

YONG LIU

Eller College of Management
Department of Marketing
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CHRONOLOGY OF EDUCATION

Ph.D. in Business Administration (major field: marketing), November 2002
University of British Columbia, Vancouver, Canada
Doctoral dissertation: Essays on Competitive Strategies in the Broadcasting Television Industry
Advisors: Charles B. Weinberg, Daniel S. Putler

Master of Engineering (major field: engineering economics), June 1996
Tianjin University, Tianjin, China
Master's thesis: Social Impact of Small and Medium-sized Enterprises
Advisor: Datu Xu

Bachelor of Engineering (double majors: engineering economics, computer & application), June 1993
Tianjin University, Tianjin, China

CHRONOLOGY OF EMPLOYMENT

Eller College of Management, University of Arizona	
Marketing Department Head Robert A. Eckert Endowed Chair in Marketing	2020-present
Eller Professor Professor of Marketing	2017-2020
Gary M. Munsinger Chair in Entrepreneurship & Innovation Associate Professor of Marketing	2010-2017
Assistant Professor of Marketing	2006-2010
Whitman School of Management, Syracuse University	
Assistant Professor of Marketing	2002-2006

VISITING POSITIONS

Tsinghua University School of Economics and Management, Beijing, China	Multiple time periods
Lingnan University College of Business, Hong Kong, China	2019 (Oct.-Nov.)
China-Europe International Business School (CEIBS), Shanghai, China	2018 (December)
Shanghai Advanced Institute of Finance (SAIF), China	2017 (May-July)
University of Sydney Business School, Australia	2015 (May-June)

HONORS AND AWARDS

- University of Arizona Foundation Eugene Sander Faculty Fundraising Award, 2022-23.
- Robert A. Eckert Endowed Chair in Marketing, 2020-present.
- Eller Evening MBA Most Valuable Professor (Phoenix) Nomination, 2017.
- Eller Professorship, Eller College of Management, University of Arizona, 2017-present.
- The 52nd AMA-Sheth Foundation Doctoral Consortium Faculty, University of Iowa, 2017.
- Gary M. Munsinger Endowed Chair in Entrepreneurship & Innovation, University of Arizona, 2011-2016.
- The 51st AMA-Sheth Foundation Doctoral Consortium Faculty, University of Notre Dame, 2016.
- Eller College Dean's Course Innovation Award, 2016.
- Eller College Dean's Award for Undergraduate Teaching Excellence, 2015.
- University of Arizona Honors College Outstanding Thesis Advisor Award, 2015.
- Executive MBA (EMBA) Faculty Award for Outstanding Module, University of Arizona, 2011.
- Eller Faculty Fellow, University of Arizona, 2010-2016.
- *Journal of Retailing* Outstanding Reviewer Award, 2012.
- *Journal of Interactive Marketing* Best Paper Award Runner-up, 2011.
- *Management Science* Meritorious Service Award, 2009.
- Marketing Science Institute (MSI) Young Scholar, 2007.
- Eller College Student Council Award for Outstanding Commitment and Contribution, 2007, 2008, 2009.
- Joseph W. Newman Memorial Fund for Research and Professional Development Budget Supplement, University of Arizona, 2007-08, 2008-09, 2009-10.
- Strategic Faculty Development Fund, Syracuse University, 2005.
- Ben Ware Research Award, Office of Vice President for Research, Syracuse University, 2005.
- Fellow of the Center for the Study of Popular Television, S.I. Newhouse School of Public Communications, Syracuse University, 2002-03.
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Southern California, 1999.
- University Graduate Fellowship & Li Tze Fong Memorial Fellowship, University of British Columbia, 1999-2000.
- Entrepreneurship Research Alliance Fellowship, University of British Columbia, 1998.
- E. D. MacPhee Memorial Fellowship, University of British Columbia, 1997-98.

LEADERSHIP CERTIFICATES

- Crucial Conversations for Mastering Dialogue

RESEARCH INTERESTS

Quantitative analysis of customer insights and marketing strategy: digital marketing, innovation and business models, social interactions, media strategies, entertainment product marketing, product harm crisis and product recall strategies.

