

# XIAO LIU

Associate Professor of Marketing  
Stern School of Business  
New York University  
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## ACADEMIC APPOINTMENT

2024-present Associate Professor of Marketing (tenure), New York University Stern School of Business  
2021-2024 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. “Beyond a Pretty Face: An AI Method to Score Celebrity Visual Potential,” 2024. Flora Feng, Shunyuan Zhang, Xiao Liu, Kannan Srinivasan, and Cait Lamberton, Conditionally Accepted at *Journal of Marketing Research*.
2. “Gender and Racial Price Disparities in the NFT Marketplace,” 2024. Yuan Yuan, Xiao Liu, Shunyuan Zhang, Kannan Srinivasan. Forthcoming. *International Journal of Research in Marketing*.
3. “The Effect of Voice AI on Digital Commerce,” 2024. Xiao Liu, Chenshuo Sun, Zijun Shi, Anindya Ghose, Feiyu Xiong, and Xueying Li, Forthcoming. *Information Systems Research*.
  - MSI Research Grant 2020
  - Nominated for CSWIM 2021 Best Paper Award
  - Selected Media Coverage: [Working Capital Review](#); [NewVoice.ai](#);
4. “Should Your Brand Hire A Virtual Influencer?”. Serim Hwang, Shunyuan Zhang, Xiao Liu, and Kannan Srinivasan. *Harvard Business Review*. May-June 2024.

5. "How Do Fast Fashion Copycats Affect the Popularity of Premium Brands? Evidence from Social Media." Zijun Shi, Xiao Liu, Dokyun Lee, and Kannan Srinivasan. *Journal of Marketing Research*, Vol 60 No.6, March 2023 pp. 1027-1051.
6. "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.
7. "Dynamic Coupon Targeting Using Batch Deep Reinforcement Learning: An Application to LiveStream Shopping." Xiao Liu. *Marketing Science*, Vol 20, July-August 2023, pp. 637-837.
  - NYU Center for Global Economy and Business Research Grant 2021
8. "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.
  - Winner, Paul Green Award 2023
  - Winner, AMA MR-SIG Don Lehman Award 2023
  - Selected Media Coverage: [American Council of Science and Health](#)
9. "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.
10. "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
11. "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
12. "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](#);
13. "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
14. "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 45<sup>th</sup> 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, 43<sup>rd</sup> 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**

15. “Long-Term Social Preferences Under Elective Pricing,” 2024. Minah Jung, Xiao Liu, and Leif Nelson, Major Revision at *Journal of Marketing*.
16. “Survival and Success in Livestream Shopping,” 2024. 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
17. “Geometric Deep Learning Based Recommender System and An Interpretable Decision Support System,” 2024. Yan Leng, Rodrigo Ruiz, and Xiao Liu. Major Revision at *Information Systems Research*.
18. “The Power of Livestream Shopping: Boosting Revenues and Catalyzing Spillovers,” 2024. Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller. Invited Revision at *Journal of Marketing Research*.
19. “Meta is Near: Virtual Influencers May Replace Human Influencers,” 2024. Serim Hwang, Xiao Liu, Kannan Srinivasan. Under Review at *Journal of the Academy of Marketing Science*.
20. “Voice Analytics of Online Influencers-Soft Selling in Branded Videos,” 2024. Serim Hwang, Xiao Liu, Kannan Srinivasan and Yang Yang.
21. “Dissolving Boundaries in the Metaverse: Implications of Loosened Consumer Identity, Time, Space, and Financial Constraints to Marketing Research,” 2024. Shang Wang, Shijie Lu, Alix Barasch, June Cotte, Yu Ding, Siham El Kihal, Rajdeep Grewal, Praveen Koppalle, Xiao Liu, Sridhar Moorthy, Renana

Peres, Jun Hyun (Joseph) Ryoo, Isamar Troncoso. Major Revision at *International Journal of Research in Marketing*.

22. “Product2Vec: Understanding Product-level Competition Using Representation Learning,” 2024. Fanglin Chen, Xiao Liu, Davide Proserpio, and Isamar Troncoso Cortez.
  - NYU Center for Global Economy and Business Research Grant 2018
23. “Passive vs. Active Attention to Baseball Telecasts: Implications for Content (Re-)Design,” 2024. 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,” 2024. 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. “The Impact of Sustainability Certifications on Demand and Seller Competition: Evidence from Amazon Climate Pledge Friendly,” 2024. Flora Feng, Xiao Liu, Shunyuan Zhang, Kannan Srinivasan.
3. “Cannabis Use and School Dropout”
4. “Shopping Addiction”
5. “Sharing Economy and Benefit”

