

Academic Vitae

NAME: Sun Jin

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PRESENT UNIVERSITY POSITION AND DEPARTMENT: Associate Professor,
Business School

EDUCATION

(Please refer from the most recent degree; please indicate research topics and dissertation topics for Doctoral or higher degrees)

Doctor of Philosophy (Ph.D.), 09/2004-07/2008

Guanghua School of Management, Peking University

Major: marketing

Research topic: Understanding consumer decision-making processes for services

Bachelor of Business Administration, 09/2000-07/2004

School of Economics and Management

China University of Mining and Technology

Major: Business Administration

GENERAL WORK EXPERIENCE

(Please list here ONLY general information on your work experiences, explanations are required in later items; please follow the examples as you write.)

01/2012-present, **Associate Professor**, Marketing Department, Business School, University of International Business and Economics, China

07/2008-12/2011, **Assistant Professor**, Marketing Department, Business School, University of International Business and Economics, China

RESEARCH INTERESTS

1. Consumer Behavior.

2. Cross-Cultural Research,

3. Services Marketing

TEACHING INTERESTS

1. Global Marketing

2. Marketing Research

3. Marketing Risk Management

4. Services Marketing

RESEARCH PROJECTS

(Please include academic research projects, teaching projects and entrepreneurial projects, etc.) Emphasis on the recent 5 years (2008.6-2013.6)

The Antecedents and Consequences of Consumer Perceived Risk for Services

Understanding Consumer Decision-Making Processes for Services

The Effect of Advertising Appeals on Consumer Evaluation

GRANTS (Emphasis on the recent 5 years 2008.6-2013.6)

1. The effect of attribute structural alignability on consumer comparative decision-making—From the perspective of regulatory focus theory, National Natural Science Foundation of China (2014—2018)

2. The Effect of Attribute Alignability on Consumer Decision-Making—From the Perspective of Structural Alignment Model, National Natural Science Foundation of China (2011—2013)

3. The Influence of Brand Name Suggestiveness on Consumer Choice Behavior-Empirical Evidence from Chinese Service Industry, the Youth Foundation of MOE in Humanities & Social Sciences Foundation (2009—2011)

4. The Effects of Critical Reviews and WOM on Movie Consumption-A Cross Cultural Perspective, National Natural Science Foundation of China (2009—2012)

5. Marketing Risk Management, Foundation of Ministry of Education

6. China Branding Development Annual Report (2005-2008), Ministry of Commerce of the People's Republic of China

7. The Exploratory Research on Consumer Comparative Decision Making, Supported by University of International Business and Economics (2008—2010)

HONORS AND AWARDS

Research Model Award for Excellent Research, University of International Business and Economics, 2013
Research Model Award for Excellent Research, Business school of UIBE, 2012
Best Paper Award, Journal of Marketing Science Annual Conference, P. R. China, 2010
Best Paper Award, Journal of Marketing Science Annual Conference, P. R. China, 2009
Peking University Scholarship, P. R. China, 2004-2008
Best Paper Award, Journal of Marketing Science Annual Conference, P. R. China, 2007
General Motors Scholarship, China Development Research Foundation, P. R. China, 2007
Excellent Student, Peking University, P. R. China, 2007
Graduated with Honors, Beijing Education Committee, P. R. China, 2004
Excellent Student, Beijing Education Committee, P. R. China, 2003
Special-class Scholarship, China University of Mining and Technology, P. R. China, 2000-2004
Excellent Student, Shandong Education Committee, P. R. China, 2000

PUBLICATIONS

(Please list the publications from the most recent 5 years (2008.6-2013.6) AND the important publications before 2008; follow the categories and examples, write “None” if there is no works for particular category; include those which belong to none of the categories in “Others.”)

1. PEER REVIEW JOURNAL ARTICLE

Sun, Jin (2014), “How Risky Are Services? An Empirical Investigation on the Antecedents and Consequences of Perceived Risk for Hotel Service,” *International Journal of Hospitality Management*, 37, 171-179. (SSCI cited)

Sun, Jin, Hean Tat Keh, and Angela Y. Lee (2012), “The Effect of Attribute Alignability on Service Evaluation: The Moderating Role of Uncertainty,” *Journal of Consumer Research*, 39 (December), 831-847. (Top-Tier A+ Journal, SSCI cited)

Sun, Jin and Hongxia Zhang (2012), “The Effect of Brand Name Suggestiveness on Consumer Decision-Making—The Moderating Roles of Need For Cognition and Expertise,” *Acta Psychologica Sinica*, 44 (5), 698-710.

Sun, Jin and Hongxia Zhang (2011), "The Effect of Brand Name Suggestiveness on Consumer Decision For Services," *Management Science*, 24 (5), 56-70.

