics

School of Management, Fudan University
Teaching Assistant Spring 2023
- Organizational Communication and Its Social Context

PROGRAMMING & SOFTWARE

- R, Python, Tableau, SPSS

HONORS & AWARDS

1. Best Research Idea Award (QM), PolyU PhD Recruitment Summer Camp, 2025
2. Outstanding Student Scholarship, Fudan University, 2020