## **INVITED PRESENTATIONS**

1. Nanyang Technological University, January 2025
2. WU Vienna University of Economics and Business, November 2024
3. Miami University, November 2024.
4. University of Wisconsin-Madison, Wisconsin Business School, May 2024
5. University of British Columbia, April 2024
6. University of Illinois Chicago, April 2024
7. Zicklin School of Business, Baruch College, City University of New York, December 2023
8. Instacart, September 2023
9. Marketing Modelers Meeting, May 2023
10. Tsinghua Alumni Academia Club of North America, February 2023
11. Amazon (Ads), February 2023
12. Cornell University, Johnson College of Business, January 2023
13. Amazon (Data Science and Global Research), December 2022
14. University of Florida, Warrington College of Business, November 2022
15. Peking University, August 2022
16. Dartmouth College, Tuck School of Business, May 2022
17. Bocconi University, May 2022
18. Tsinghua University, May 2022
19. Central European University, April 2022

20. London School of Economics, April 2022
21. University of Southern California, Marshall School of Business, November 2021
22. Korea Advanced Institute of Science & Technology, November 2021
23. Nanyang Technological University, Nanyang Business School, May 2021
24. University of Arizona, Eller College of Management, March 2021
25. Spotify, March 2021
26. Virtual Quantitative Marketing Seminar, November 2020
27. London Business School, October 2020
28. Stanford University, Graduate School of Business, October 2020
29. IMS/HBS Data Science Workshop, Harvard Business School, April 2020
30. University of Chicago, Booth School of Business, January 2020
31. Junior Faculty Workshop, Emory University, January 2020
32. Alibaba Group, December 2019
33. University of Texas at Dallas, Naveen Jindal School of Management, April 2019
34. University of Pennsylvania, The Wharton School, February 2019
35. Alibaba Group, December 2018
36. Delaware University, November 2018
37. Washington University in St. Louis, Olin Business School, November 2018
38. University of Michigan, October 2018
39. Peking University, June 2018
40. Erasmus University, May 2018
41. University of Florida, February 2018
42. Yale University, November 2017
43. Consumer Financial Protection Bureau, November 2017
44. University of Toronto, April 2017
45. Temple University, April 2017
46. University of California, Los Angeles, March 2017
47. Tsinghua University, June 2016
48. Shanghai Jiaotong University, May 2016
49. NYU Shanghai, May 2016
50. UC Davis, Graduate School of Management, March 2016
51. Stanford University, Stanford Graduate School of Business, November 2015
52. Cornell University, Johnson Graduate School of Management, November 2015
53. Temple University, Fox School of Business, June 2015
54. MIT, Sloan School of Management, November 2014
55. University of Maryland, Robert H. Smith School of Business, November 2014
56. New York University, Stern School of Business, November 2014
57. University of Southern California, Marshall School of Business, November 2014
58. Duke University, Fuqua School of Business, November 2014
59. University of Pennsylvania, The Wharton School, October 2014

60. University of Washington, Foster School of Business, October 2014
61. University of Rochester, Simon Business School, October 2014
62. INSEAD, October 2014
63. London Business School, October 2014
64. Syracuse University, Whitman School of Management, October 2014
65. Northwestern University, Kellogg School of Management, October 2014
66. Indiana University, Kelley School of Business, October 2014
67. Columbia University, Columbia Business School, October 2014
68. Yale University, School of Management, September 2014
69. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, September 2014
70. Emory University, Goizueta Business School, September 2014
71. Washington University in St. Louis, Olin Business School, September 2014
72. University at Buffalo, School of Management, September 2014
73. University of California, Riverside, School of Business Administration, September 2014
74. University of Miami, School of Business, September 2014

## **CONFERENCE PRESENTATIONS/DISCUSSIONS**

1. Marketing for Environmental Sustainability Conference, Palo Alto, CA, 2023\*
2. Conference on Digital Experimentation (CODE), Boston, MA, 2023\*
3. Association for Consumer Research, Seattle, WA, 2023
4. Marketing Science Conference, Miami, FL, 2023
5. Marketing Science Institute Analytics Conference, Philadelphia, PA, 2023
6. Invitational Choice Symposium, Fontainebleau, France, 2023
7. Joint Statistical Meeting, Toronto, Canada, 2023
8. POMS Annual Meeting, Orlando, FL, 2023
9. American Economic Association Meetings, New Orleans, LA, 2023\*
10. USC Platforms Conference, Los Angeles, CA, 2022
11. Conference on Web and Internet Economics (WINE), Troy, NY, 2022
12. Workshop on Information Systems Economics (WISE), Copenhagen, Denmark, 2022\*
13. International Conference on Crypto-Marketing, New York, NY, 2022\*
14. Conference on Digital Experimentation (CODE), Boston, MA, 2022\*
15. SIGIR-22 Deep Reinforcement Learning for Information Retrieval Workshop, Madrid, Spain, 2022\*
16. Marketing Science Conference, Virtual, 2022\*
17. Marketing Science Institute Young Scholars Conference, Boulder, CO, 2022
18. Theory+Practice in Marketing Conference, Virtual, 2022\*
19. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2022\*
20. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2021\*
21. INFORMS Annual Conference, Virtual, 2021
22. Theory+Practice in Marketing Conference, Virtual, 2021\*

