

XIAO LIU

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Stern School of Business
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ACADEMIC APPOINTMENT

2021-present Associate Professor of Marketing, New York University Stern School of Business
2015-2021 Assistant Professor of Marketing, New York University Stern School of Business

EDUCATION

Ph.D. 2015 Carnegie Mellon University, Marketing
(Co-chairs: Kannan Srinivasan, Alan Montgomery)
M.S. 2012 Carnegie Mellon University, Industrial Administration (Marketing)
B.S. 2010 Tsinghua University, China, Finance

RESEARCH INTERESTS

Big Data, Behavioral Economics, Retail Technology, High-tech Marketing, Consumer Financial
Service Innovations, Pricing, Product Management, Artificial Intelligence
Structural Models, Machine Learning, Natural Language Processing, Reinforcement Learning

RESEARCH EXPERIENCE & OTHER EMPLOYMENT

2018– 2021 Visiting Scholar, Alibaba

PUBLICATIONS

Marketing Journal Articles

1. “How Do Fast Fashion Copycats Affect the Popularity of Premium Brands? Evidence from Social Media,” 2023. Zijun Shi, Xiao Liu, Dokyun Lee, and Kannan Srinivasan. Forthcoming, *Journal of Marketing Research*.
2. “Deep Learning in Marketing: A Review and Research Agenda,” 2023. Xiao Liu. Artificial Intelligence in Marketing Issue of *Review of Marketing Research*, Vol 20, pp. 239-271.
3. “Dynamic Coupon Targeting Using Batch Deep Reinforcement Learning: An Application to LiveStream Shopping,” 2022. Xiao Liu, forthcoming, *Marketing Science*.
 - o NYU Center for Global Economy and Business Research Grant 2021
4. “Hype News Diffusion and Risk of Misinformation: The Oz Effect in Healthcare,” 2022. Zijun Shi, Xiao Liu, and Kannan Srinivasan, *Journal of Marketing Research*, Vol. 59 No.2, pp. 327-352.
 - o Winner, Paul Green Award 2023
 - o Winner, AMA MR-SIG Don Lehman Award 2023
 - o Selected Media Coverage: [American Council of Science and Health](#)

5. "Soul and Machine (Learning)," Davide Proserpio, John R. Hauser, Xiao Liu, Tomomichi Amano, Alex Burnap, Tong Guo, Dokyun Lee, Randall A. Lewis, Kanishka Misra, Eric M. Schwartz, and Artem Timoshenko, Lilei Xu, and Hema Yoganarasimhan, *Marketing Letters*, Vol. 31, December 2020, pp. 393-404.
6. "The Zero Bias in Target Retirement Fund Choice," Ajay Kalra*, Xiao Liu*, and Wei Zhang*, *Journal of Consumer Research*, Vol. 47 No.4, December 2020, pp. 500-522. *Equal contribution, alphabetical order
 - Selected Media Coverage: [Consumer Reports](#)
 - NYU Center for Global Economy and Business Research Grant 2015
7. "Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning," 2019. Xiao Liu, Dokyun Lee, and Kannan Srinivasan, *Journal of Marketing Research*, Vol. 56 No.6, pp. 918-943.
 - MSI Research Grant 2016
 - NET Institute Grant 2016
8. "Analyzing Overdraft Fees with Big Data," Xiao Liu, Alan Montgomery, and Kannan Srinivasan, *Marketing Science*, Vol. 37 No.6, November-December 2018, pp. 855-882. (Lead Article)
 - Finalist, INFORMS Society for Marketing Science Frank M. Bass Award 2019
 - Winner, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
 - Winner, ISMS Doctoral Dissertation Proposal Competition 2014
 - Winner, William W. Cooper Doctoral Dissertation Award in Management Science 2015
 - Featured in [INFORMS Press Release](#); [ScienceDaily](#); [ATMMarketplace](#); [CardRates](#);
9. "An Empirical Analysis of Purchase Behavior of Base Products and Add-ons Given Compatibility Constraints," Xiao Liu, Timothy Derdenger, and Baohong Sun, *Marketing Science*, Vol. 37 No.4, June-July 2018, pp. 569-591
10. "A Structured Analysis of Unstructured Big Data Leveraging Cloud Computing," Xiao Liu, Param Vir Singh, and Kannan Srinivasan, *Marketing Science*, Vol. 35 No.3, May-June 2016, pp. 363-388
 - Finalist, Don Morrison Long Term Impact Award 2023
 - Featured in [Journal Selection from MSI](#); [INFORMS Press Release](#);

