

Yan (Lucy) Liu

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Associate Professor of Marketing
Mays Business School
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EDUCATION

Ph.D. Management, Purdue University, West Lafayette, IN 2005 – 2010
M. S. Food and Resource Economics, Univ. of Florida, Gainesville, FL 2002 – 2004
B. S. Finance, Central University of Finance and Economics, Beijing, China 1995 – 1999

RESEARCH INTERESTS

Marketing analytics
Empirical industrial organization and structural models
Marketing finance interface
Machine Learning
Product management strategy (product design, product harm crisis)
Pricing and promotion
Consumer choice (dynamic purchase decision, multi-channel shopping, product return)

ACADEMIC POSITIONS

Associate Professor of Marketing, Texas A&M University, 2017 – present
Assistant Professor of Marketing, Texas A&M University, 2010 – 2017
Graduate Assistant and Instructor, Purdue University, 2005 – 2010

PUBLICATIONS

1. Haipeng Chen, Woo Jin Choi, Haoying Sun, and Yan Liu (2021), "More or Less? Consumer Goal Orientation and Product Choice." *Customer Needs and Solutions* 8, 16–26.
2. Woo Jin Choi, Haipeng Chen, Haoying Sun, Yan Liu (2020) "Guess Who Buys Cheap? The Effect of Consumers' Goal Orientation on Product Preference," *Journal of Consumer Psychology*, 30 (3), 506-514
3. Li, Krista J. and Yan Liu (2019), "Same or Different? An Aesthetic Design Question," *Production and Operations Management* 28, no. 6 (2019): 1465-1485
 - Top 10 downloaded articles. SSRN: Econometrics Multiple Equations.
4. Liu, Yan, Venkatesh Shankar and Wonjoo Yun (2017), "Crisis Management Strategies and the Long-Term Effects of Product Recalls on Firm Value," *Journal of Marketing* 81.5.30-48
 - Featured at theeagle.com
 - Media coverage at KBTX

5. Liu, Yan, Krista Li, Haipeng Chen, and Subramanian Balachander (2017), " The Effects of Products' Aesthetic Design on Demand and Marketing-Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Journal of Marketing* 81.1: 83-102.
 - JM Editor Picks from 2017
 - Featured at [AMA Scholarly Insights](#)
6. Liu, Yan, and Venkatesh Shankar (2015). "The Dynamic Impact of Product-Harm Crises on Brand Preference and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Management Science* 61.10, 2514-2535.
 - Top 10 downloaded articles. SSRN: Econometrics Multiple Equations.
7. Liu, Yan and Subramanian Balachander (2014). "How Long Has it Been Since the Last Deal? Consumer Promotion Timing Expectations and Promotional Response," *Quantitative Marketing and Economics*, 12 (1), 85-126.
8. Balachander, Subramanian, Yan Liu, and Axel Stock (2009). "An Empirical Analysis of Scarcity Strategies in the Automobile Industry," *Management Science*, 55 (10), 1623-1637.

MANUSCRIPTS UNDER REVIEW

9. Kan, Christina, Donald R. Lichtenstein, and Chris Janiszewski, and Yan Liu, "The Negative and Positive Consequences of Placing Products Next to Promoted Products." (Revision invited, *Journal of Marketing*)
10. Wenqi Shen, Yan Liu, and Yun Wang "The Impact of Social Incentives on Online Users' Contributions." (Revision invited, *Management Science*)
11. Fangfei Guo and Yan Liu, "Shipping Policies in Online Retailing" (Revision invited, *Journal of Marketing*)
12. Ramkumar Janakiraman, Yan Liu, Fangfei Guo, Rishika Rishika, and Subodha Kumar, "The Effects of Shopping Cost, Channel Quality and Returns on Consumers' Multichannel Shopping." (Reject and Resubmit, *Journal of Marketing Research*)

RESEARCH IN PROGRESS

Yun Wang, Jeff Cai, and Yan Liu. "Online Advertising, Search and Sales"

Fangfei Guo, Yan Liu, Haipeng Chen, and Dian Wang. "The Spillover Effects of Product Recall"

Krista Li and Yan Liu. "Design versus Technology: Which Brands Benefit More from Which Type of Product Upgrades?"

