

# XIAO LIU

Associate Professor of Marketing  
Stern School of Business  
New York University  
40 West 4th Street, New York, NY 10012

Office: Tisch 913  
Phone: 212-998-0406  
E-mail: [xliu@stern.nyu.edu](mailto:xliu@stern.nyu.edu)  
Website: <http://www.stern.nyu.edu/faculty/bio/xiao-liu>

## 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  
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. “Survival and Success in Livestream Shopping,” 2025. Zekun Liu, Weiqing Zhang, Xiao Liu, and Eitan Muller, Conditionally Accepted at *International Journal of Research in Marketing*.
  - Henry Assael Grant 2021
  - NYU Center for Global Economy and Business Research Grant 2021
2. “Beyond a Pretty Face: An AI Method to Score Celebrity Visual Potential,” 2024. Flora Feng, Shunyuan Zhang, Xiao Liu, Kannan Srinivasan, and Cait Lamberton, Forthcoming at *Journal of Marketing Research*.
3. “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*.
4. “The Effect of Voice AI on Digital Commerce,” 2024. Chenshuo Sun, Zijun Shi, Xiao Liu, Anindya Ghose, Forthcoming. *Information Systems Research*.
  - MSI Research Grant 2020
  - Nominated for CSWIM 2021 Best Paper Award
  - Selected Media Coverage: [Working Capital Review](#); [NewVoice.ai](#);

5. "Should Your Brand Hire A Virtual Influencer?" Serim Hwang, Shunyuan Zhang, Xiao Liu, and Kannan Srinivasan. *Harvard Business Review*. May-June 2024.
6. "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.
7. "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.
8. "Dynamic Coupon Targeting Using Batch Deep Reinforcement Learning: An Application to LiveStream Shopping." Xiao Liu. *Marketing Science*, Vol. 42 No. 4, July-August 2023, pp. 637-837.
  - NYU Center for Global Economy and Business Research Grant 2021
9. "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
10. "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.
11. "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
12. "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
13. "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;
14. "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

15. "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**

16. "Long-Term Social Preferences Under Elective Pricing," 2024. Minah Jung, Xiao Liu, and Leif Nelson, Major Revision at *Journal of Marketing*.
17. "Geometric Deep Learning Based Recommender System and An Interpretable Decision Support System," 2024. Yan Leng, Xiao Liu, and Rodrigo Ruiz. 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. "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 Kopalle, Xiao Liu, Sridhar Moorthy, Renana Peres, Jun Hyun (Joseph) Ryoo, Isamar Tronsoco. Major Revision at *International Journal of Research in Marketing*.
21. "The Impact of Sustainability Certifications on Demand and Seller Competition: Evidence from

- Amazon Climate Pledge Friendly,” 2024. Flora Feng, Xiao Liu, Shunyu Zhang, Kannan Srinivasan. Major Revision at *Marketing Science*.
22. “Mendelian Randomization in Marketing: Leveraging Genetic Data for Causal Inference,” 2025. Manlu Ouyang, Xiao Liu, Gideon Nave, Vishal Singh. Under review at Journal of Marketing Research.
23. “Stochastic Linear Bandits with Latent Heterogeneity,” 2025. Elynn Chen, Xi Chen, Wenbo Jing, Xiao Liu, Linjun Zhang. Under review at *Operations Research*.
24. “Building AI Agents for Marketing Research,” 2025. Shijian Liu, Manlu Ouyang, Jiayu Li, Hyesoo Lee, Weiqing Zhang, Zekun Liu, Xuan Wang, Sonia Gupta, Yuting Deng, Nina Sayson, Xiao Liu. Under review at Journal of Marketing Research.
25. “Voice Analytics of Online Influencers-Soft Selling in Branded Videos,” 2024. Serim Hwang, Xiao Liu, Kannan Srinivasan and Yang Yang.
26. “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
27. “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. “Shopping Addiction,” 2025. Chen Cao, Xuhang Fan, Zijun Shi, Xiao Liu.
3. “Sharing Economy and Benefit,” 2025. Xuan Wang, Xiao Liu, Raveesh Mayya, Arun Sundararajan.
4. “How Platform Transparency Shapes Provider Choices: Evidence from A Natural Experiment” 2025. Rubing Li, Xiao Liu, Arun Sundararajan.
5. “Soda Tax and Exercise,” 2025. Zekun Liu, Weiqing Zhang, Zichuan Liu, Yinuo Wang, Chen Yang, Xiao Liu.
6. “The Association Between Copy Number Variations and Cognitive, Neurodevelopmental, and Neuropsychiatric Traits: Addressing Sample Selection Bias,” 2025. Xiao Liu
7. “Medical Crowdfunding” 2025. Guangxin Yang, Xiao Liu, Qiaowei Shen.