Machine Learning Conference Proceedings (Peer-reviewed)

1. "BCRLSP: An Offline Reinforcement Learning Framework for Sequential Targeted Promotion," 2022. Fanglin Chen, Xiao Liu, Bo Tang, Feiyu Xiong, Serim Hwang, and Guomian Zhuang. The Deep Reinforcement Learning for Information Retrieval (DRL4IR) Workshop at the 45th International ACM *SIGIR* Conference on Research and Development in Information Retrieval.
 - NYU Center for Global Economy and Business Research Grant 2019
2. "Studying Product Competition Using Representation Learning," 2020. Fanglin Chen, Xiao Liu, Davide Proserpio, Isamar Tronsoco, Feiyu Xiong, 43rd International ACM *SIGIR* Conference on Research and Development in Information Retrieval.
3. "Automatic Aspect-Based Sentiment Analysis of Customer Reviews," 2020. Jiaming Xu, Bo Tang, Xiao Liu, and Feiyu Xiong, The Workshops of the Thirty-Fourth *AAAI* Conference on Artificial Intelligence.

4. “Deep Learning of Consumer Review Content,” 2018. Xiao Liu, Dokyun Lee, and Kannan Srinivasan, The Workshops of the Thirty-Second *AAAI* Conference on Artificial Intelligence.
5. “The Effect of Voice AI on Consumer Purchase and Search Behavior,” 2020. Chenshuo Sun, June Shi, Xiao Liu, Anindya Ghose, Xueying Li, and Feiyu Xiong 2020. Proceedings of the Conference on Information Systems and Technology (CIST 2020).

WORKING PAPERS UNDER REVIEW

1. “Beyond a Pretty Face: An AI Method to Score Celebrity Visual Potential,” 2023. Flora Feng, Shunyuan Zhang, Xiao Liu, Kannan Srinivasan, and Cait Lamberton, Revising for 3rd round review at *Journal of Marketing Research*.
2. “Long-Term Social Preferences Under Elective Pricing,” 2023. Minah Jung, Xiao Liu, and Leif Nelson, Major Revision at *Journal of Marketing*.
3. “Survival and Success in Livestream Shopping,” 2023. Zekun Liu, Weiqing Zhang, Xiao Liu, and Eitan Muller, Major Revision at *International Journal of Research in Marketing*.
 - Henry Assael Grant 2021
 - NYU Center for Global Economy and Business Research Grant 2021
4. “The Effect of Voice AI on Digital Commerce,” 2023. Xiao Liu, Chenshuo Sun, Zijun Shi, Anindya Ghose, Feiyu Xiong, and Xueying Li, Revise and Resubmit at *Information Systems Research*.
 - MSI Research Grant 2020
 - Nominated for CSWIM 2021 Best Paper Award
 - Selected Media Coverage: [Working Capital Review](#); [NewVoice.ai](#);
5. “Doubling Revenues by Adopting Livestream Shopping: A Synthetic DID Approach,” 2023. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. Major Revision at *Marketing Science*.
6. “Bias in the Metaverse: Gender and Racial Price Disparities in the NFT Marketplace” 2023. Yuan Yuan, Xiao Liu, Shunyuan Zhang, Kannan Srinivasan. Major Revision at *International Journal of Research in Marketing*.
7. “Geometric Deep Learning Based Recommender System and An Interpretable Decision Support System,” 2023. Yan Leng, Rodrigo Ruiz, and Xiao Liu. Under Review at *Information Systems Research*.
8. “Automating Online-Offline Data Merger for Integrated Marketing,” 2022. Chenshuo Sun, Xiao Liu and Anindya Ghose, Revise and Resubmit at *Information Systems Research*.
 - Finalist, MSI 2018-2020 Research Priorities Working Paper Competition
 - MSI Research Grant 2018
9. “Voice Analytics of Online Influencers-Soft Selling in Branded Videos,” 2023. Serim Hwang, Xiao Liu, and Kannan Srinivasan.
10. “Product2Vec: Understanding Product-level Competition Using Representation Learning,” 2023. Fanglin Chen, Xiao Liu, Davide Proserpio, and Isamar Troncoso Cortez.
 - NYU Center for Global Economy and Business Research Grant 2018
11. “Passive vs. Active Attention to Baseball Telecasts: Implications for Content (Re-)Design,” 2023. Xiao Liu, Matthew Shum, and Kosuke Uetake.

