

Curriculum Vitae

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Yang Sun

Personal Information

- Gender: Male
- Nationality: Chinese
- Place of Birth: China
- Date of Birth: Nov.18.1985
- Marital Status: Single



Current Working

Lecturer in Zhejiang SCI-TECH University, Hang Zhou, China
[2015.12-Current]

Professional Career

Researcher in Korea Economy and Management Development Institute, Republic of Korea [2014.09-2015.12]

Post-Doctoral Fellow (Institute of Convergence Science), Yonsei University, Seoul, Republic of Korea (World ranking: 106) [September. 2014~ August. 2015]

Education

Ph.D. in Marketing, Changwon National University, Changwon, Republic of Korea (Business Department ranking in Korea: Top 20) [August. 22. 2014]

Master of Business Administration in Marketing, Changwon National University, Changwon, Republic of Korea (Business Department ranking in Korea: Top 20) [September. 1. 2011]

Bachelor of Business Management in Marketing, University of Science and Technology Liaoning, Anshan, China [September. 1. 2009]

Working

Assistant to the Executive Secretary of Global Alliance of

Experience

Marketing & Management Associations [Current]

Researcher in Customer Equity Management System in Traditional Market Project, National Research Foundation of Korea [2014~Current]

Assistant to the guest editor of Journal of Business Research (SSCI) on Customer Equity Special Issue [2014~Current]

Secretary to the President of Global Alliance of Marketing & Management Associations [2014~2015]

Assistant to Journal of Global Fashion Marketing Customer Behavior Landscape in Global Fashion Cities special issue [2014~2015]

Reviewer of 2015 Global Fashion Management Conference at Florence [2014~2015]

Assistant to the General Secretary of 2014 Global Marketing Conference at Singapore [2013~2014]

Researcher in Global Network Research Project on Customer Equity, National Research Foundation of Korea [2013-2014]

Researcher in Global Customer Equity Evaluation System in SPA Brand Project, National Research Foundation of Korea [2011~ 2014]

Assistant to the Executive Secretary of Korean Scholars of Marketing Science [2011~2014]

Reviewer of 2014 Global Marketing Conference at Singapore [2014]

Assistant to the General Secretary of 2012 Global Marketing Conference at Seoul [2011~2012]

Teaching Experience

Theory and Practice of Cultural Studies, Undergraduate School, Underwood International College, Yonsei University
[Mar. 2015~Current]

Marketing Case Study, MBA course, Business School, Changwon National University, [Sep. 2014~Dec. 2014]

Marketing Insight Program, ESAB SeAH Corp., [Mar. 2014]

Research Interests

Sustainable Marketing, Customer Equity, Fashion Marketing, Consumer Behavior, Brand Management, High Tech Marketing

Publications

[Journal Articles]

- Sun, Y., Tony C. G., Kim, K. H. (2016). Does Confucian Thought have an influence on the drivers of Customer Equity and Customer Lifetime Value?. *Journal of Business Research*. 69, 3772-3779. (SSCI)
- Sun, Y., Ko, E. (2016). Influence of Sustainable Marketing Activities upon Customer Equity. *Journal of Global Scholars of Marketing Science*. 26(3), 270-283. (ABDC, KCI Journal)
- Sun, Y., Kim, K. H., & Kim, J. (2014) . Examining relationships among sustainable orientation, perceived sustainable marketing performance, and customer equity in fast fashion industry. *Journal of Global Fashion Marketing*. 5(1), 74-86. (ABDC, KCI Candidate Journal)
- Liu, F., Sun, Y., & Na, S. H. (2013). The influence of online-store cue on consumers perceived quality and online purchase intention. *Journal of Distribution Science*. 11(4), 13-21. (KCI)

[Conference Papers]

- Sun, Y., Wang, S., Long, J. F. (2016). Purchase Agents and Luxury Purchase Behavior in China: An Agenda of Research Themes. *Proceeding of The Mystique of Luxury Brands*, Shanghai, China.
- Zhang, H., Sun, Y. (2016). Individual Hedonic Value Influences on Luxury Consumers: The Moderating Effect of Interpersonal Effects. *Proceeding of The Mystique of Luxury Brands*, Shanghai, China.
- Sun, Y., Tony, C. G., Kim, K. H., Kim, S. J. (2015). Confucian Thought, Sustainable Marketing and Customer Equity. *Proceeding of the 2015 Korean Scholars of Marketing Science International Conference*, Republic of Korea.
- Sun, Y., Dong X. X. (2015). How the Environmental Element Influence on Chinese Steel Industry. *Proceeding of the 2015 Korean Scholars of Marketing Science International Conference*, Republic of Korea.
- Sun, Y., Tony, C. G., Ko, E., Kim, K. H. (2015). Influencing Factors of Customer Equity: Implications in Sustainable Marketing. *Proceeding of 2015 Global Fashion Management Conference at Florence*, Italy.
- Zhang, H., Sun, Y. (2015). It's not all about Show Off! The Influences of Personal Hedonic Value on Purchase Intention of Chinese Luxury Consumers. *Proceeding of 2015 Global Fashion Management Conference at Florence*, Italy.
- Sun, Y., Tony, C. G., Ko, E., Kim, K. H. (2015). Research on Sustainable Marketing and Customer Equity in Cross Culture. *Proceeding of 2015 Korean Marketing Management Association Spring Conference*, Republic of Korea.
- Sun, Y., Tony, C. G., Ko, E., Kim, K. H. (2015). Sustainable Marketing and Customer