23. AIM (Artificial Intelligence in Management) conference, Virtual, 2021\*
24. Marketing Science Conference, Virtual, 2021
25. Virtual Digital Economy Seminar, Virtual, 2020\*
26. Workshop on Information Technologies and Systems (WITS), Virtual, 2020\*
27. Conference on Information Systems and Technology (CIST), Virtual, 2020\*
28. NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, 2020\*
29. Conference on Digital Experimentation (CODE), Virtual, 2020
30. ZEW ICT Conference, Mannheim, Germany, 2020\*
31. Advanced Research Techniques (ART) Forum, Rochester, NY, 2020 (canceled due to Covid)
32. Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, 2020\*
33. Marketing Science Conference, Durham, NC, 2020
34. Yale Customer Insights Conference, New Haven, CT, 2020\*
35. NBER Digitization Meeting, Stanford, CA, 2020\*
36. AAAI-20 Affective Content Analysis Workshop, New York, NY, 2020
37. Winter Conference on Business Analytics, Snowbird, Utah, 2020\*
38. Conference on AI, Machine Learning and Business Analytics, Philadelphia, PA, 2019
39. Workshop on Information Systems and Economics, Munich, Germany, 2019\*
40. Conference on Digital Experimentation (CODE), Boston, MA, 2019\*
41. Marketing Science Conference, Rome, Italy, 2019
42. AMA Sheth Consortium, New York, NY, 2019
43. Summer Institute of Competitive Strategy, Berkeley, CA, 2019 (Discussant)
44. Invitational Choice Symposium, Washington DC, 2019
45. CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019
46. Theory+Practice in Marketing Conference, New York, NY, 2019\*
47. Faculty Development Forum: Junior Faculty in Marketing Science, St Louis, MO, 2019
48. Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI, 2019
49. Marketing Science Conference, Philadelphia, PA, 2018
50. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2018
51. Twelfth Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2018\*
52. AAAI-18 AI and Marketing Science Workshop, New Orleans, LA, 2018
53. Winter AMA Educators' Conference, New Orleans, LA, 2018
54. RAND Behavioral Finance Forum, Washington DC, 2017
55. 2017 INFORMS Annual Conference, Houston, TX, 2017
56. Marketing Analytics and Big Data Conference, New York, NY, 2017 (Discussant)
57. Summer Institute of Competitive Strategy, Berkeley, CA, 2017
58. Marketing Science Conference, Los Angeles, CA, 2017
59. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017
60. Yale Customer Insights Conference, New Haven, CT, 2017
61. NET Institute Conference on Network Economics, New York, NY, 2016

62. Digital Marketing Conference, Stanford, CA, 2016
  63. WCAI Research Symposium, Philadelphia, PA, 2016
  64. Marketing Science Conference, Shanghai, China, 2016
  65. China Europe International Business School Marketing Conference, Shanghai, China, 2016
  66. Invitational Choice Symposium, Lake Louise, AB, Canada, 2016
  67. NET Institute Conference on Network Economics, New York, NY, 2015 (Discussant)
  68. INFORMS Annual Meeting, Philadelphia, PA, 2015
  69. Big Data Conference, New York, NY, 2015
  70. Marketing Science Conference, Baltimore, MD, 2015
  71. Marketing Science Conference, Atlanta, GA, 2014
  72. Marketing Science Conference, Boston, MA, 2012
  73. SCP 2011 Annual Winter Conference, Atlanta, GA, 2011
- \* presented by coauthors

## **GRANTS, HONORS, AND AWARDS**

1. NYU Center for Global Economy and Business Research Grant Fall 2023
2. Winner of AMA MR-SIG Don Lehman Award 2023 (Best Article Based on A Dissertation Published in the Last Two Years)
3. Stern Distinguished Teaching Award for Teaching Excellence 2023
4. Finalist of Don Morrison Long Term Impact Award 2023 (Article has made a significant long run impact on the field of Marketing)
5. Winner of Paul Green Award 2023 (Best Article in Journal of Marketing Research)
6. NYU Center for Sustainable Business Grant 2023
7. Fellow for the ISMS Early Career Scholars Camp 2022
8. NYU Center for Global Economy and Business Research Grant Spring 2022
9. V. "Seenu" Srinivasan Young Scholar Award in Quantitative Marketing 2021
10. Alibaba Best Innovative Research Collaboration Award 2021
11. MSI Young Scholars 2021
12. CSWIM Best Paper Award (Nominated) 2021
13. NYU Center for Global Economy and Business Research Grant Fall 2021
14. NYU Center for Global Economy and Business Research Grant Spring 2021
15. Alibaba Research Grant 2020
16. NYU Center for Sustainable Business Grant 2020
17. MSI Research Grant 2020
18. NYU Center for Global Economy and Business Research Grant Fall 2020
19. Junior Faculty Fellow, Faculty Development Workshop at Emory University 2020
20. 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)
21. American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2019
22. NYU Center for Global Economy and Business Research Grant Fall 2019



