

XIAO LIU

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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
Structural Models, Machine Learning, Natural Language Processing, Reinforcement Learning

RESEARCH EXPERIENCE & OTHER EMPLOYMENT

2018.12 - Now Visiting Scholar, Alibaba

PUBLICATIONS

Marketing Journal Articles

1. “The Zero Bias in Target Retirement Fund Choice,” 2020. Xiao Liu, Ajay Kalra, and Wei Zhang, forthcoming, *Journal of Consumer Research*.
 - o Selected Media Coverage: [Consumer Reports](#)
 - o NYU Center for Global Economy and Business Research Grant 2015
2. “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.
 - o MSI Research Grant 2016
 - o NET Institute Grant 2016
3. “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)
 - o Finalist, INFORMS Society for Marketing Science Frank M. Bass Award 2019
 - o Winner, MSI Alden G. Clayton Doctoral Dissertation Proposal Competition 2014
 - o Winner, ISMS Doctoral Dissertation Proposal Competition 2014
 - o Winner, William W. Cooper Doctoral Dissertation Award in Management Science 2015
 - o Featured in [INFORMS Press Release](#); [ScienceDaily](#); [ATMMarketplace](#); [CardRates](#);
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](#);

Machine Learning Conference Proceedings (Peer-reviewed)

1. “Studying Product Competition Using Reinforcement Learning,” 2020. Fanglin Chen, Xiao Liu, Davide Proserpio, Isamar Tronsoco, Feiyu Xiong, 43rd International ACM *SIGIR* Conference on Research and Development in Information Retrieval.
2. “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.
3. “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

WORKING PAPERS

1. “The Oz Effect: How Does Information Credibility Affect Healthcare Choices?” 2019. Zijun Shi, Xiao Liu and Kannan Srinivasan, 2nd round review at Journal of Marketing Research.
2. “Product Competition with Word2Vec,” 2019. Fanglin Chen, Xiao Liu, Davide Proserpio, and Isamar Tronsoco Cortez. Reject and Resubmit at Marketing Science.
 - NYU Center for Global Economy and Business Research Grant 2018
3. “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, Reject and Resubmit at Marketing Science.
 - MSI Research Grant 2020
 - Selected Media Coverage: [Working Capital Review](#); [NewVoice.ai](#);
4. “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.
5. “Automating Online-Offline Data Merger for Integrated Marketing,” 2019. Chenshuo Sun, Xiao Liu and Anindya Ghose, 1st round review at Management Science.
 - Finalist, MSI 2018-2020 Research Priorities Working Paper Competition
 - MSI Research Grant 2018
6. “Soul and Machine (Learning),” 2019. 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. 2nd round review at Marketing Letters.
7. “Voice Analytics of Online Influencers-Soft Selling in Branded Videos,” 2019. Serim Huang, Xiao Liu, and Kannan Srinivasan. 1st round review at Marketing Science.
8. “Dynamic Personalized Pricing Using Batch Deep Reinforcement Learning: An Application to

- LiveStream Shopping,” 2020. Xiao Liu and Feiyu Xiong
9. “Does Fast Fashion Increase the Demand for Premium Brands? A Structural Analysis,” 2020. Zijun Shi, Xiao Liu, Dokyun Lee and Kannan Srinivasan. 1st round review at Marketing Science.
 10. “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. “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
2. “Contextual Marketing Using Neural Network Trajectory Models,” 2020. 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
3. “A Dynamic Matching Algorithm Using Reinforcement Mechanism Design,” 2019. Jong Yeob Kim and Xiao Liu
4. “Quantifying Brand Positioning and Brand Value Using Word Vector Representation Learning: An Application to the Automobile Industry,” 2019. Xiao Liu
5. “Attention and Rating,” 2020. Kosuke Uetake, Xiao Liu, and Matthew Shum
6. “Credit Card Adoption,” 2017. Xiao Liu and Panle Jia
7. “Service Quality in Online Purchase Journey,” 2018. Xiao Liu, Tulin Erdem, and Hai Che
8. “Durable Goods Consumption and Targeted Interest Rate,” 2018. Xiao Liu and Yuxin Chen

INVITED PRESENTATIONS

1. Stanford University, Graduate School of Business, May 2020
2. IMS/HBS Data Science Workshop, Harvard Business School, April 2020
3. University of Chicago, Booth School of Business, January 2020
4. Junior Faculty Workshop, Emory University, January 2020
5. Alibaba Group, December 2019
6. University of Texas at Dallas, Naveen Jindal School of Management, April 2019
7. University of Pennsylvania, The Wharton School, February 2019
8. Alibaba Group, December 2018
9. Delaware University, November 2018
10. Washington University in St. Louis, Olin Business School, November 2018
11. University of Michigan, October 2018
12. Peking University, June 2018
13. Erasmus University, May 2018
14. University of Florida, February 2018
15. Yale University, November 2017