Sun, Jin (2011), "The Effect of Attribute Alignability on Consumer Decision Making-The Moderating Effect of Evaluation Mode," *Management Review*, 23 (8), 103-111. (in Chinese)

Sun, Jin (2010), "The Driving Mechanism for Customer Loyalty-The Empirical Evidence from Chinese Financial Planning Industry," *Journal of Shanxi Finance and Economics University*, 11, 86-93. (in Chinese)

Sun, Jin (2009), "A Literature Review on Structural Alignment Model-A New Development Trend for Consumer Behavior," *East China Economic Management*, 4, 148-152. (in Chinese)

Keh, Hean Tat, Jin Sun, Jian Wu, and Rong Chen (2009), "How Do Customer Orientation and Innovation Orientation Influence Firm Performance", *NanKai Management Review*, 3, 67-73. (in Chinese)

Sun, Jin (2009), "A Literature Review on the Relationship between Customer Satisfaction and Employee Satisfaction," *Modern Management Science*, 37-39. (in Chinese)

Keh, Hean Tat and Jin Sun (2008), "The Complexities of Perceived Risk in Cross-Cultural Services Marketing," *Journal of International Marketing*, 16 (1), 120-146. (SSCI cited)

Sun, Jin and Hean Tat Keh (2007), "The Antecedents and Consequences of Perceived Risk: Evidence from China," *Journal of Marketing Science*, 3 (1), 39-53. (in Chinese)

2. RESEARCH MONOGRAPH

3. BOOK

Sun, Jin. *Translation of Basic Marketing: A Marketing Strategy Planning Approach*, China Renmin University Press, 2012.

Sun, Jin. *Understanding Consumer Decision-Making Processes for Services*, China Social Sciences Press: China.

4. CONFERENCE & MEETING PROCEEDING (PUBLISHED or NOT, Pls list out if have ever been invited to be the speaker or emcee)

Sun, Jin, and Hean Tat Keh, "The Effects of Firm Characteristics on Consumers' Risk Perceptions and Responses for a Credence Service," the 3rd International Research Symposium in Service Management (IRSSM-3), Beijing, 2012.06.

Zhang, Hongxia, Jin Sun, and Ying Li, "Use of Green Appeals in Service Industry Advertisements: From the Perspective of Attribution Theory," American Academy of Advertising Conference Asia-Pacific, Australia, 2011.06.

Sun, Jin (2011), "How Do Company Reputation and Perceived Price Influence Customer Loyalty in the Chinese Personal Financial Planning Industry?", Proceedings of the 2nd International Conference on E-Business and E-Government ICEE2011, 1340-1345. (EI Index)

Zhang, Hongxia, Jin Sun, and Ying Li, "Use of Green Appeals in Service Industry Advertisements: From the Perspective of Attribution Theory," American Academy of Advertising Conference Asia-Pacific, Australia, 2011.06.

Sun, Jin and Hean Tat Keh, "Understanding the Effects of Country Image and Corporate Reputation on Customer Loyalty for A Credence Service-A Cross-Cultural Perspective," Journal of Marketing Science Annual Conference, Beijing, August 2010. (Best Paper Award)

Ji, Wenbo, Hean Tat Keh, and Jin Sun, "Word-of-Mouth versus Expert Review: Differential Effects on Consumer Responses for Services," Journal of Marketing Science Annual Conference, Tianjin, October 2009. (Best Paper Award)

Sun, Jin, "Understanding the Effects of Country Image and Corporate Reputation on Customer Loyalty for a Credence Service," CIMaR-UIBE•BUSINESS SCHOOL 2009 Joint Conference, Beijing, October 2009.

Lu, Junyi, Jin Sun, and Yonggui Wang, "The Relationship between Customer Involvement and Knowledge Transfer-Based on Social Capital Perspective," China Marketing Association of University, Guilin, June 2009.

Sun, Jin and Hean Tat Keh, "Understanding Consumer Decision-Making Processes for Services," Journal of Marketing Science Annual Conference, Xi'an, October 2008.

Sun, Jin and H.T. Keh, "Choosing Between Services: The Roles of Attribute Alignability and Regulatory Focus," Marketing Scholars Forum VI, Beijing, 2008.6.

Sun, Jin and Hean Tat Keh, "The Complexities of Consumer Decision-Making Process for Services," Society of Consumer Psychology Annual Conference, New Orleans, 2008.2.

Sun, Jin and Hean Tat Keh, "The Impact of Attribute Alignability on Consumer Evaluation for Services: Evidence from China," Journal of Marketing Science Annual Conference, Shanghai, 2009.

Sun, Jin and Hean Tat Keh, "The Antecedents and Consequences of Perceived Risk: Empirical Evidence from the Chinese Insurance Industry," Journal of Marketing Science Annual Conference, Wuhan, October 2006.

Keh, Hean Tat, Jin Sun, Jian Wu and Rong Chen, "How Do Customer Orientation and Innovation Orientation Influence Firm Performance?" Journal of Marketing Science Annual Conference, Wuhan, October 2006.

Sun, Jin and Hean Tat Keh, "How Risky are Services? Empirical Evidence from China," Marketing Scholars Forum IV, Hong Kong, 2006.6.