- Selected Media Coverage: Los Angeles Daily News

WORK IN PROGRESS

1. “Following Customer Footprints: Analyzing Competitive Structure of Offline Stores and Customer Segmentation,” 2023. Eunkyung An, Xiao Liu, Baohong Sun, and Natasha Foutz
 - NYU Center for Global Economy and Business Research Grant 2018
 - NYU Center for Sustainable Business Research Grant 2020
2. “Meta is Near: Virtual Influencers May Replace Human Influencers,” 2023. Serim Hwang, Xiao Liu, Kannan Srinivasan.

INVITED PRESENTATIONS

1. University of Illinois Chicago, April 2024
2. Instacart 2023
3. Zicklin School of Business, Baruch College, City University of New York, December 2023
4. Marketing Modelers Meeting, May 2023
5. Tsinghua Alumni Academia Club of North America, February 2023
6. Amazon (Ads), February 2023
7. Cornell University, Johnson College of Business, January 2023
8. Amazon (Data Science and Global Research), December 2022
9. University of Florida, Warrington College of Business, November 2022
10. Peking University, August 2022
11. Dartmouth College, Tuck School of Business, May 2022
12. Bocconi University, May 2022
13. Tsinghua University, May 2022
14. Central European University, April 2022
15. London School of Economics, April 2022
16. University of Southern California, Marshall School of Business, November 2021
17. Korea Advanced Institute of Science & Technology, November 2021
18. Nanyang Technological University, Nanyang Business School, May 2021
19. University of Arizona, Eller College of Management, March 2021
20. Spotify, March 2021
21. Virtual Quantitative Marketing Seminar, November 2020
22. London Business School, October 2020
23. Stanford University, Graduate School of Business, October 2020
24. IMS/HBS Data Science Workshop, Harvard Business School, April 2020
25. University of Chicago, Booth School of Business, January 2020
26. Junior Faculty Workshop, Emory University, January 2020
27. Alibaba Group, December 2019
28. University of Texas at Dallas, Naveen Jindal School of Management, April 2019
29. University of Pennsylvania, The Wharton School, February 2019
30. Alibaba Group, December 2018

31. Delaware University, November 2018
32. Washington University in St. Louis, Olin Business School, November 2018
33. University of Michigan, October 2018
34. Peking University, June 2018
35. Erasmus University, May 2018
36. University of Florida, February 2018
37. Yale University, November 2017
38. Consumer Financial Protection Bureau, November 2017
39. University of Toronto, April 2017
40. Temple University, April 2017
41. University of California, Los Angeles, March 2017
42. Tsinghua University, June 2016
43. Shanghai Jiaotong University, May 2016
44. NYU Shanghai, May 2016
45. UC Davis, Graduate School of Management, March 2016
46. Stanford University, Stanford Graduate School of Business, November 2015
47. Cornell University, Johnson Graduate School of Management, November 2015
48. Temple University, Fox School of Business, June 2015
49. MIT, Sloan School of Management, November 2014
50. University of Maryland, Robert H. Smith School of Business, November 2014
51. New York University, Stern School of Business, November 2014
52. University of Southern California, Marshall School of Business, November 2014
53. Duke University, Fuqua School of Business, November 2014
54. University of Pennsylvania, The Wharton School, October 2014
55. University of Washington, Foster School of Business, October 2014
56. University of Rochester, Simon Business School, October 2014
57. INSEAD, October 2014
58. London Business School, October 2014
59. Syracuse University, Whitman School of Management, October 2014
60. Northwestern University, Kellogg School of Management, October 2014
61. Indiana University, Kelley School of Business, October 2014
62. Columbia University, Columbia Business School, October 2014
63. Yale University, School of Management, September 2014
64. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, September 2014
65. Emory University, Goizueta Business School, September 2014
66. Washington University in St. Louis, Olin Business School, September 2014
67. University at Buffalo, School of Management, September 2014
68. University of California, Riverside, School of Business Administration, September 2014
69. University of Miami, School of Business, September 2014