OTHER PUBLICATIONS

Li, Tom, Yan Liu, Man Li, Xiaoning Qian, and Susie Y. Dai. "Mask or no mask for COVID-19: A public health and market study." *PloS one* 15, no. 8 (2020): e0237691.

Liu, Yan, Richard L. Kilmer, and Jonq-Ying Lee. "Canadian orange juice imports and production level import demand." *Journal of Agribusiness* 25, no. 345-2016-15140 (2007): 17-29.

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Pricing, Marketing Metrics

TEACHING EXPERIENCE

Marketing Metrics (Graduate), Texas A&M University, 2020- present
Marketing Analytics and Pricing (Graduate), Texas A&M University, 2015- 2020
Marketing Research (Undergraduate), Texas A&M University, 2011-present
Marketing Management (Undergraduate), Purdue University, 2006, 2007, 2009

CONFERENCE PRESENTATIONS

Marketing Science Conference, Duke University, 2020
Production and Operations Management Conference, Washington DC, 2019
China Marketing International Conference, Shanghai, 2018
Winter AMA Conference, New Orleans, 2018
Marketing Science Conference, Fudan University, 2016
Theory + Practice in Marketing (TPM) Conference, 2016
Marketing Science Conference, Johns Hopkins University, 2015
Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference, 2014
Marketing Science Conference, Emory University, 2014
Conference on Information Systems and Technology, October 2013.
Marketing Science Conference, Boston University, 2012
Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference, 2012
Marketing Science Conference, University of Houston, 2011
Marketing Science Conference, University of British Columbia, 2008

INVITED PRESENTATIONS (POST JOB MARKET)

University of Science and Technology of China, 2018
ETH/NYU Design Conference, New York University, 2017
University of Houston, 2013
Marketing Department Research Seminar and Brown Bag Series, Texas A&M University, 2013
Marketing Department Research Camp, Texas A&M University, 2012

DISSERTATION COMMITTEE MEMBERSHIP

Dissertation Committee Co-chair or chair

- Wonjoo Yun, Ph.D. in Marketing, Texas A&M University (placed at Oakland University)
- Fangfei Guo, Ph.D. student in Marketing, Texas A&M University

- Alicia Wang, Ph.D. student in Marketing, Texas A&M University

Dissertation Committee Member

- Jeremy West, Ph.D. in Economics, Texas A&M University (placed as a postdoctoral research associate in the Department of Economics at MIT).
- Krista Li, Ph.D. Ph.D. in Marketing, Texas A&M University (placed at Indiana University)
- Chaoyi Dai, Ph.D. in Economics, Texas A&M University
- Pulkit Marwah, Ph.D. student in Agricultural Economics, Texas A&M University
- Guo Cheng, Ph.D. in Agricultural Economics, Texas A&M University

GRANTS, HONORS AND AWARDS

Texas A&M Triad Grant, 2019

Mays Business School Mini-Grant, 2012, 2014, 2018

Robert W. Johnson Award for Distinguished Research Proposal, 2008

Billsland Dissertation Fellowship, Purdue University, 2008, 2009

AMA-Sheth Doctoral Consortium Fellow, University of Missouri, 2008

Certificate for Outstanding Teaching, Purdue University, 2007

Outstanding Academic Accomplishment, University of Florida, 2002, 2003

Purdue University Summer Research Grant, Purdue University, 2007

SERVICE

Doctoral Program Council Member, Department of Marketing, 2011-present

M.S. in Marketing Program Council Member, Department of Marketing, 2018-present

Center for International Business Studies Review Committee 2019-2020

Faculty Recruiting Committee Member, Department of Marketing, 2012, 2019

Mays Analytics Task Force, Mays Business School, 2015-2016

REVIEWING ACTIVITY

Associate Editor, Department of Marketing with OM or IS Interface

Decision Sciences Journal

Editorial Review Board

Journal of the Academy of Marketing Science

Ad-hoc reviewer for:

Management Science

Journal of Marketing Research

Journal of Marketing

BUSINESS EXPERIENCE

Jade International, Investment Bank Division, China
Agricultural Development Bank of China, Head Office, China

2004-2005
1999-2002