

XIAO LIU

Assistant 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
Website: <http://www.stern.nyu.edu/faculty/bio/xiao-liu>

ACADEMIC APPOINTMENT

2015-present Assistant Professor of Marketing, New York University

EDUCATION

Ph.D. 2015 Marketing, Carnegie Mellon University
M.S. 2012 Industrial Administration (Marketing), Carnegie Mellon University
B.S. 2010 Finance, Tsinghua University, China

RESEARCH INTERESTS

High-tech Marketing, Consumer Financial Service Innovations
Dynamic Structural Models, Machine Learning, Natural Language Processing

RESEARCH EXPERIENCE & OTHER EMPLOYMENT

2018.12 Visiting Scholar, Alibaba

PUBLICATIONS

1. “Large Scale Cross Category Analysis of Consumer Review Content on Sales Conversion Leveraging Deep Learning,” 2019. Xiao Liu, Dokyun Lee, and Kannan Srinivasan, forthcoming at *Journal of Marketing Research*.
 - **MSI Research Grant 2016**
 - **NET Institute Grant 2016**
2. “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](#);
3. “Deep Learning of Consumer Review Content,” 2018. Xiao Liu, Dokyun Lee, and Kannan Srinivasan, Proceedings of the Thirty-Second *AAAI* Conference on Artificial Intelligence
4. “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
5. “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

- Featured in Journal Selection from MSI; INFORMS Press Release;

WORKING PAPERS

1. “Costly Zero Bias in Target Retirement Fund Choice,” 2019. Xiao Liu, Ajay Kalra and Wei Zhang, 3rd round review at *Journal of Consumer Research*.
 - Selected Media Coverage: Consumer Reports
 - **NYU Center for Global Economy and Business Research Grant 2015**
2. “The Oz Effect: How Does Information Credibility Affect Healthcare Choices?” 2019. Zijun Shi, Xiao Liu and Kannan Srinivasan, 1st round review at *Journal of Marketing Research*
3. “Consumers’ Decaying Generosity Can Sustain a Profit-Oriented Firm Dependent on Social Preferences,” 2019. Minah Jung, Xiao Liu and Leif Nelson, 1st round review at *Management Science*
4. “Automating Online-Offline Data Merger for Integrated Marketing,” 2019. Chenshuo Sun, Xiao Liu and Anindya Ghose, 1st round review at *Information Systems Research*.
 - **Finalist, MSI 2018-2020 Research Priorities Working Paper Competition**
 - **MSI Research Grant 2018**
5. “Can Bad Firms Benefit Good Firms? Evidence from the Chinese P2P Lending Industry,” 2017. Wanqi Huang, Xiao Liu and Kannan Srinivasan
 - **NYU Center for Global Economy and Business Research Grant 2016**

WORK IN PROGRESS

1. “Product Competition with Word2Vec,” 2019. Fanglin Chen, Xiao Liu, Davide Proserpio, and Isamar Troncoso Cortez
 - **NYU Center for Global Economy and Business Research Grant 2018**
2. “Human and Artificial Intelligence Interaction: Disclosure of Privacy and Preferences in Digital Markets,” 2017. Minah Jung, Xiao Liu and Leif Nelson
 - **MSI Research Grant 2017**
 - **NYU Center for Global Economy and Business Research Grant 2017**
3. “Service Quality in Online Purchase Journey,” 2018. Xiao Liu, Tulin Erdem, and Hai Che
4. “Durable Goods Consumption and Targeted Interest Rate,” 2018. Xiao Liu and Yuxin Chen
5. “Contextual Marketing Using Neural Network Trajectory Models,” 2019. Xiao Liu, Baohong Sun, and Natasha Foutz
 - **NYU Center for Global Economy and Business Research Grant 2018**
6. “Credit Card Adoption,” 2017. Xiao Liu and Panle Jia
7. “A Dynamic Matching Algorithm Using Reinforcement Mechanism Design,” 2019. Jong Yeob Kim and Xiao Liu
8. “Livestream Shopping,” 2019. Xiao Liu and Feiyu Xiong
9. “Alexa Shopping: The Effect of Voice Assistants on Consumer Purchase and Search Behavior,” 2019. Xiao Liu, Chenshuo Sun, Zijun Shi, Anindya Ghose, Feiyu Xiong, and Xueying Li
10. “Quantifying Brand Positioning and Brand Value Using Word Vector Representation Learning: An Application to the Automobile Industry,” 2019. Xiao Liu

11. "Attention and Rating," 2019. Kosuke Uetake, Xiao Liu, and Matthew Shum
12. "Lie To Me: Influencer Brand Sponsorship," 2019. Serim Huang, Xiao Liu, and Kannan Srinivasan