CONFERENCE PRESENTATIONS/DISCUSSIONS

1. Association for Consumer Research, Seattle, WA, 2023
2. Marketing Science Conference, Miami, FL, 2023
3. Marketing Science Institute Analytics Conference, Philadelphia, PA, 2023
4. Invitational Choice Symposium, Fontainebleau, France, 2023
5. Joint Statistical Meeting, Toronto, Canada, 2023
6. POMS Annual Meeting, Orlando, FL, 2023
7. American Economic Association Meetings, New Orleans, LA, 2023*
8. USC Platforms Conference, Los Angeles, CA, 2022
9. Conference on Web and Internet Economics (WINE), Troy, NY, 2022
10. Workshop on Information Systems Economics (WISE), Copenhagen, Denmark, 2022*
11. International Conference on Crypto-Marketing, New York, NY, 2022*
12. Conference on Digital Experimentation (CODE), Boston, MA, 2022*
13. SIGIR-22 Deep Reinforcement Learning for Information Retrieval Workshop, Madrid, Spain, 2022*
14. Marketing Science Conference, Virtual, 2022*
15. Marketing Science Institute Young Scholars Conference, Boulder, CO, 2022
16. Theory+Practice in Marketing Conference, Virtual, 2022*
17. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2022*
18. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2021*
19. INFORMS Annual Conference, Virtual, 2021
20. Theory+Practice in Marketing Conference, Virtual, 2021*
21. AIM (Artificial Intelligence in Management) conference, Virtual, 2021*
22. Marketing Science Conference, Virtual, 2021
23. Virtual Digital Economy Seminar, Virtual, 2020*
24. Workshop on Information Technologies and Systems (WITS), Virtual, 2020*
25. Conference on Information Systems and Technology (CIST), Virtual, 2020*
26. NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, 2020*
27. Conference on Digital Experimentation (CODE), Virtual, 2020
28. ZEW ICT Conference, Mannheim, Germany, 2020*
29. Advanced Research Techniques (ART) Forum, Rochester, NY, 2020 (canceled due to Covid)
30. Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, 2020*
31. Marketing Science Conference, Durham, NC, 2020
32. Yale Customer Insights Conference, New Haven, CT, 2020*
33. NBER Digitization Meeting, Stanford, CA, 2020*
34. AAAI-20 Affective Content Analysis Workshop, New York, NY, 2020
35. Winter Conference on Business Analytics, Snowbird, Utah, 2020*
36. Conference on AI, Machine Learning and Business Analytics, Philadelphia, PA, 2019

37. Workshop on Information Systems and Economics, Munich, Germany, 2019*
38. Conference on Digital Experimentation (CODE), Boston, MA, 2019*
39. Marketing Science Conference, Rome, Italy, 2019
40. AMA Sheth Consortium, New York, NY, 2019
41. Summer Institute of Competitive Strategy, Berkeley, CA, 2019 (Discussant)
42. Invitational Choice Symposium, Washington DC, 2019
43. CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019
44. Theory+Practice in Marketing Conference, New York, NY, 2019*
45. Faculty Development Forum: Junior Faculty in Marketing Science, St Louis, MO, 2019
46. Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI, 2019
47. Marketing Science Conference, Philadelphia, PA, 2018
48. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2018
49. Twelfth Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2018*
50. AAAI-18 AI and Marketing Science Workshop, New Orleans, LA, 2018
51. Winter AMA Educators' Conference, New Orleans, LA, 2018
52. RAND Behavioral Finance Forum, Washington DC, 2017
53. 2017 INFORMS Annual Conference, Houston, TX, 2017
54. Marketing Analytics and Big Data Conference, New York, NY, 2017 (Discussant)
55. Summer Institute of Competitive Strategy, Berkeley, CA, 2017
56. Marketing Science Conference, Los Angeles, CA, 2017
57. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017
58. Yale Customer Insights Conference, New Haven, CT, 2017
59. NET Institute Conference on Network Economics, New York, NY, 2016
60. Digital Marketing Conference, Stanford, CA, 2016
61. WCAI Research Symposium, Philadelphia, PA, 2016
62. Marketing Science Conference, Shanghai, China, 2016
63. China Europe International Business School Marketing Conference, Shanghai, China, 2016
64. Invitational Choice Symposium, Lake Louise, AB, Canada, 2016
65. NET Institute Conference on Network Economics, New York, NY, 2015 (Discussant)
66. INFORMS Annual Meeting, Philadelphia, PA, 2015
67. Big Data Conference, New York, NY, 2015
68. Marketing Science Conference, Baltimore, MD, 2015
69. Marketing Science Conference, Atlanta, GA, 2014
70. Marketing Science Conference, Boston, MA, 2012
71. SCP 2011 Annual Winter Conference, Atlanta, GA, 2011