TEACHING INTERESTS

Marketing strategy, Innovation & new product strategies, Marketing analytics, Business experimentation, Entertainment industries marketing, Social media.

SERVICE/OUTREACH

1. Editorial Roles at Major Journals

- *Journal of Marketing*, Editorial Board Member: 2018-present.
- *Marketing Science*, Editorial Board Member: 2002-2007, 2011-2021.
 - “Best Reviewers (from 1,000+ Reviewers) During Current Editor-in-Chief’s Term,” “Best 77 of 904 Reviewers During Current Editor-in-Chief’s Term,” “Best Regular and *Ad hoc* Reviewers,” “A Few of the Great Reviewers Out of More Than 600 Reviewers,” “A Few of the Most Productive Reviewers,” in several Editorials by the Editor-in-Chief.
- *Journal of the Academy of Marketing Science*, Editorial Board Member: 2020-present
- *Journal of Retailing*, Associate Editor: 2011-present.
 - *Journal of Retailing* Outstanding Reviewer Award, 2012
 - Among the eleven “AEs and ERB members who excelled in terms of timeliness of their review, constructive comments and the number of manuscripts reviewed,” in JR Editorial, 2014 (4).
- *Canadian Journal of Administrative Sciences*, Editorial Board Member: 2009-2012.

2. University of Arizona

University and College

- Eller College Dean’s Search Committee, 2021-present
- Joint Academic Advisory Committee UArizona and University of Arizona Global Campus, 2021-2023
- Eller College Innovation Committee, 2020-2021
- Chair of DBA Program Study and Development, 2020
- Eller Executive Education Committee, 2016-2020
- Faculty Status Committee (College P&T Committee), 2017-2018
- College Advisory Council, Eller College, 2016-2018
- Recruiting Committee for the Director of McGuire Center of Entrepreneurship, 2016-2017
- Research and Doctoral Studies Committee, Eller College, 2013-2016
- Faculty Advisory Group, McGuire Center of Entrepreneurship, 2012-2017
- Faculty Speaker, Eller International Orientation Workshop, 2012, 2013, 2015, 2016.
- External Member, Eller Department of MIS faculty recruiting committee, 2014-2015
- Eller College Representative, The PhD Project Conference, 2011, 2012, 2014
- Faculty Sponsor of Exchange Students, Global Initiative of the Graduate College, 2014
- Eller College Task Force on Distance Learning, 2009-2010
- Arizona Assurance Mentor, 2012-2013

Department

- Marketing Department Head, 2020-present
- Chair, Promotion and Tenure Committee, 2018-2019
- Marketing Faculty Performance Evaluation Committee (elected), multiple years
- Chair, Faculty Recruiting Committee, 2017-2018
- Director, Marketing Doctoral Program, 2013-2016
- Co-Chair, Faculty Recruiting Committee, 2015-2016
- Chair, Task Force for Doctoral Seminar Restructuring, 2014-2015
- Undergraduate Curriculum Committee, 2016-2017
- Marketing Doctoral Program Committee, 2006-2016
- Co-Chair (modeling and strategy), Marketing Faculty Recruiting Committee, 2013-2014
- Marketing Faculty Recruiting Committee, 2012-2013
- Marketing Department MBA /MS in Marketing/Executive MBA Committee, 2012-2013
- Annual Lisle & Roslyn Payne Thinking Forward Research Symposium, 2012-2013
- Marketing Department Promotion and Tenure Committee, 2010-2011
- Marketing Department Head Search Committee, 2009-2010

- Doctoral Minor in Marketing Coordinator, 2007-2013
- Department (of Marketing) Head Review Committee, 2008-2009
- Annual Lisle & Roslyn Payne Thinking Forward Research Symposium, 2007
- Undergraduate Program Revision Committee, 2006-2007

3. Syracuse University

- Doctoral Studies Board, Whitman School of Management, 2005-2006
- Faculty Advisor for the Syracuse University Internship Program, annually
- Member of the Future Professoriate Project, Syracuse University Graduate School, 2005-2006
- Coordinator of the School of Management New Faculty Orientation, 2004, 2005
- Faculty Advisor for the Hong Kong Culture Organization, 2002-2004

4. Service in the Profession

Reviewer for Major Academic Journals

Journal of Marketing, Marketing Science, Management Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Retailing, Journal of Interactive Marketing, Marketing Letters, MIS Quarterly, Information Systems Research, Journal of Cultural Economics, Journal of Economics and Management Strategy.

