

Yan “Lucy” Liu

刘焱

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Associate Professor of Marketing
Mays Business School
Texas A&M University

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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

Methods: Structural Models, Empirical Industrial Organization, Machine Learning, Bayesian Estimation, Causal Inference

Topics: Product Management (product design, product harm crisis, product review), Pricing and Promotion, Consumer Choices, 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.

*: Co-author: Ph.D. (Marketing), Mays Business School. The project was initiated while the co-author was a doctoral student in the Dept. of Marketing.

MANUSCRIPTS UNDER REVIEW

1. Wang, Yun, Yan Liu, and Xuying Zhao "Searching for Success: Advertising Content Design under Competition" (under review at *Management Science*)
2. 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*)

RESEARCH IN PROGRESS

3. Fangfei Guo, Yan Liu, Haipeng Chen, and Dian Wang, "The Spillover Effects of Product Recall." Target Journal: *Journal of Marketing*

4. Fangfei Guo, and Yan Liu, " Social Influences under Tiered Memberships."
5. Wang, Yun, Fangfei Guo, and Yan Liu, " Optimal Design of Tiered Memberships."
6. Wang, Yun and Yan Liu, "Advertising Content and Pricing under Limited Attention."
7. Zijing "Jimmy" Hu, Yan Liu "Quantifying the Value of Discoverability"
8. Guo, Fangfei, and Yan Liu, "The Effect of Following 'Super-Star' vs. 'Like-Me'? Heterogeneous Peer Effects on User Engagement on Digital Platform,"
9. Chi Zhang, Venky Shankar, and Yan Liu, "Unveiling Consumer Preferences: Machine Learning-Driven Identification of Key Product Design Elements,"
10. Jane Lee, and Yan Liu, "Collaborative Success: Machine Learning Insights into YouTuber Partnerships and Their Impact on Subscriptions and Content Quality,"

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.

HONORS, AWARDS and GRANTS

Mays Business School Research Excellence Award, 2023
 Texas A&M University 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

CONFERENCE PRESENTATIONS

1. Wang, Yun, Yan Liu, and Xuying Zhao (2023), "Searching for Success: Advertising Content Design under Competition," *Conference on Artificial Intelligence, Machine Learning, and Business Analytics*, Temple University*.
2. Wang, Yun, Yan Liu (2023), "Presenting Products' Aesthetic Design in Advertisements," *INFORMS Marketing Science Conference*, University of Miami*.
3. Wang, Yun, Yan Liu (2023), "Presenting Products' Aesthetic Design in Advertisements," *China Marketing International Conference*, Sichuan University*.

4. Guo, Fangfei, and Yan Liu (2023), “The Effect of Following ‘Super-Star’ vs. ‘Like-Me’? Heterogeneous Peer Effects on User Engagement on Digital Platform,” *AMA Winter Academic Conference*, Nashville*.
5. Wang, Yun, Jeff Cai, and Yan Liu (2021), “Searching for Success: Advertising Content Design under Competition,” *Annual Doctoral Symposium*, University of Houston *.
6. Wang, Yun, Jeff Cai, and Yan Liu (2020), “Aiding AIDA: How Advertising Content Affects Competitive Search and Purchase,” *INFORMS Marketing Science Conference*, Duke University *.
7. Guo, Fangfei, and Yan Liu (2020), “The Effectiveness of Membership Free Shipping: An Empirical Investigation on Consumer’s Purchase Behaviors and Retailer’s Profits”, *Marketing Science Conference*, Duke University *
8. Guo, Fangfei, and Yan Liu (2019), “Which Free Shipping Policy Should I Offer? An Empirical Investigation”, *Production and Operations Management Conference*, Washington DC*.
9. Guo, Fangfei, Yan Liu, and Haipeng Chen (2018), “Is Similarity a Good Thing or Bad Thing? The Spillover Effect of Product-harm Crisis on Competing Products,” *China Marketing International Conference*, Shanghai*.
10. Guo, Fangfei, Yan Liu, and Haipeng Chen (2018), “Is Similarity a Good Thing or Bad Thing? The Spillover Effect of Product-harm Crisis on Competing Products,” *AMA Winter Academic Conference*, New Orleans*.
11. Li, Krista, and Yan Liu (2016), “Design versus Technology: Which Brands Benefit More from Which Type of Product Upgrades?” *Marketing Science Conference*, Fudan University*.
12. Li, Krista, and Yan Liu (2016), “Design versus Technology: Which Brands Benefit More from Which Type of Product Upgrades?” *Theory + Practice in Marketing (TPM) Conference*, Texas A&M University*.
13. Liu, Yan, Krista Li, Haipeng (Allan) Chen and Subramanian Balachander (2015), “An Empirical Study of Product Design’s Effect on Sales and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency,” *Marketing Science Conference*, Johns Hopkins University.
14. Liu, Yan, Krista Li, Haipeng (Allan) Chen and Subramanian Balachander (2014), “An Empirical Study of Product Design’s Effect on Sales and Marketing Effectiveness: The Role of Segment Prototypicality and Brand Consistency,” *Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas.
15. Yun, Wonjoo, Yan Liu and Venkatesh Shankar (2014), “New Product Preannouncements, Product Recalls, and Shareholder Value,” *Marketing Science Conference*, Emory University*.