- Equity. *Proceeding of XVI April International Academic Conference on Economic and Social Development*, Russia.
- Sun, Y., Yong, S. H. (2014). Brand Attributes and Customer Equity in Traditional Market: Moderating Role of Counterfeit Product Purchase Behavior. *Proceeding of the 2014 Korean Scholars of Marketing Science International Conference*, Republic of Korea.
- Kim, Sang. J., Kim, K. H., Sun, Y. (2014). Purchasing Behavior of Skin in League of Legends. *Proceeding of the 2014 Korean Scholars of Marketing Science International Conference*, Republic of Korea.
- Sun, Y., & Kim, K. H., Wang, H. Z., Schellhase, R., Xu, Z. G. (2014). Confucian philosophy, sustainable marketing management and customer equity. *Proceeding of the 2014 Global Marketing Conference at Singapore*, Singapore.
- Sun, Y., & Kim, K. H., Schellhase, R., Wang, H. Z. (2014). Confucianism: An Antecedent for Sustainable Marketing and Customer Equity. *Proceeding of the 2014 Global Fashion Management Conference in London*, London, UK.
- Liu, H. L., Kim, K. H., Sun, Y. & Garrett, T. (2014). Roles of Social Factors in Customer Equity Management - SPA Brands in China and Korea. *Proceeding of the 2014 Global Fashion Management Conference in London*, London, UK.
- Sun, Y., & Kim, K. H. (2013). Sustainable marketing and customer equity powered by Chinese eco-philosophy. *Proceeding of the Australian & New Zealand Marketing Academy Conference*, Auckland, New Zealand.
- Sun, Y., Kim, K. H., Liu, H. L., Heo, S. Y., & Wang, H. Z. (2013). Chinese Philosophical frame work for sustainable marketing. *Proceeding of the 2013 Korean Scholars of Marketing Science Fall International Conference*, Republic of Korea.
- Sun, Y. (2013). Confucian thought in sustainable marketing and customer equity. *Proceeding of the 2013 Korean Scholars of Marketing Science Fall International Conference*, Republic of Korea.
- Sun, Y., Kim, K. H., Kim, J., & Schellhase. R. (2013). How sustainable marketing can increase customer equity for SPA brands. *Proceeding of the 2013 Korean Scholars of Marketing Science Fall International Conference*, Republic of Korea.
- Sun, Y., Kim, K. H., & Schellhase. R. (2013). Role of customer equity in sustainable marketing. *Proceeding of the European Marketing Academy Conference*, Istanbul, Turkey.
- Sun, Y., Kim, K. H., & Yoo, J. H. (2013). Sustainable marketing performance and customer equity. *Proceeding of the 2013 Korean Scholars of Marketing Science Spring International Conference*, Republic of Korea.
- Sun, Y., Kim, K. H., & Ko, E. (2012). Neuromarketing research trend in China. *Proceeding of the 2012 Korean Scholars of Marketing Science Fall International Conference*, Republic of Korea.
- Sun, Y., Kim, K. H., & Lee, J. C. (2012). Information cues and perceived quality of Chinese consumers in Online-shopping. *Proceeding of the 2012 Global Marketing Conference*, Seoul, Republic of Korea.
- Sun, Y. (2011). How to derive clusters and assess overall fit in cluster analysis.

Proceeding of the 2011 Korean Scholars of Marketing Science Fall International Conference, Republic of Korea.

Park, Y. K., Sun, Y., & Zhang, Z, J. (2011), Analysis on the influence of online-store cue on consumers perceived quality and online purchase intention. *Proceeding of The 2011 International Conference of Yanbian University- Korean Strategic Marketing Association*, Yanbian, China.

[Award]

2014 “Excellent Award”, for paper entitled “The Impact of Confucian Thought on Customer Equity: The Mediating Role of Sustainable Marketing”. 2014 KSMS Doctoral Dissertation Competition, Korean Scholars of Marketing Science International Conference. Ehwa Womans University, Seoul, Republic of Korea, 2014.

2014 “Best Conference Paper Award”, for paper entitled “Confucian philosophy, sustainable marketing management and customer equity”. 2014 Global Marketing Conference at Singapore. Singapore, 2014.

2013 “Best Conference Paper Award”, for paper entitled “Confucian thought in sustainable marketing and customer equity”. 2013 Korean Scholars of Marketing Science Fall International Conference. Yonsei University, Seoul, Republic of Korea, 2013.

Other Skill (Software): Reliability in SPSS, EFA in SPSS, CFA in AMOS, SEM in AMOS, Multi-group in AMOS.

Doctoral Dissertation:

The Impact of Confucian Thought on Customer Equity: The Mediating Role of Sustainable Marketing

References

Eunju Ko, Professor of Fashion Marketing, Yonsei University, Republic of Korea, President, [Global Alliance of Marketing & Management Associations](#), Tel: +82-2-2123-3109 Fax: +82-2-312-8554, email: ejko@yonsei.ac.kr.

C. Anthony Di Benedetto, Professor of Marketing, Temple University, Editor-in-Chief, Journal of Global Scholars of Marketing Science(JGSMS), email: tonyd@temple.edu.

Ian Phau, Professor of Marketing, Curtin Business School, Curtin University, email: ian.phau@cbs.curtin.edu.au.

Ikuo Takahashi, Professor of Marketing, Keio University, Japan, email: takahasi@fbc.keio.ac.jp.

Tony C. Garrett, Professor of Marketing, Korea University, Republic of Korea, email: tgarrett@korea.ac.kr.

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Hao Zhang, Professor of Marketing, Northern University, China, email: hzhang@mail.neu.edu.cn.

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