Invited Voting and Reviewing for Major Awards and Foundations

- Hong Kong Research Grants Council (RGC)
- Social Science and Humanities Resources Council of Canada (SSHRC)
- The Research Foundation – Flanders (FWO, Belgium)
- ISMS John D. C. Little Award
- ISMS Frank M. Bass Award
- ISMS Long Term Impact Award
- Journal of Retailing Davidson Award
- Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
- Louis Stern Award for Best Article on Marketing Channels and Distribution
- John A. Howard American Marketing Association Doctoral Dissertation Award

Organizational Roles in Academic Conferences

- Track Chair, *Services, Retailing and Entertainment*, Winter AMA Educators' Conference, February 19-21, 2021.
- Conference Co-Chair, Summer Marketing Workshop, Shanghai University of Finance and Economics, China, 6/1-6/2, 2019.
- Conference Co-Chair, Business Research Forum, Tianjin University, Tianjin, China, 7/15-7/16, 2019.
- Co-Chair of Special Session on Innovation and Product Strategy, 2019 China Marketing International Conference (CMIC), Guangzhou, China, 7/22-7/25, 2019.
- Conference Co-Chair, 2018 China Marketing International Conference (CMIC), Shanghai, China, 7/21-7/23, 2018.
- Track Chair, *Innovation and Product Strategies*, 2018 CMIC, Shanghai, China, 7/21-7/23, 2018.
- Track Chair, *Entertainment Marketing*, 2018 CMIC, Shanghai, China, 7/21-7/23, 2018.
- Chair of Invited Special Session on Entertainment Analytics, *INFORMS 2016 Annual Conference*, Nashville, TN, November 2016.
- Chair of Program Committee, *The 3rd Binhai International Research Forum in Management Science*, Tianjin, China, June 2016.

- Co-chair (Media & Entertainment Track), *American Marketing Association Winter Educator's Conference*, Las Vegas, USA, February 2016.
- Chair of Program Committee, *The 2nd Binhai International Research Forum in Management Science*, Tianjin, China, June 2015.
- Chair of Program Committee, *The 1st Binhai International Research Forum in Management Science*, Tianjin, China, June 2014.
- Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2013.
- Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2011.
- Co-chair (Marketing Research and Technology Track), *American Marketing Association Summer Educator's Conference*, August 2009.
- Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2009.
- Conference coordinator, *BCRST Annual Marketing Conference* (University of Buffalo, Cornell University, University of Rochester, Syracuse University, University of Toronto), May 2005.

