

Shujing Sun

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Education

Simon Business School, University of Rochester, Rochester, NY, US

Ph.D. Candidate, Information Systems (Minor: Applied Statistics) Sep 2014 - May 2020 (expected)

College of Management and Economics, Tianjin University, Tianjin, China

B.S. (Information Systems), B.A. (English Literature) Sep 2010 - Jul 2014

Research Interests

Topic: Healthcare Information Technology, Social Media Analytics, Online Health Community

Methodology: Causal Inference, Applied Machine Learning, Natural Language Processing

Working Papers

1. **Shujing Sun**, Susan Feng Lu, and Huaxia Rui. "Does Telemedicine Reduce Emergency Room Congestion? Evidence from New York State" (*conditional acceptance at Information Systems Research*)

Abstract: Overcrowding in emergency rooms (ERs) is a common yet nagging problem. It not only is costly for hospitals but also compromises care quality and patient experience. Hence, finding effective ways to improve ER care delivery is of great importance. Using a large dataset covering all emergency visits of New York State from 2010 to 2014, we investigate whether telemedicine enhances ER care delivery. We show that, on average, telemedicine availability in the ER significantly reduces average patients' length of stay (LOS), which is partially driven by the flexible resource allocation. Specifically, the adoption of telemedicine leads to a larger reduction in ER LOS when there is a demand surge or supply shortage. Furthermore, such improvement is not a byproduct of other widely adopted health IT applications and does not come at the expense of care quality or patient cost. We also replicate the analysis using annual U.S. hospital data and find that ER telemedicine adoption significantly reduces average patients' waiting time, which suggests that the LOS reduction partially comes from the reduction of waiting time.

- **Best Paper Award**, 52nd Hawaii International Conference on System Sciences, 2019
- **Finalist**, INFORMS Health Applications Society Student Paper Competition, 2019
- **Young Researcher Best Paper Runner-up**, Conference on Health IT and Analytics, 2018

2. **Shujing Sun**, (with Yang Gao, Huaxia Rui). "The Emergence and Evolution of Social Media Customer Service" (*manuscript under preparation for submission*)

Abstract: Social media has become an essential channel for customer service. On the one hand, it provides great opportunities for firms to directly engage with customers and to publicly resolve problems. On the other hand, the publicity puts firms under unexpected risks when firms fail to address customer concerns adequately. In this paper, we first analyze firms' adoption of Twitter

and social media customer service (SMCS) through a two-stage model. We identify that *corporate peer influence* and *consumer voices* are the two key drivers in firms' decision-making. We then examine how consumer complaining behavior evolves in response to firms' service strategy.

3. **Shujing Sun**, (with Yang Gao). "Enriched Information Representation and Customer Brand Engagement - Evidence from Facebook" (*completed initial draft*)

Abstract: Customer brand engagement has been a widely-recognized topic that draws attention from business practitioners and academic researchers. Existing studies focus extensively on the characteristics of firm posts that could affect brand engagement. This paper studies the effect of information representation on brand engagement. Using a large data set collected from 345 official Facebook pages maintained by S&P 500 firms before and after the introduction of emoji reactions, we find that the enriched information representation has an overall positive impact on customer brand engagement. Moreover, customers reallocate their attention by firm post's type due to the signaling effect of other users' reactions. Specifically, customers increase responses to less popular posts (i.e., predicted to be low/medium engagement level) but decrease responses to popular posts (i.e., predicted to be high engagement level). Our study emphasizes the importance of information representation on customer brand engagement, which provides organizations with insights on social media marketing practice.

Work in Progress

1. **Shujing Sun**, (with Yang Gao, Huaxia Rui), Gender Bias in Social Media Customer Service (*completed initial analysis*)
2. **Shujing Sun**, Is the Support Group Supportive? - Examination of Competing Effects in Online Health Community (*completed initial analysis*)
3. **Shujing Sun**, (with Pingle Wang), Effect of Peer Influence on Economic Projections - Evidence from FOMC Meetings (*completed data collection*)
4. **Shujing Sun**, (with Shuaidong Pan, Tianran Hu, Jianbo Yuan, Jiebo Luo), Help Oneself in Helping the Others: the Ecology of Online Support Groups

Conferences & Workshops

IEEE International Conference on Big Data 2019 December (scheduled)

INFORMS Healthcare Conference 2019 (invited)

POMS Annual Conference 2019 (invited)

52nd Hawaii International Conference on System Sciences (HICSS) 2019

Conference on Health IT and Analytics (CHITA) 2018

International Conference on Information Systems (ICIS) 2018

CHITA PhD Consortium, 2018

NBER Digitization PhD Consortium, Stanford, 2018

50th Hawaii International Conference on System Sciences (HICSS) 2017

Honors & Awards

Best Paper Award, 52nd Hawaii International Conference on System Sciences, 2019
 Finalist, INFORMS Health Applications Society Student Paper Competition, 2019
 Young Researcher Best Paper Runner-up, Conference on Health IT and Analytics, 2018
 Simon Business School Doctoral Fellowship, 2014-present
 Outstanding Student Award of Tianjin University, 2014

Teaching Experience

Lab Instructor, *Information Systems for Management*, Simon Business School, MBA 2018
 Course Components: SQL queries, ER model, Database design, Data analytics using Tableau

Lab Instructor, *Business Modeling*, Simon Business School, MBA 2015, 2017
 Course Evaluation: 5/5
 Course Components: Spreadsheet modeling, Monte Carlo simulation, Decision-making under uncertainty, Sensitivity analysis, Optimization

Course Instructor, *Probability & Statistical Inference*, Simon Business School, Ph.D. 2017
 Course Evaluation: 4.5/5
 Course Components: Probability theory, Estimation, Sampling distributions of estimators, Testing hypotheses, Nonparametric methods for categorical data, Linear statistical models, Simulation

Teaching Assistant, *Programming for Analytics*, Simon Business School, MBA/MS 2019

Teaching Assistant, *Introduction to Business Analytics*, Simon Business School, MBA/MS 2018

Teaching Assistant, *Social Media Analytics*, Simon Business School, MBA/MS 2017-2019

Professional Service

- Journal of Management Information Systems (2018) (Ad hoc journal reviewer)
- Production and Operations Management (2019) (Ad hoc journal reviewer)
- ICIS (2017, 2018, 2019), HICSS (2016, 2018, 2019) (Conference reviewer)

Skills

Programming Languages: Python, Java, R

Databases: MySQL, Microsoft Access

Statistical/Scientific Software: Stata, MATLAB

Data Visualization Software: Tableau

Experience: Large-scale Multimedia Retrieval, Natural Language Processing, Amazon Web Service

Selected Graduate-level Coursework

Simon Business School, University of Rochester

Advanced Price Theory, IO Theory, Game Theory
Theory of Probability & Stochastic Process I & II
Optimization
Advanced Business Modeling & Analysis
Social Media Analytics

Department of Economics, University of Rochester

Introduction to Econometrics I & II

Department of Political Science, University of Rochester

Probability & Inference
Causal Inference
Maximum Likelihood Estimation
Dynamic Models - Structure, Computation, & Estimation

Department of Computer Science, University of Rochester

Data Mining

References

Rajiv Mohan Dewan

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