16. Consumer Financial Protection Bureau, November 2017
17. University of Toronto, April 2017
18. Temple University, April 2017
19. University of California, Los Angeles, March 2017
20. Tsinghua University, June 2016
21. Shanghai Jiaotong University, May 2016
22. NYU Shanghai, May 2016
23. UC Davis, Graduate School of Management, March 2016
24. Stanford University, Stanford Graduate School of Business, November 2015
25. Cornell University, Johnson Graduate School of Management, November 2015
26. Temple University, Fox School of Business, June 2015
27. MIT, Sloan School of Management, November 2014
28. University of Maryland, Robert H. Smith School of Business, November 2014
29. New York University, Stern School of Business, November 2014
30. University of Southern California, Marshall School of Business, November 2014
31. Duke University, Fuqua School of Business, November 2014
32. University of Pennsylvania, The Wharton School, October 2014
33. University of Washington, Foster School of Business, October 2014
34. University of Rochester, Simon Business School, October 2014
35. INSEAD, October 2014
36. London Business School, October 2014
37. Syracuse University, Whitman School of Management, October 2014
38. Northwestern University, Kellogg School of Management, October 2014
39. Indiana University, Kelley School of Business, October 2014
40. Columbia University, Columbia Business School, October 2014
41. Yale University, School of Management, September 2014
42. University of North Carolina at Chapel Hill, Kenan-Flagler Business School, September 2014
43. Emory University, Goizueta Business School, September 2014
44. Washington University in St. Louis, Olin Business School, September 2014
45. University at Buffalo, School of Management, September 2014
46. University of California, Riverside, School of Business Administration, September 2014
47. University of Miami, School of Business, September 2014

CONFERENCE PRESENTATIONS/DISCUSSIONS

1. Advanced Research Techniques (ART) Forum, Rochester, NY, 2020
2. SCECR 2020, Madrid, Spain, 2020
3. Marketing Science Conference, Durham, NC, 2020
4. Yale Customer Insights Conference, New Haven, CT, 2020
5. NBER Digitization Meeting, Stanford, CA, 2020
6. AAAI-20 Affective Content Analysis Workshop, New York, NY, 2020

7. Winter Conference on Business Analytics, Snowbird, Utah, 2020
8. Conference on AI, Machine Learning and Business Analytics, Philadelphia, PA, 2019
9. Workshop on Information Systems and Economics, Munich, Germany, 2019
10. Conference on Digital Experimentation (CODE), Boston, MA, 2019
11. Marketing Science Conference, Rome, Italy, 2019
12. AMA Sheth Consortium, New York, NY, 2019
13. Summer Institute of Competitive Strategy, Berkeley, CA, 2019
14. Invitational Choice Symposium, Washington DC, 2019
15. CMU Summer Workshop on Machine Learning, Pittsburgh, PA, 2019
16. Theory+Practice in Marketing Conference, New York, NY, 2019
17. Faculty Development Forum: Junior Faculty in Marketing Science, St Louis, MO, 2019
18. Behavioral Industrial Organization & Marketing Symposium, Ann Arbor, MI, 2019
19. Marketing Science Conference, Philadelphia, PA, 2018
20. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2018
21. Twelfth Annual Frank M. Bass UTD FORMS Conference, Dallas, TX, 2018
22. AAAI-18 AI and Marketing Science Workshop, New Orleans, LA, 2018
23. Winter AMA Educators' Conference, New Orleans, LA, 2018
24. RAND Behavioral Finance Forum, Washington DC, 2017
25. 2017 INFORMS Annual Conference, Houston, TX, 2017
26. Marketing Analytics and Big Data Conference, New York, NY, 2017
27. Summer Institute of Competitive Strategy, Berkeley, CA, 2017
28. Marketing Science Conference, Los Angeles, CA, 2017
29. Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO, 2017
30. Yale Customer Insights Conference, New Haven, CT, 2017
31. NET Institute Conference on Network Economics, New York, NY, 2016
32. Digital Marketing Conference, Stanford, CA, 2016
33. WCAI Research Symposium, Philadelphia, PA, 2016
34. Marketing Science Conference, Shanghai, China, 2016
35. China Europe International Business School Marketing Conference, Shanghai, China, 2016
36. Invitational Choice Symposium, Lake Louise, AB, Canada, 2016
37. NET Institute Conference on Network Economics, New York, NY, 2015
38. INFORMS Annual Meeting, Philadelphia, PA, 2015
39. Big Data Conference, New York, NY, 2015
40. Marketing Science Conference, Baltimore, MD, 2015
41. Marketing Science Conference, Atlanta, GA, 2014
42. Marketing Science Conference, Boston, MA, 2012
43. SCP 2011 Annual Winter Conference, Atlanta, GA, 2011

GRANTS, HONORS AND AWARDS

1. NYU Center for Sustainable Business Grant 2020

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

Journal of Econometrics

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition

EMNLP