PUBLICATIONS

1. Liu, Jianwei, Karen Xie, Wei Chen and Yong Liu (2023), "How Incumbents Beat Disruption? Evidence from Hotel Responses to Home Sharing," *Production and Operations Management* (POM), 2023, forthcoming.
2. Yin, Junming, Zisu Wang, Yue Katherine Feng, Yong Liu (2023), "Modeling Behavioral Dynamics in Digital Content Consumption: An Attention-Based Neural Point Process Approach with Applications in Video Games," *Marketing Science*, forthcoming.
3. Gao, Weihe, Yong Liu, Hua Yin, and Yiwei Zhang (2022), "Social Capital, Phone Call Activities and Borrower Default in Mobile Micro-lending," *Decision Support Systems*, 159 (August), 113802. Published online: May 5, 2022.
4. Zeng, Dajun, Yong Liu, Ping Yan and Yanwu Yang (2021), "Location-Aware Real-time Recommender Systems for Brick-and-Mortar Retailers," *INFORMS Journal on Computing*. Published online: February 25, 2021.
5. Gao, Weihe, Li Ji, Yong Liu, and Qi Sun (2020), "Branding Cultural Products in International Markets: A Study of Hollywood Movies in China," *Journal of Marketing*, 84 (3): 86-105. Published online: March 27, 2020.
 - This paper was featured in the JM Webinar Series: Insights for Managers, May 2020.
6. Chen, Yubo, Mrinal Ghosh, Yong Liu, and Liang Zhao (2019), "Media Coverage of Climate Change and Sustainable Product Consumption: Evidence from the Hybrid Vehicle Market," *Journal of Marketing Research*, 56 (6): 995-1011. Published online: September 12, 2019.
7. Lin, Mingfeng, Yong Liu and Siva Viswanathan (2018), "Effectiveness of Reputation in Contracting for Customized Production: Evidence from Online Labor Markets," *Management Science*, 64 (1): 345-359. Published online: December 16, 2016.
8. Liu, Angela, Yong Liu and Ting Luo (2016), "What Drives a Firm's Choice of Product Recall Remedy? The Impact of Remedy Cost, Product Hazard, and the CEO," *Journal of Marketing*, 80 (May), pp. 79-95. Accepted: February 22, 2016.

9. Liu, Yong, Robert E. Lusch, Yubo Chen and Jurui Zhang (2016), "The Emergence of Innovation as a Social Process: Theoretical Exploration and Implications for Entrepreneurship and Innovation," in S. Nambisan (ed.) *Open Innovation, Ecosystems and Entrepreneurship: Issues and Perspectives*, World Scientific Publishing.
10. Zhang, Jurui, Yong Liu and Yubo Chen (2015), "Social Learning in Networks of Friends versus Strangers," *Marketing Science*, 34 (4, July-August): 573-589. Published online: April 7, 2015.
11. Liu, Y., Mai, E. S., & Yang, J. (2015), "Network Externalities in Online Video Games: An Empirical Analysis Utilizing Online Product Ratings," *Marketing Letters*, 26 (4), 679-690. Published online: September 1, 2015.
12. Liu, Angela Xia, Yong Liu and Tridib Mazumdar (2013), "Star Power in the Eye of the Beholder: A Study of the Influence of Stars in the Movie Industry," *Marketing Letters*, August, pp. 1-12. Lead article. Published online August 20, 2013.
13. Chen, Yubo, Yong Liu and Jurui Zhang (2012), "When Do Third-party Product Reviews Affect Firm Value and What Can Firms Do? The Case of Media Critics and Professional Movie Reviews," *Journal of Marketing*, 76 (2): 116-134.
14. Liu, Yong, Yubo Chen, Shankar Ganesan and Ronald Hess (2012), "Product-harm Crisis Management and Firm Value," in S. Bharadwaj and S. Ganesan (ed.) *Handbook of Marketing and Finance*, Edward Elgar Publishing Co., pp. 293-314.
15. Li, Xiarong, Daniel Zeng, Yong Liu and Yanwu Yang (2011), "Click Fraud and the Adverse Effects on Competition," *IEEE Intelligent Systems*, 26 (6): 31-39.
16. Chakravarty, Anindita, Yong Liu, and Tridib Mazumdar (2010), "Differential Influences of Online Word-of-Mouth and Critics' Reviews on Pre-release Movie Evaluation," *Journal of Interactive Marketing*, 24 (3): 185-197.
 - This paper is a runner-up for the 2011 JIM Best Paper Award.
17. Liu, Yong, Yubo Chen, Robert F. Lusch, Hsinchun Chen, David Zimbra, and Shuo Zeng (2010), "User-Generated Content on Social Media: Predicting New Product Market Success from Online Word-of-Mouth," *Trends & Controversies: Business and Market Intelligence 2.0, IEEE Intelligent Systems*, 25 (1): 75-78.
18. Lusch, Robert F., Yong Liu, Yubo Chen (2010), "The Phase Transition of Markets and Organizations: The New Intelligence and Entrepreneurial Frontier," *Trends & Controversies: Business and Market Intelligence 2.0, IEEE Intelligent Systems*, 25 (1): 71-75.
19. Chen, Yubo, Shankar Ganesan, and Yong Liu (2009), "Does a Firm's Product Recall Strategy Affect Its Financial Value? An Examination of Strategic Alternatives during Product-harm Crises," *Journal of Marketing*, 73 (6): 214-226.
20. Zhao, Xuan, Derek Atkins and Yong Liu (2009) "Effects of Distribution Channel Structure in Markets with Vertically Differentiated Products," *Quantitative Marketing and Economics*, 7 (4): 377-397.