## INVITED PRESENTATIONS

1. Columbia University, May 2026
2. Boston College, December 2025
3. Virginia Tech University, May 2025
4. University of Miami, May 2025
5. University of Central Florida, April 2025
6. Nanyang Technological University, January 2025

7. WU Vienna University of Economics and Business, November 2024
8. University of Wisconsin-Madison, Wisconsin Business School, May 2024
9. University of British Columbia, April 2024
10. University of Illinois Chicago, April 2024
11. NYU School of Public Health Women in Statistics, April 2024
12. Zicklin School of Business, Baruch College, City University of New York, December 2023
13. Instacart, September 2023
14. Marketing Modelers Meeting, May 2023
15. Tsinghua Alumni Academia Club of North America, February 2023
16. Amazon (Ads), February 2023
17. Cornell University, Johnson College of Business, January 2023
18. Amazon (Data Science and Global Research), December 2022
19. University of Florida, Warrington College of Business, November 2022
20. Peking University, August 2022
21. Dartmouth College, Tuck School of Business, May 2022
22. Bocconi University, May 2022
23. Tsinghua University, May 2022
24. Central European University, April 2022
25. London School of Economics, April 2022
26. University of Southern California, Marshall School of Business, November 2021
27. Korea Advanced Institute of Science & Technology, November 2021
28. Nanyang Technological University, Nanyang Business School, May 2021
29. University of Arizona, Eller College of Management, March 2021
30. Spotify, March 2021
31. Virtual Quantitative Marketing Seminar, November 2020
32. London Business School, October 2020
33. Stanford University, Graduate School of Business, October 2020
34. IMS/HBS Data Science Workshop, Harvard Business School, April 2020
35. University of Chicago, Booth School of Business, January 2020
36. Junior Faculty Workshop, Emory University, January 2020
37. Alibaba Group, December 2019
38. University of Texas at Dallas, Naveen Jindal School of Management, April 2019
39. University of Pennsylvania, The Wharton School, February 2019
40. Alibaba Group, December 2018
41. Delaware University, November 2018
42. Washington University in St. Louis, Olin Business School, November 2018
43. University of Michigan, October 2018
44. Peking University, June 2018
45. Erasmus University, May 2018
46. University of Florida, February 2018

47. Yale University, November 2017
48. Consumer Financial Protection Bureau, November 2017
49. University of Toronto, April 2017
50. Temple University, April 2017
51. University of California, Los Angeles, March 2017
52. Tsinghua University, June 2016
53. Shanghai Jiaotong University, May 2016
54. NYU Shanghai, May 2016
55. UC Davis, Graduate School of Management, March 2016
56. Stanford University, Stanford Graduate School of Business, November 2015
57. Cornell University, Johnson Graduate School of Management, November 2015
58. Temple University, Fox School of Business, June 2015
59. MIT, Sloan School of Management, November 2014
60. University of Maryland, Robert H. Smith School of Business, November 2014
61. New York University, Stern School of Business, November 2014
62. University of Southern California, Marshall School of Business, November 2014
63. Duke University, Fuqua School of Business, November 2014
64. University of Pennsylvania, The Wharton School, October 2014
65. University of Washington, Foster School of Business, October 2014
66. University of Rochester, Simon Business School, October 2014
67. INSEAD, October 2014
68. London Business School, October 2014
69. Syracuse University, Whitman School of Management, October 2014
70. Northwestern University, Kellogg School of Management, October 2014
71. Indiana University, Kelley School of Business, October 2014
72. Columbia University, Columbia Business School, October 2014
73. Yale University, School of Management, September 2014
74. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, September 2014
75. Emory University, Goizueta Business School, September 2014
76. Washington University in St. Louis, Olin Business School, September 2014
77. University at Buffalo, School of Management, September 2014
78. University of California, Riverside, School of Business Administration, September 2014
79. University of Miami, School of Business, September 2014