* presented by coauthors

GRANTS, HONORS, AND AWARDS

1. Winner of AMA MR-SIG Don Lehman Award 2023 (Best Article Based on A Dissertation Published in the Last Two Years)

2. Stern Distinguished Teaching Award for Teaching Excellence 2023
3. Finalist of Don Morrison Long Term Impact Award 2023 (Article has made a significant long run impact on the field of Marketing)
4. Winner of Paul Green Award 2023 (Best Article in Journal of Marketing Research)
5. NYU Center for Sustainable Business Grant 2023
6. Fellow for the ISMS Early Career Scholars Camp 2022
7. NYU Center for Global Economy and Business Research Grant Spring 2022
8. V. "Seenu" Srinivasan Young Scholar Award in Quantitative Marketing 2021
9. Alibaba Best Innovative Research Collaboration Award 2021
10. MSI Young Scholars 2021
11. CSWIM Best Paper Award (Nominated) 2021
12. NYU Center for Global Economy and Business Research Grant Fall 2021
13. NYU Center for Global Economy and Business Research Grant Spring 2021
14. Alibaba Research Grant 2020
15. NYU Center for Sustainable Business Grant 2020
16. MSI Research Grant 2020
17. NYU Center for Global Economy and Business Research Grant Fall 2020
18. Junior Faculty Fellow, Faculty Development Workshop at Emory University 2020
19. Finalist of INFORMS Society for Marketing Science Frank M. Bass Award 2019 (Best Marketing Paper Derived from a Ph.D. Thesis Published in INFORMS Journals)
20. American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2019
21. NYU Center for Global Economy and Business Research Grant Fall 2019
22. Alibaba Research Grant 2019
23. Faculty Fellow, AMA Sheth Consortium 2019
24. NYU Center for Global Economy and Business Research Grant Spring 2019
25. Junior Faculty Fellow, Faculty Development Forum at Olin WashU 2019
26. MSI 2018-2020 Research Priorities Working Paper Competition, Finalist 2018
27. NYU Center for Global Economy and Business Research Grant Fall 2018
28. MSI Research Grant 2018
29. National Natural Science Foundation of China Grant (No. 71702107) 2017
30. MSI Research Grant 2017
31. NYU Center for Global Economy and Business Research Grant 2017
32. NYU Center for Global Economy and Business Research Grant Fall 2016
33. NET Institute Grant 2016
34. MSI Research Grant 2016
35. NYU Center for Global Economy and Business Research Grant Fall 2015
36. Winner of William W. Cooper Doctoral Dissertation Award in Management Science 2015
37. Winner of ISMS Doctoral Dissertation Proposal Competition 2014
38. Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
39. Dipankar and Sharmila Chakravarti Fellowship, 2014

40. AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014
41. CMU GSA Conference Funding, 2014
42. INFORMS Marketing Science Doctoral Consortium Fellow, 2014
43. PNC Center for Financial Services Innovation Grant, 2013
44. Quantitative Marketing and Structural Econometrics Workshop Fellow, Durham 2013
45. William Larimer Mellon Fellowship, Carnegie Mellon University, 2010- 2015
46. INFORMS Marketing Science Doctoral Consortium Fellow, 2012
47. National Scholarship, Tsinghua University, 2009