21. Liu, Yong and Charles Weinberg (2009), "Pricing for Nonprofit Organizations," in Vithala R. Rao (ed.) *Handbook of Research in Pricing*, Edward Elgar Publishing Co., pp. 512-534.
22. Krider, Robert, Tieshan Li, Yong Liu, and Charles Weinberg (2008), "Demand and Distribution Relationships in the Ready-to-Drink Iced Tea Market: A Graphical Approach," *Marketing Letters*, 19 (1): 1-12, Lead article.
23. Putler, Daniel, Tieshan Li and Yong Liu (2007), "The Effectiveness of Household Life-Cycle Models in Predicting Household Expenditure Behavior: An Empirical Examination," *Canadian Journal of Administrative Sciences*, 24 (4): 284-299.
24. Liu, Yong (2006), "Word-of-Mouth for Movies: Its Dynamics and Impact on Box Office Revenue," *Journal of Marketing*, 70 (3): 74-89.
 - #4 Most Cited Papers published in 2006 in Marketing (Google Classic Papers, https://scholar.google.com/citations?view_op=list_classic_articles&hl=en&by=2006&vq=bus_marketing, Accessed in August 2017)
 - #2 Most Cited Papers published in *Journal of Marketing* between 2006-2009 (*American Marketing Association*)
25. Liu, Yong, Daniel Putler, and Charles Weinberg (2006), "The Welfare and Equity Implications of Competition in Television Broadcasting: The Role of Viewer Tastes," *Journal of Cultural Economics*, 30 (2): 127-140.
26. Krider, Robert, Tieshan Li, Yong Liu, and Charles Weinberg (2005), "The Lead-Lag Puzzle of Demand and Distribution: A Graphical Method Applied to Movies," *Marketing Science*, 24 (4): 635-645.
27. Liu, Yong, Daniel S. Putler, and Charles B. Weinberg (2004), "Is Having More Channels Really Better? A Model of Competition among Commercial Television Broadcasters," *Marketing Science*, 23 (1): 120-133.
28. Liu, Yong and Charles B. Weinberg (2004), "Are Nonprofits 'Unfair' Competitors to Businesses? An Analytical Approach," *Journal of Public Policy and Marketing*, 23 (1): 65-79.
 - This paper was featured as a synopsis article by JPPM.

COURSES TAUGHT (with course information)

1. Undergraduate Courses

- Innovation and Product Management (Marketing major, elective course)
 - Award: Eller College Dean's Award for Undergraduate Teaching Excellence;
 - Award: Eller College Dean's Course Innovation Award
- Marketing Research (Marketing major, core course)
- Marketing Research for Entrepreneurs (Entrepreneurship major, core course)
- Principles of Marketing (All business majors, core course)

2. MBA/Executive MBA/Executive Development Program Courses

- Business Experimentation (MS in Business Analytics)
- Customer Value Proposition (Executive MBA, core module)
 - Award: Executive MBA (EMBA) Faculty Award for Outstanding Module
- Marketing of Innovation (Evening MBA and Executive MBA, capstone course)
 - Award: Eller Evening MBA Most Valuable Professor (Phoenix) Nomination

- Medical Innovation Marketing & Messaging (Executive Development Program)
- Discovering Customer Needs and New Product Ideas (Executive Development Program)
- Innovation and Product Strategy (MBA, elective course)
- Marketing of Innovation (Online MBA, core course)
- Market-Based Innovation and Entrepreneurship (Evening MBA, capstone course)
- Marketing Management (Evening MBA, core course)