INVITED PRESENTATIONS

1. University of Texas at Dallas, Naveen Jindal School of Management, April 2019
2. University of Pennsylvania, The Wharton School, February 2019
3. Alibaba Group, December 2018
4. Delaware University, November 2018
5. Washington University in St. Louis, Olin Business School, November 2018
6. University of Michigan, October 2018
7. Peking University, June 2018
8. Erasmus University, May 2018
9. University of Florida, February 2018
10. Yale University, November 2017
11. Consumer Financial Protection Bureau, November 2017
12. University of Toronto, April 2017
13. Temple University, April 2017
14. University of California, Los Angeles, March 2017
15. Tsinghua University, June 2016
16. Shanghai Jiaotong University, May 2016
17. NYU Shanghai, May 2016
18. UC Davis, Graduate School of Management, March 2016
19. Stanford University, Stanford Graduate School of Business, November 2015
20. Cornell University, Johnson Graduate School of Management, November 2015
21. Temple University, Fox School of Business, June 2015
22. MIT, Sloan School of Management, November 2014
23. University of Maryland, Robert H. Smith School of Business, November 2014
24. New York University, Stern School of Business, November 2014
25. University of Southern California, Marshall School of Business, November 2014
26. Duke University, Fuqua School of Business, November 2014
27. University of Pennsylvania, The Wharton School, October 2014
28. University of Washington, Foster School of Business, October 2014
29. University of Rochester, Simon Business School, October 2014
30. INSEAD, October 2014
31. London Business School, October 2014
32. Syracuse University, Whitman School of Management, October 2014
33. Northwestern University, Kellogg School of Management, October 2014
34. Indiana University, Kelley School of Business, October 2014
35. Columbia University, Columbia Business School, October 2014

36. Yale University, School of Management, September 2014
37. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, September 2014
38. Emory University, Goizueta Business School, September 2014
39. Washington University in St. Louis, Olin Business School, September 2014
40. University at Buffalo, School of Management, September 2014
41. University of California, Riverside, School of Business Administration, September 2014
42. University of Miami, School of Business, September 2014

CONFERENCE PRESENTATIONS/DISCUSSIONS

1. Marketing Science Conference, Rome, Italy, 2019
2. AMA Sheth Consortium, New York, NY, 2019
3. Summer Institute of Competitive Strategy, Berkeley, CA, 2019
4. Invitational Choice Symposium, Washington DC, 2019
5. CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019
6. Theory+Practice in Marketing Conference, New York, NY, 2019
7. Faculty Development Forum: Junior Faculty in Marketing Science, St Louis, MO, 2019
8. Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI, 2019
9. Marketing Science Conference, Philadelphia, PA, 2018
10. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2018
11. Twelfth Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2018
12. AAAI-18 AI and Marketing Science Workshop, New Orleans, LA, 2018
13. Winter AMA Educators' Conference, New Orleans, LA, 2018
14. RAND Behavioral Finance Forum, Washington DC, 2017
15. 2017 INFORMS Annual Conference, Houston, TX, 2017
16. Marketing Analytics and Big Data Conference, New York, NY, 2017
17. Summer Institute of Competitive Strategy, Berkeley, CA, 2017
18. Marketing Science Conference, Los Angeles, CA, 2017
19. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017
20. Yale Customer Insights Conference, New Haven, CT, 2017
21. NET Institute Conference on Network Economics, New York, NY, 2016
22. Digital Marketing Conference, Stanford, CA, 2016
23. WCAI Research Symposium, Philadelphia, PA, 2016
24. Marketing Science Conference, Shanghai, China, 2016
25. China Europe International Business School Marketing Conference, Shanghai, China, 2016
26. Invitational Choice Symposium, Lake Louise, AB, Canada, 2016
27. NET Institute Conference on Network Economics, New York, NY, 2015
28. INFORMS Annual Meeting, Philadelphia, PA, 2015
29. Big Data Conference, New York, NY, 2015
30. Marketing Science Conference, Baltimore, MD, 2015
31. Marketing Science Conference, Atlanta, GA, 2014

32. Marketing Science Conference, Boston, MA, 2012
33. SCP 2011 Annual Winter Conference, Atlanta, GA, 2011

GRANTS, HONORS AND AWARDS

1. Finalist of INFORMS Society for Marketing Science Frank M. Bass Award 2019
2. Editorial Review Board, Marketing Science, 2019
3. MSI 2018-2020 Research Priorities Working Paper Competition, Finalist 2018
4. NYU Center for Global Economy and Business Research Grant 2018
5. MSI Research Grant 2018
6. National Natural Science Foundation of China Grant (No. 71702107) 2017
7. MSI Research Grant 2017
8. NYU Center for Global Economy and Business Research Grant 2017
9. NYU Center for Global Economy and Business Research Grant 2016
10. NET Institute Grant 2016
11. MSI Research Grant 2016
12. NYU Center for Global Economy and Business Research Grant 2015
13. Winner of William W. Cooper Doctoral Dissertation Award in Management Science 2015
14. Winner of ISMS Doctoral Dissertation Proposal Competition 2014
15. Winner of MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
16. Dipankar and Sharmila Chakravarti Fellowship, 2014
17. AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014
18. CMU GSA Conference Funding, 2014
19. INFORMS Marketing Science Doctoral Consortium Fellow, 2014
20. PNC Center for Financial Services Innovation Grant, 2013
21. Quantitative Marketing and Structural Econometrics Workshop Fellow, Durham 2013
22. William Larimer Mellon Fellowship, Carnegie Mellon University, 2010- 2015
23. INFORMS Marketing Science Doctoral Consortium Fellow, 2012
24. National Scholarship, Tsinghua University, 2009

TEACHING EXPERIENCE

1. Data Driven Decision Making, Spring 2016/7/8; Evaluation 6.4/7
2. Marketing I, Summer 2013; Evaluation: 4.2/5

DOCTORAL THESIS COMMITTEE

Zijun (June) Shi	Ph.D. in Marketing, CMU, 2019	Placement: HKUST
Minjung Kwon	Ph.D. in Marketing, NYU, 2018	Placement: Syracuse University

PROFESSIONAL ACTIVITIES

Referee

Journal of Marketing Research, Marketing Science, Management Science, Journal of

Marketing

Journal of Econometrics

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition