

# Qi Sun

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Associates Professor

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## Research Field

Empirical Industrial Organization, Quantitative Marketing, Applied  
Econometrics

## Education

2005–2010 PhD in Economics, State University of New York at Stony Brook,  
Stony Brook, USA

2001–2005 B.A. in Finance, Peking University, Beijing, China

## Academic Employment

**Associate Professor**, Shanghai University of Finance and Economics, School of  
International Business Administration, 2015 —

**Assistant Professor**, Shanghai University of Finance and Economics, School of  
International Business Administration, 2010 — 2015

## Publications

1. **Qi Sun**, and Fang Wu (2016), "Warranty Regulation and Consumer Demand:  
Evidence from China's Automobile Market," *Journal of Regulatory Economics*,

49, 152-171.

2. **Qi Sun**, Lin Xu, and Hua Yin (2016), "Energy Pricing Reform and Energy Efficiency in China: Evidence from the Automobile Market," *Resource and Energy Economics*, 44, 39-51.
3. **Qi Sun**, Tao Li, and Fang Wu (2015), "Enforcement of Capacity-differentiated Regulations in China: Evidence from Coal-fired Power Plants," *Frontiers of Economics in China*, 10(4), 604-628.
4. Hong Liu, John A. Rizzo, **Qi Sun**, and Fang Wu (2014), "How Do Smokers Respond to Cigarette Taxes? Evidence from China's Cigarette Industry," *Health Economics*, 24(10), 1314-1330.
5. Hong Liu, **Qi Sun**, and Zhong Zhao (2014), "Social Learning and Insurance Enrollment: Evidence from China's New Cooperative Medical Scheme," *Journal of Economic Behavior & Organization*, 97, 84-102.

## Completed Working Papers

1. Fang Wu, **Qi Sun**, Rajdeep Grewal, and Shanjun Li (2016), "Brand Name Types and Consumer Demand: Evidence from China's Automobile Market," revise and resubmit at *Journal of Marketing Research*.
2. **Qi Sun**, Fang Wu, Shanjun Li, and Rajdeep Grewal (2016), "Demand Effects of Boycotts Related to Country-of-Origin: The Case of the Automobile Market in China," under review.

## Research Grant

1. **Principal Investigator**, National Natural Science Foundation of China (Grant No. 71303148), Jan. 2014 — Dec. 2016.
2. **Principal Investigator**, Humanity and Social Science Foundation, Ministry of Education of China (Grant No. 13YJC790126), Sept. 2013 — Aug. 2016.

3. **Principal Investigator**, Shanghai Pujian Program (Grant No. 12PJC053), Oct. 2012 — Sept. 2014

## **Teaching**

PhD: Econometrics II; Empirical Industrial Organization

Master: Econometrics, Statistics for Marketing and Consumer Research

Undergraduate: Pricing Strategy

## **Seminar and Conference Presentations**

2015: Marketing Science Conference 2015.

2014: 2014 Asia Meeting of Econometric Society, 2014 China Meeting of Econometric Society

2013: Central University of Finance and Economics, Renmin University of China, 5th CIER/IZA Workshop on Research in Labor Economics, 2013 China Meeting of Econometric Society

2012: Southwest University of Finance and Economics

2011: Zhejiang University, Shanghai University of Finance and Economics