3. Doctoral Courses

- Theory and Conceptualization in Marketing Research
- Doctoral Seminar in Marketing Models

MEDIA

- *The Arizona Daily Star*, “Word of Mouth, the New Sign,” August 10, 2014.
- *Bloomberg News*, “Warner Bros. Said to Pull Some TV Ads for ‘Dark Knight’,” July 20, 2012.
- *The Arizona Daily Star*, “Shooting Aftermath Worries Business,” January 30, 2011.
- *The Eller Times*, “Thumbs Up: Eller Assistant Professor Yong Liu Studies Movie Marketing,” October, 2007.
- *The New York Times*, “What Counts at the Box Office Is the Buzz,” July 24, 2006.
- *ZDNet*, “Yahoo Movies Fan Chatter Helps Box-Office Performance,” Blogs on Digital Micro-Markets, <http://blogs.zdnet.com/micro-markets/?m=20060725>.
- *The Word of Mouth Marketing Association*, “How Does Buzz Affect a Movie’s Box Office Take,” July 26, 2006, <http://www.womma.org/research/>.
- *Tucson Citizen*, “Selling Wisdom: Resourceful Experts Tell How to Promote Resources,” November 1, 2006, http://www.tucsoncitizen.com/ss/business_edge/30934.php.
- *BusinessWeek*, Named one of three “Prominent Faculty” at the Martin J. Whitman School of Management, Syracuse University, in *2006 Undergraduate B-School Profile*. The Whitman School ranks #42 nationwide in undergraduate business programs by *BusinessWeek*.

CONFERENCE/SCHOLARLY PRESENTATIONS (LAST FIVE YEARS)

- April 21, 2022, City University of Hong Kong, invited talk, “What Happens When Platforms Disclose the Purchase History of Product Reviews?”
- September 26, 2022, Tianjin University, China, invited talk, “CMO Promotion Incentives and the Impact on Marketing Performance.”
- May 26, 2020, *Journal of Marketing* Webinar, “Branding Cultural Products in International Markets.”
- November 18, 2019, Fudan University, Shanghai, China, invited talk, “Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions.”

- November 15, 2019, Jinan University, Guangzhou, China, invited talk, “Effects of International Release Gap on U.S. and Foreign Movies: Evidence from China.”
- November 7, 2019, Lingnan University, Hong Kong, China, invited talk, “Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions.”
- October 15, 2019, Huazhong University of Science and Technology, Wuhan, China, invited talk, “Spillover Effects of Home Sharing on Local Markets: Evidence from Local Tourist Attractions.”
- February 25, 2019, University of Arizona, Department of Management Information Systems, invited talk, “Effects of International Release Gap on U.S. and Foreign Movies: Evidence from China.”
- December 12, 2018. China-Europe International Business School (CEIBS), Shanghai, China, invited talk, “Branding Movies in International Markets: The Effects of Title Translation on the Sales of Hollywood Movies.”
- November 28, 2018, Lingnan University, Hong Kong, invited talk, “Branding Movies in International Markets: The Effects of Title Translation on the Sales of Hollywood Movies.”
- September 27, 2018, The 20th Annual Mallen Scholars and Practitioners Conference in Filmed Entertainment Economics, Potsdam, Germany, “Effects of International Release Gap on U.S. and Foreign Movies: Evidence from China.”
- April 20, 2018, University of Texas, Dallas, invited talk, “Cross-country Spillover Effect of Product Recalls: A Study of How Automobile Recalls in the U.S. Impact Vehicle Sales in China.”
- October 20, 2017, University of British Columbia, Vancouver, Canada, invited talk, “*Home or Crazy Aliens?* Effects of Movie Title Translation on the Sales of Hollywood Films in China.”
- June 5, 2017, Wharton Customer Analytics Initiative (WCAI), San Francisco, invited talk, “Capturing Virtual Business Opportunities from Real-World Events: Findings and Insights from Sports Video Games.”
- June 9, 2017, INFOMS Marketing Science Conference, University of Southern California, Los Angeles, “How Does the Effect of Product Recalls Extend Beyond Country Boundaries? A Study of the Automobile Market in China and the United States.”
- June 9, 2017, INFOMS Marketing Science Conference, University of Southern California, Los Angeles, “Strategic Behaviors in Online Reviews: A Study of Yelp.com.”
- February 2017, AMA Winter Educator’s Conference, Orlando, “Contingency Selling under Product Uncertainty and Service Capacity Constraint: A New Pricing Model with Applications to Sports Events.”
- September 2016, Conference on Big Data, Big Movies: How Algorithms Transform, Berlin, Germany, “Consumer Choice in On-Demand Video Service: The Effects of Previews.”
- June 2016, INFORMS Marketing Science Conference, Shanghai, “Modeling the Impact of Digital Piracy on Quality Competition.”