## **CONFERENCE PRESENTATIONS/DISCUSSIONS**

1. Platform Strategy Research Summit, Boston, MA, 2025\*
2. Annual Symposium on Statistical Challenges in eCommerce Research (SCECR), Paphos, Cyprus, 2025\*
3. Marketing Science Conference, DC, 2025
4. AMA Sheth Consortium, Columbus, OH, 2025

5. Conference of the European Marketing Academy (EMAC), Madrid, 2025
6. BizAI, TX, 2025
7. NYU Stern CSB Practice Forum, NY, 2025
8. Conference on AI, Machine Learning and Business Analytics, New Haven, CT, 2024
9. Workshop on Information Systems and Economics (WISE), Bangkok, Thailand, 2024\*
10. Marketing Science Conference, Sydney, Australia, 2024
11. Genomics for Social Scientists (GESS) Workshop, Ann Arbor, MI, 2024
12. Marketing for Environmental Sustainability Conference, Palo Alto, CA, 2023\*
13. Conference on Digital Experimentation (CODE), Boston, MA, 2023\*
14. Association for Consumer Research, Seattle, WA, 2023
15. Marketing Science Conference, Miami, FL, 2023
16. Marketing Science Institute Analytics Conference, Philadelphia, PA, 2023
17. Invitational Choice Symposium, Fontainebleau, France, 2023
18. Joint Statistical Meeting, Toronto, Canada, 2023
19. POMS Annual Meeting, Orlando, FL, 2023
20. American Economic Association Meetings, New Orleans, LA, 2023\*
21. USC Platforms Conference, Los Angeles, CA, 2022
22. Conference on Web and Internet Economics (WINE), Troy, NY, 2022
23. Workshop on Information Systems Economics (WISE), Copenhagen, Denmark, 2022\*
24. International Conference on Crypto-Marketing, New York, NY, 2022\*
25. Conference on Digital Experimentation (CODE), Boston, MA, 2022\*
26. SIGIR-22 Deep Reinforcement Learning for Information Retrieval Workshop, Madrid, Spain, 2022\*
27. Marketing Science Conference, Virtual, 2022\*
28. Marketing Science Institute Young Scholars Conference, Boulder, CO, 2022
29. Theory+Practice in Marketing Conference, Virtual, 2022\*
30. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2022\*
31. Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2021\*
32. INFORMS Annual Conference, Virtual, 2021
33. Theory+Practice in Marketing Conference, Virtual, 2021\*
34. AIM (Artificial Intelligence in Management) conference, Virtual, 2021\*
35. Marketing Science Conference, Virtual, 2021
36. Virtual Digital Economy Seminar, Virtual, 2020\*
37. Workshop on Information Technologies and Systems (WITS), Virtual, 2020\*
38. Conference on Information Systems and Technology (CIST), Virtual, 2020\*
39. NYU-Temple-CMU 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Virtual, 2020\*
40. Conference on Digital Experimentation (CODE), Virtual, 2020
41. ZEW ICT Conference, Mannheim, Germany, 2020\*
42. Advanced Research Techniques (ART) Forum, Rochester, NY, 2020 (canceled due to Covid)

