

## Yan “Lucy” Liu

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Associate Professor of Marketing  
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### **EDUCATION**

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

### **RESEARCH INTERESTS**

Methods: Structural Models, Empirical Industrial Organization, Machine Learning, Bayesian Estimation, Causal Inference  
Topics: Product Management (product design, product harm crisis), Pricing and Promotion, Consumer choice (dynamic purchase decision, multi-channel shopping, product return), Marketing Finance Interface

### **ACADEMIC POSITIONS**

Texas A&M University,	
Associate Professor of Marketing,	2017 – present
Assistant Professor of Marketing,	2010 – 2017
Director, Marketing Ph.D. Program,	2023-present
Purdue University	
Graduate Assistant and Instructor,	2005 – 2010

### **PUBLICATIONS**

1. Wenqi Shen, Yan Liu, and Yun Wang (2024), "[Penalty or Reward? The Effect of Social Disincentives on Online Users' Contributions](#)." Accepted, *Management Science*
2. Kan, Christina, Yan Liu, Donald R. Lichtenstein, and Chris Janiszewski (2023), "[The Negative and Positive Consequences of Placing Products Next to Promoted Products](#)." *Journal of Marketing*, 87(6), 928-948.
3. Fangfei Guo and Yan Liu (2023), "[The Effectiveness of Membership-based Free Shipping: An Empirical Investigation on Consumers' Purchase Behaviors and Revenue Contributions](#)." *Journal of Marketing*, 87(6), 869-888.
4. 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.

5. 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.
6. 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
7. 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.
8. 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](#)
9. 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](#)
10. 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.
11. 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.
12. 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**

13. Ramkumar Janakiraman, Yan Liu, Fangfei Guo, Rishika Rishika, and Subodha Kumar, "The Effects of Shopping Cost, Channel Quality and Returns on Consumers' Multichannel Shopping." (to be resubmitted to *Journal of Marketing Research*)
14. Wang, Yun, C. Jeffrey Cai and Yan Liu, "Searching for Success: Advertising Content Design under Competition," (to be resubmitted to *Marketing Science*)

## **RESEARCH IN PROGRESS**

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

Wang, Yun, C. Jeffrey Cai and Yan Liu, "Advertising Content and Pricing under Limited Attention."

### **OTHER PUBLICATIONS**

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**

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Philadelphia, 2023

Winter AMA Conference, Nashville, 2023

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, 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 in 2014)
- Fangfei Guo, Ph.D. in Marketing, Texas A&M University (placed at NC State University in 2022)
- Alicia Wang, Ph.D. in Marketing, Texas A&M University (placed at Baruch College, City University of New York in 2022)

Dissertation Committee Member

- Chi Zhang, Ph.D. candidate in Marketing, Texas A&M University
- Jimmy Hu, Ph.D. candidate in Marketing, Texas A&M University
- 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. in Marketing, Texas A&M University (placed at Indiana University)
- Chaoyi Dai, Ph.D. in Economics, Texas A&M University (placed at Citibank)
- Pulkit Marwah, Ph.D. in Agricultural Economics, Texas A&M University (placed at The Wonderful Company)
- Guo Cheng, Ph.D. in Agricultural Economics, Texas A&M University (placed at Stata)
- Nan Li, Ph.D. student in Agricultural Economics, Texas A&M University
- Linling Zhang, Ph.D. student in Agricultural Economics, Texas A&M University
- Aihui Li, Ph.D. student in Agricultural Economics, Texas A&M University
- Kuo Liu, Ph.D. student in Agricultural Economics, Texas A&M University
- Qiqi Chen, Ph.D. student in Agricultural Economics, Texas A&M University

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

Mays Research Award 2023

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**

University Distinguished Graduate Student Award Reviewer Committee, 2023, 2024  
Summer AMA Conference Co-Chair, 2023  
Doctoral Program Council Member, Department of Marketing, 2011-2023  
M.S. in Marketing Program Council Member, Department of Marketing, 2018-2023  
Center for International Business Studies Review Committee, 2019-2020  
Faculty Recruiting Committee Member, Department of Marketing, 2012, 2019, 2023  
Mays Analytics Task Force, Mays Business School, 2015-2016

## **REVIEWING ACTIVITY**

Associate Editor

*International Journal of Research in Marketing*

*Decision Sciences Journal* (Department of Marketing with OM or IS Interface)

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

2004-2005

Agricultural Development Bank of China, Head Office, China

1999-2002