- April 2016, University of Houston Doctoral Symposium, Houston, “Modeling the Impact of Digital Piracy on Quality Competition.”
- March 2016, University of North Carolina-Charlotte, invited talk, “Effectiveness of Reputation in Contracting for Customized Production: Evidence from Online Labor Markets.”
- November 2015, The 2nd Conference on Marketing and Internet Economy, Guilin, China, invited talk, “The Effects and Mechanisms of Online Product Reviews.”
- October 2015, Society of Interdisciplinary Business Research (SIBR) Conference, Hong Kong, “The Concentration of Start-ups in Incubators,” (with Weihe Gao),
- September 2015, China India Customer Insight Conference, Yale School of Management/Cheung Kong Graduate School of Business, NYC, “Consumer Choice in On-Demand Video Service: The Effects of Previews.”
- June 2015, Zhejiang University, Hangzhou, China, invited talk, “The Effects and Mechanisms of Online Product Reviews.”
- June 2015, Marketing Dynamics Conference, Tsinghua University, “Modeling Quality and Price Decisions of Nonprofit Organizations and the Nonprofit / For-profit Competition.”
- May 2015, University of Sydney Business School, invited talk, “Modeling Quality and Price Decisions of Nonprofit Organizations and the Nonprofit / For-profit Competition.”

GRANTS AND AWARDS

- Center for the Management Innovations in Healthcare, University of Arizona, 2020-21.
- Marketing Science Institute, Research on Sharing Economy and Incumbent Strategies to Disruption, 2019-2020.
- The Networks, Electronic Commerce, and Telecommunications (NET) Institute, New York, Research on Using Machine Learning and Quasi-experiment to Understand the Impact of Sharing Economy on Local Markets, 2019-2020.
- Eller College Faculty Small Research Grant, 2017-2018.
- National Natural Science Foundation of China, Research Grant on Micro-lending on Mobile Platforms, 2018-2019.
- The Wharton School, University of Pennsylvania, Wharton Customer Analytics Initiative (WCAI) Research Opportunity, 2016.
- Center for Leadership Ethics Research Small Grant Award, University of Arizona, 2016-2017.
- National Natural Science Foundation of China, Research Grant on Advertising and Word-of-Mouth on the Internet, 2013-2015.
- Center for Leadership Ethics Research Small Grant Award, University of Arizona, 2013-2014.

- McGuire Center for Entrepreneurship Research Small Grant Award (Cross-disciplinary), University of Arizona, 2013-2014.
- Marketing Science Institute (MSI) Research Award, 2010-2011.
- Joseph W. Newman Memorial Fund for Research and Professional Development Budget Supplement, University of Arizona, 2007-08, 2008-09, 2009-10.
- Ben Ware Research Award, Office of the Vice President for Research, Syracuse University, 2005.
- Earl V. Snyder Innovation Management Center, Syracuse University, 2005-2006.
- Earl V. Snyder Innovation Management Center and Robert H. Brethen Operations Management Institute, Syracuse University, 2004-2005.
- Center for the Study of Popular Television, S. I. Newhouse School of Public Communications, Syracuse University, 2002-2003.