TEACHING EXPERIENCE

1. Data Driven Decision Making (MBA and undergraduate), Spring 2016/17/18/19/20/21/22/23; Evaluation 6.4/7; 4.9/5
2. Quantitative Applications in Marketing (Ph.D.), Fall 2020/22; Guest lecture for Professor Tulin Erdem
3. Analytical & Structural Marketing Models (Ph.D.), Spring 2016/18/21; Guest lecture for Professor Kannan Srinivasan
4. Advanced Empirical Methods (Ph.D.), Spring 2016; Guest lecture for Professor Masakazu Ishihara
5. Foundations of Machine Learning and Deep Learning with Applications to Business, Fall 2022; Guest lecture for Professor Xi Chen
6. Marketing Strategy Models, Spring 2021; Guest lecture for Professor Shuba Srinivasan
7. Marketing I, Summer 2013; Evaluation: 4.2/5

MENTORSHIP & DOCTORAL STUDENT TRAINING

Doctoral Students at NYU (Committee Member)

1. Eunkyung An, expected graduation 2024
2. Zekun Liu, expected graduation 2024
3. Weiqing Zhang, expected graduation 2024
4. Jong Yeob Kim, 2023, first placement: Nanyang Technological University
5. Fanglin Chen (Chair), 2022, first placement: University of Miami
6. Minjung Kwon, 2018, first placement: Syracuse University

Other Doctoral Student Training at NYU

7. Jiaming (Ella) Xu, co-author, expected graduation 2025
8. Wonik Jang, summer paper reader

Doctoral Students Outside of NYU (Committee Member)

9. Behnam Mohanmadi, CMU, expected graduation 2024
10. Serim Hwang, CMU, 2023, first placement: SKK University
11. Isamar Troncoso, USC, 2022, first placement: Harvard University
12. Zijun (June) Shi, CMU, 2019, first placement: HKUST

Doctoral Student Training Outside of NYU

13. Xiaohang (Flora) Feng, CMU, co-author, expected graduation 2025

14. Yuan Yuan, CMU, co-author, expected graduation 2026

Undergraduate Research (SPUR) Advisor

15. Akshat Lakhotia, 2016

16. Shi Xu, 2016

17. Ruitao Su, 2016

18. Jard Schulman, 2016

19. Faraz Athar, 2016

20. Katrina Chua, 2016

21. Sammy Kaufman, 2017

22. Harsh Pachisia, 2017

23. Randy Lai, 2017

24. Sanjana Jain, 2017

25. Phyllis Chow, 2017

SERVICE AND PROFESSIONAL ACTIVITIES

Editorial Review Boards:

Marketing Science (2018-)

Journal of Marketing Research (2022-)

Ad-Hoc Referee

Marketing

Journal of Marketing Research, Marketing Science, Management Science, Journal of Marketing, Quantitative Marketing and Economics, Journal of Consumer Research, Marketing Letters, Journal of the Association for Consumer Research, Journal of the Academy of Marketing Science

OM/IS

Production and Operations Management, Information Systems Research

Economics

Journal of Econometrics

Computer Science

EMNLP (Conference on Empirical Methods in Natural Language Processing), International Journal of Human-Computer Interaction, C3.ai Digital Transformation Institute

Awards and Grants

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition

Research Grants Council of Hong Kong

Shankar-Spiegel Award Review

External Service:

American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2019

American Marketing Association, Sheth Foundation Doctoral Consortium Program Committee, 2019

ISMS Marketing Science Conference Program Committee, 2019

NYU Service:

M.S. Degree in Marketing and Retail Science Program Committee, 2019-2021

Marketing Group Resource Allocation Committee, 2019-

Marketing Group A-journal List Committee, 2020

Marketing Group Ph.D. Committee, 2015-2020, 2022

Marketing Group Faculty Recruiting, 2015-

Marketing Group Seminar Coordinator, 2018

Memberships:

American Marketing Association

INFORMS

INFORMS Society for Marketing Science

Marketing Science Institute