43. Statistical Challenges in Electronic Commerce Research (SCECR), Madrid, Spain, 2020\*
44. Marketing Science Conference, Durham, NC, 2020
45. Yale Customer Insights Conference, New Haven, CT, 2020\*
46. NBER Digitization Meeting, Stanford, CA, 2020\*
47. AAAI-20 Affective Content Analysis Workshop, New York, NY, 2020
48. Winter Conference on Business Analytics, Snowbird, Utah, 2020\*
49. Conference on AI, Machine Learning and Business Analytics, Philadelphia, PA, 2019
50. Workshop on Information Systems and Economics, Munich, Germany, 2019\*
51. Conference on Digital Experimentation (CODE), Boston, MA, 2019\*
52. Marketing Science Conference, Rome, Italy, 2019
53. AMA Sheth Consortium, New York, NY, 2019
54. Summer Institute of Competitive Strategy, Berkeley, CA, 2019 (Discussant)
55. Invitational Choice Symposium, Washington DC, 2019
56. CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019
57. Theory+Practice in Marketing Conference, New York, NY, 2019\*
58. Faculty Development Forum: Junior Faculty in Marketing Science, St Louis, MO, 2019
59. Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI, 2019
60. Marketing Science Conference, Philadelphia, PA, 2018
61. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2018
62. Twelfth Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2018\*
63. AAAI-18 AI and Marketing Science Workshop, New Orleans, LA, 2018
64. Winter AMA Educators' Conference, New Orleans, LA, 2018
65. RAND Behavioral Finance Forum, Washington DC, 2017
66. 2017 INFORMS Annual Conference, Houston, TX, 2017
67. Marketing Analytics and Big Data Conference, New York, NY, 2017 (Discussant)
68. Summer Institute of Competitive Strategy, Berkeley, CA, 2017
69. Marketing Science Conference, Los Angeles, CA, 2017
70. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017
71. Yale Customer Insights Conference, New Haven, CT, 2017
72. NET Institute Conference on Network Economics, New York, NY, 2016
73. Digital Marketing Conference, Stanford, CA, 2016
74. WCAI Research Symposium, Philadelphia, PA, 2016
75. Marketing Science Conference, Shanghai, China, 2016
76. China Europe International Business School Marketing Conference, Shanghai, China, 2016
77. Invitational Choice Symposium, Lake Louise, AB, Canada, 2016
78. NET Institute Conference on Network Economics, New York, NY, 2015 (Discussant)
79. INFORMS Annual Meeting, Philadelphia, PA, 2015
80. Big Data Conference, New York, NY, 2015
81. Marketing Science Conference, Baltimore, MD, 2015
82. Marketing Science Conference, Atlanta, GA, 2014

83. Marketing Science Conference, Boston, MA, 2012
84. SCP 2011 Annual Winter Conference, Atlanta, GA, 2011
- \* presented by coauthors

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

1. Finalist, Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor 2025
2. American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2025
3. Senior faculty fellow, Junior Faculty Forum in Marketing at WashU, 2025
4. NYU Center for Global Economy and Business Research Grant Fall 2024
5. NYU Center for Global Economy and Business Research Grant Spring 2024
6. NYU Center for Global Economy and Business Research Grant Fall 2023
7. Winner of AMA MR-SIG Don Lehman Award 2023 (Best Article Based on A Dissertation Published in the Last Two Years)
8. Stern Distinguished Teaching Award for Teaching Excellence 2023
9. Finalist of Don Morrison Long Term Impact Award 2023 (Article has made a significant long run impact on the field of Marketing)
10. Winner of Paul Green Award 2023 (Best Article in Journal of Marketing Research)
11. NYU Center for Sustainable Business Grant 2023
12. Fellow for the ISMS Early Career Scholars Camp 2022
13. NYU Center for Global Economy and Business Research Grant Spring 2022
14. V. "Seenu" Srinivasan Young Scholar Award in Quantitative Marketing 2021
15. Alibaba Best Innovative Research Collaboration Award 2021
16. MSI Young Scholars 2021
17. CSWIM Best Paper Award (Nominated) 2021
18. NYU Center for Global Economy and Business Research Grant Fall 2021
19. NYU Center for Global Economy and Business Research Grant Spring 2021
20. Alibaba Research Grant 2020
21. NYU Center for Sustainable Business Grant 2020
22. MSI Research Grant 2020
23. NYU Center for Global Economy and Business Research Grant Fall 2020
24. Junior Faculty Fellow, Faculty Development Workshop at Emory University 2020
25. 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)
26. American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2019
27. NYU Center for Global Economy and Business Research Grant Fall 2019
28. Alibaba Research Grant 2019
29. Faculty Fellow, AMA Sheth Consortium 2019
30. NYU Center for Global Economy and Business Research Grant Spring 2019
31. Junior Faculty Fellow, Faculty Development Forum at Olin WashU 2019
32. MSI 2018-2020 Research Priorities Working Paper Competition, Finalist 2018

