

## **Dr. Geng Sun**

The University of Texas Rio Grande Valley  
Department of Information Systems  
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### **Education**

PhD, University of Texas at Dallas, 2020.  
Major: Management Science

MBA, University of Texas at Dallas, 2014.  
Major: Business Administration

MS, University of Texas at Dallas, 2014.  
Major: Information Technology and Management

### **Employment History**

#### **Academic - Post-Secondary**

Assistant Professor, University of Texas Rio Grande Valley. (2020 - Present).

#### **Professional**

International Business Analyst, NCH Corporation. (2013 - 2014).

### **Licensures and Certifications**

SAS Certified Advanced Programmer for SAS 9, SAS. (2014 - Present).

Business Intelligence and Data Mining, SAS. (2013 - Present).

SAS Certified Base Programmer for SAS 9, SAS. (2013 - Present).

### **Awards and Honors**

Dean's Excellence Scholarship, University of Texas at Dallas. (2019).

Nominated and Accepted for ICIS Doctoral Consortium, Association for Information Systems.  
(2018).

Doctoral Fellowship, University of Texas at Dallas. (2016).

Graduate Research Travel Funding, University of Texas at Dallas. (2014).

### **Professional Memberships**

Association for Information Systems (AIS). (2017 - Present).

Institute for Operations Research and the Management Sciences (INFORMS). (2017 - Present).

## **Development Activities Attended**

Conference Attendance, "Conference on Information Systems and Technology (CIST)." (2017 - Present).

Conference Attendance, "INFORMS Annual Meeting." (2017 - Present).

Conference Attendance, "International Conference on Information Systems (ICIS)." (2017 - Present).

Workshop, "Workshop on Information Systems and Economics (WISE)." (2017 - Present).

Workshop, "Keys to Research," University of Texas Rio Grande Valley. (2020 - 2021).

## **TEACHING**

### **Teaching Experience**

#### **The University of Texas Rio Grande Valley**

INFS 2300, Data Modeling Management Tools, 1 course.

INFS 3308, Business Info Infrastur, 2 courses.

INFS 6363, Enterprise Analytics, 1 course.

### **Non-UTRGV Courses Taught**

University of Texas at Dallas

ITSS 3300, Information Technology for Business.

University of Texas at Dallas

ITSS 3311, Introduction to Programming.

University of Texas at Dallas

ITSS 3312, Object-Oriented Programming.

## **RESEARCH**

### **Published Intellectual Contributions**

#### **Journal Article, Academic Journal**

Sun, G., Cavusoglu, H., Raghunathan, S. (in press). Value of Membership-Based Free Shipping in Online Retailing: Impact of Upstream Pricing Model. *Production and Operations Management*.

### **Presentations Given**

Sun, G., Kim, Y., Kim, B. C., (2020). *The Impact Of Interoperability Standards On Healthcare Services: An Implication To Management Of Information Blocking*, INFORMS Annual Meeting INFORMS.

Sun, G., Cavusoglu, H., Raghunathan, S., (2019). *Technological Disruption that Redenes Consumption: An Examination of Digital Camera Market Through Diusion Lens*, INFORMS Annual Meeting INFORMS.

Sun, G., Koh, B., Raghunathan, S., (2018). *Technological Disruption that Redenes Consumption: An Examination of Digital Camera Market Through Diusion Lens*, Conference on Information Systems and Technology (CIST) INFORMS.

Sun, G., Cavusoglu, H., Raghunathan, S., (2018). *Membership-Based Free Shipping Programs: A New Vehicle to Gain Competitive Advantage for Online Retailers?*, International Conference on Information Systems (ICIS) AIS.

Sun, G., Cavusoglu, H., Raghunathan, S., (2018). *Membership-Based Free Shipping Program via a Shift from Wholesale to Platform Model*, POMS 29th Annual Conference Production and Operations Management Society.

Sun, G., Cavusoglu, H., Raghunathan, S., (2017). *Strategic Implications of Free Shipping Program of Electronic Marketplaces*, Big XII+ MIS Research Symposium Big XII Institutions.

Sun, G., Cavusoglu, H., Raghunathan, S., (2017). *An Analysis of Membership-Based Free Shipping Programs of Online Marketplaces*, International Conference on Information Systems (ICIS) AIS.

## **Intellectual Contributions under Revision**

### **Journal Articles**

Sun, G., Cavusoglu, H., Raghunathan, S. Is Free Shipping Really Free? Strategic Implications of Membership-Based Free Shipping Programs of Online Marketplaces. *Management Science*.

## **Research Currently in Progress**

"Home Sharing or Commercial Listing? The Implications of Airbnb on Long-term Rental and Housing Markets" (Planning).

"Membership-Based Free Shipping Programs: A New Vehicle to Gain Competitive Advantage for Online Retailers?" (On-Going).

"The Impact of Interoperability Standards on Healthcare Services: An Implication To Management Of Information Blocking" (On-Going).

"Two-sided Platforms with Gigs: An Analysis of Online Food Delivery Market" (On-Going).

## **SERVICE**

### **Department Service**

Brownbag Research Session. (2020 - Present).

Committee Co-Chair, Faculty Search Mini-Committee. (2020 - Present).

Committee Co-Chair, Annual Review Committee. (2020).

## **Professional Service**

### Committee

Editor, Journal Editor, Strategic Management Review. (2012 - 2015).

### Review Session

Reviewer, Journal Article, Electronic Commerce Research and Applications. (2020 - Present).

Reviewer, Journal Article, Production and Operations Management. (2020 - Present).

Reviewer, Journal Article, Information Technology and Management. (2019 - Present).

Reviewer, Conference Paper, International Conference on Information Systems (ICIS). (2019).

Reviewer, Conference Paper, International Conference on Web Services (ICWS). (2017).

\* indicates undergraduate student

\*\* indicates graduate student