16. Janakiraman, Ramkumar, Yan Liu, Ram Bezawada and Subodha Kumar (2013), "A Structural Model of Consumers' Learning of Channel Quality: The Role of Product Returns," *Conference on Information Systems and Technology*, Minneapolis*.
17. Liu, Yan and Venkatesh Shankar (2012) "The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Marketing Science Conference*, Boston University
18. Yun, Wonjoo, Yan Liu and Venkatesh Shankar(2012) "Sources and Financial Consequences of Product-harm Crises: Evidence from Automobile Industry," *Marketing Science Conference*, Boston University
19. Liu, Yan and Venkatesh Shankar (2012) "The Dynamic Impact of Product-Harm Crises on Brand Equity and Advertising Effectiveness: An Empirical Analysis of the Automobile Industry," *Frank M. Bass UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas.
20. Liu, Yan and Subramanian Balachander (2011), "On the Timing of a Manufacturer's Sales Promotion Decisions with Forward-looking Consumers," *Marketing Science Conference*, University of Houston.
21. Liu, Yan and Subramanian Balachander (2008), "Dynamic Brand and Quantity Choice with a Hazard Model of Promotion Expectation," *Marketing Science Conference*, University of British Columbia

*: presented by co-authors

INVITED PRESENTATIONS

1. University of Texas, Arlington, Nov. 2024
2. University of Science and Technology of China, 2018
3. ETH/NYU Design Conference, New York University, 2017
4. University of Houston, 2013
5. Marketing Department Research Seminar and Brown Bag Series, Texas A&M University, 2013
6. Marketing Department Research Camp, Texas A&M University, 2012
7. University of Manitoba, 2009
8. Georgia State University, 2009
9. Texas A&M University, 2009
10. Peking University, 2009
11. Tsinghua University, 2009

TEACHING EXPERIENCE

MKTG 602: Marketing Metrics (Graduate), Texas A&M University, 2020-present
 MKTG 635: Marketing Analytics and Pricing (Graduate), Texas A&M University, 2015-2020
 MKTG 323: Marketing Research (Undergraduate), Texas A&M University, 2011-present

MKTG 324: Marketing Management (Undergraduate), Purdue University, 2006, 2007, 2009

DISSERTATION COMMITTEE MEMBERSHIP

Dissertation Committee Co-chair or Chair

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

Dissertation Committee Member

1. Krista Li, Ph.D. in Marketing, Texas A&M University (placed at Indiana University in 2016)
2. Chi Zhang, Ph.D. candidate in Marketing, Texas A&M University
3. Jimmy Hu, Ph.D. candidate in Marketing, Texas A&M University
4. Jeremy West, Ph.D. in Economics, Texas A&M University (placed as a postdoctoral research associate in the Department of Economics at MIT in 2014).
5. Chaoyi Dai, Ph.D. in Economics, Texas A&M University (placed at Citibank in 2019)
6. Guo Cheng, Ph.D. in Agricultural Economics, Texas A&M University (placed at Stata in 2020)
7. Pulkit Marwah, Ph.D. in Agricultural Economics, Texas A&M University (placed at The Wonderful Company in 2021)
8. Nan Li, Ph.D. student in Agricultural Economics, Texas A&M University, 2020-present
9. Linling Zhang, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
10. Aihui Li, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
11. Kuo Liu, Ph.D. student in Agricultural Economics, Texas A&M University, 2022-present
12. Qiqi Chen, Ph.D. student in Agricultural Economics, Texas A&M University, 2023-present
13. Hongli Xu, Ph.D. student in Agricultural Economics, Texas A&M University, 2024-present

SERVICE

National Level

Conference Co-Chair: American Marketing Association (AMA) Summer Academic Conference, 2023

University Level

University Distinguished Graduate Student Award Review Committee, 2023, 2024

School Level

Center for International Business Studies Review Committee, 2019-2020

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

Department Level

Doctoral Program Director, Department of Marketing, 2023-present

Doctoral Program Council Member, Department of Marketing, 2011-2023

M.S. in Marketing Program Council Member, Department of Marketing, 2018-2023

Faculty Recruiting Committee Member, Department of Marketing, 2012, 2019,2023

EDITORIAL AND REVIEWING ACTIVITIES

Associate Editor

International Journal of Research in Marketing, 2024-present

Decision Sciences Journal (Department of Marketing with OM or IS Interface), 2020-present

Editorial Review Board

Journal of the Academy of Marketing Science, 2020-present

Ad-hoc reviewer

Management Science

Journal of Marketing Research

Journal of Marketing

Production and Operations Management

Reviewer for Competition and Conferences

AMA Winter Academic Conference, 2021

Shankar-Spiegel Dissertation Proposal Award, 2021

AMA Winter Academic Conference, 2020

AMA Summer Academic Conference, 2020

John A. Howard/AMA Doctoral Dissertation Competition, 2017

BUSINESS EXPERIENCE

Jade International, Investment Bank Division, China, 2004-2005

Agricultural Development Bank of China, Head Office, China, 1999-2002