33. NYU Center for Global Economy and Business Research Grant Fall 2018
34. MSI Research Grant 2018
35. National Natural Science Foundation of China Grant (No. 71702107) 2017
36. MSI Research Grant 2017
37. NYU Center for Global Economy and Business Research Grant 2017
38. NYU Center for Global Economy and Business Research Grant Fall 2016
39. NET Institute Grant 2016
40. MSI Research Grant 2016
41. NYU Center for Global Economy and Business Research Grant Fall 2015
42. Winner of William W. Cooper Doctoral Dissertation Award in Management Science 2015
43. Winner of ISMS Doctoral Dissertation Proposal Competition 2014
44. Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
45. Dipankar and Sharmila Chakravarti Fellowship, 2014
46. AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014
47. CMU GSA Conference Funding, 2014
48. INFORMS Marketing Science Doctoral Consortium Fellow, 2014
49. PNC Center for Financial Services Innovation Grant, 2013
50. Quantitative Marketing and Structural Econometrics Workshop Fellow, Durham 2013
51. William Larimer Mellon Fellowship, Carnegie Mellon University, 2010- 2015
52. INFORMS Marketing Science Doctoral Consortium Fellow, 2012
53. National Scholarship, Tsinghua University, 2009

## **TEACHING EXPERIENCE**

1. AI in Marketing (Ph.D.), Spring 2025
2. Marketing Analytics (Master's), Spring 2025
3. Data Driven Decision Making (MBA and undergraduate), Spring 2016/17/18/19/20/21/22/23/24; Evaluation 6.4/7; 4.9/5
4. Quantitative Applications in Marketing (Ph.D.), Fall 2020/22; Guest lecture for Professor Tulin Erdem
5. Analytical & Structural Marketing Models (Ph.D.), Spring 2016/18/21; Guest lecture for Professor Kannan Srinivasan
6. Advanced Empirical Methods (Ph.D.), Spring 2016; Guest lecture for Professor Masakazu Ishihara
7. Foundations of Machine Learning and Deep Learning with Applications to Business, Fall 2022; Guest lecture for Professor Xi Chen
8. Marketing Strategy Models, Spring 2021; Guest lecture for Professor Shuba Srinivasan
9. Marketing I, Summer 2013; Evaluation: 4.2/5

## **MENTORSHIP & DOCTORAL STUDENT TRAINING**

Doctoral Students at NYU (Committee Member)

1. Rubing Li, expected graduation 2026
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. Kazimier Smith, expected graduation 2025
9. Manlu Ouyang, expected graduation 2028
10. Jiaming (Ella) Xu, co-author, expected graduation 2025
11. Wonik Jang, summer paper reader

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

12. Yuan Yuan, CMU, co-author, expected graduation 2026
13. Xiaohang Feng, CMU, expected graduation 2025
14. Behnam Mohanmadi, CMU, expected graduation 2025
15. Serim Hwang, CMU, 2023, first placement: SKK University
16. Isamar Troncoso, USC, 2022, first placement: Harvard University
17. Zijun (June) Shi, CMU, 2019, first placement: HKUST

#### Doctoral Student Training Outside of NYU

18. Guangxin Yang, Peking University, co-author, expected graduation 2025

#### Master's Student Research Advisor

19. Selina Wang 2024
20. Xinlei Cui 2024

#### Undergraduate Research Advisor

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

## SERVICE AND PROFESSIONAL ACTIVITIES

Guest Editor:

INFORMS Journal on Data Science (2025)

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:

American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2025

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:

Committee on AI in the Stern UC program, 2024-

NYU Abu Dhabi Marketing Group Faculty Recruiting, 2024-

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