23. Alibaba Research Grant 2019
24. Faculty Fellow, AMA Sheth Consortium 2019
25. NYU Center for Global Economy and Business Research Grant Spring 2019
26. Junior Faculty Fellow, Faculty Development Forum at Olin WashU 2019
27. MSI 2018-2020 Research Priorities Working Paper Competition, Finalist 2018
28. NYU Center for Global Economy and Business Research Grant Fall 2018
29. MSI Research Grant 2018
30. National Natural Science Foundation of China Grant (No. 71702107) 2017
31. MSI Research Grant 2017
32. NYU Center for Global Economy and Business Research Grant 2017
33. NYU Center for Global Economy and Business Research Grant Fall 2016
34. NET Institute Grant 2016
35. MSI Research Grant 2016
36. NYU Center for Global Economy and Business Research Grant Fall 2015
37. Winner of William W. Cooper Doctoral Dissertation Award in Management Science 2015
38. Winner of ISMS Doctoral Dissertation Proposal Competition 2014
39. Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
40. Dipankar and Sharmila Chakravarti Fellowship, 2014
41. AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014
42. CMU GSA Conference Funding, 2014
43. INFORMS Marketing Science Doctoral Consortium Fellow, 2014
44. PNC Center for Financial Services Innovation Grant, 2013
45. Quantitative Marketing and Structural Econometrics Workshop Fellow, Durham 2013
46. William Larimer Mellon Fellowship, Carnegie Mellon University, 2010- 2015
47. INFORMS Marketing Science Doctoral Consortium Fellow, 2012
48. National Scholarship, Tsinghua University, 2009

## **TEACHING EXPERIENCE**

1. Data Driven Decision Making (MBA and undergraduate), Spring 2016/17/18/19/20/21/22/23/24; 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. Rubing Li, expected graduation 2025
2. Eunkyung An, 2024, first placement: Stevens Institute of Technology
3. Zekun Liu, 2024, first placement: Indiana University
4. Weiqing Zhang, 2024, first placement: Rice University
5. Jong Yeob Kim, 2023, first placement: Nanyang Technological University
6. Fanglin Chen (Chair), 2022, first placement: University of Miami
7. Minjung Kwon, 2018, first placement: Syracuse University

### Other Doctoral Student Training at NYU

8. Manlu Ouyang, expected graduation 2028
9. Jiaming (Ella) Xu, co-author, expected graduation 2025
10. Wonik Jang, summer paper reader

### Doctoral Students Outside of NYU (Committee Member)

11. Xiaohang Feng, CMU, expected graduation 2025
12. Behnam Mohanmadi, CMU, expected graduation 2025
13. Serim Hwang, CMU, 2023, first placement: SKK University
14. Isamar Troncoso, USC, 2022, first placement: Harvard University
15. Zijun (June) Shi, CMU, 2019, first placement: HKUST

### Doctoral Student Training Outside of NYU

16. Yuan Yuan, CMU, co-author, expected graduation 2026
17. Guangxin Yang, Peking University, co-author, expected graduation 2025

### Master's Student Research Advisor

18. Selina Wang 2024
19. Xinlei Cui 2024

### Undergraduate Research Advisor

20. Elena Huang, 2023
21. Jerry Yu, 2023
22. Yuexin Song, 2023
23. Akshat Lakhotia, 2016
24. Shi Xu, 2016
25. Ruitao Su, 2016
26. Jared Schulman, 2016
27. Faraz Athar, 2016
28. Katrina Chua, 2016
29. Sammy Kaufman, 2017
30. Harsh Pachisia, 2017
31. Randy Lai, 2017
32. Sanjana Jain, 2017

33. Phyllis Chow, 2017

## **SERVICE AND PROFESSIONAL ACTIVITIES**

Associate Editor:

Marketing Science (2024-)

Editorial Review Boards:

Marketing Science (2018-2024)

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:

ISMS Doctoral Dissertation Award Selection Committee, 2023

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:

Academic Director for the M.S. Degree in Marketing and Retail Science Program, 2024-

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

