

YONG LIU

Eller College of Management
Department of Marketing
The University of Arizona
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CHRONOLOGY OF EDUCATION

Ph.D. in Business Administration (major field: marketing), November 2002
University of British Columbia, Canada

Master of Engineering (major field: engineering economics), June 1996
Tianjin University, China

Bachelor of Engineering (major fields: engineering economics, computer and application), June 1993
Tianjin University, China

CHRONOLOGY OF EMPLOYMENT

2010-present: Associate Professor of Marketing
Gary M. Munsinger Chair in Entrepreneurship & Innovation
Eller College of Management
University of Arizona

2006-2010: Assistant Professor of Marketing
Eller College of Management
University of Arizona

2002-2006: Assistant Professor of Marketing
Martin J. Whitman School of Management
Syracuse University, NY

HONORS AND AWARDS

1. Executive MBA Faculty Award for Outstanding Module, University of Arizona, 2011.
2. *Journal of Retailing* Outstanding Reviewer Award, 2012.
3. *Journal of Interactive Marketing* Best Paper Award Runner-up, 2011.
4. Eller Faculty Fellow, University of Arizona, 2010-2011.
5. *Management Science* Meritorious Service Award, 2009.
6. Marketing Science Institute (MSI) Young Scholar, 2007.
7. Eller College Student Council Award for Outstanding Commitment and Contribution, 2007, 2008, 2009.
8. Joseph W. Newman Memorial Fund for Research and Professional Development Budget Supplement, University of Arizona, 2007-08, 2008-09, 2009-10.
9. Recipient, Strategic Faculty Development Fund, Syracuse University, 2005.
10. Ben Ware Research Award, Office of Vice President for Research, Syracuse University, 2005.
11. Fellow, Center for the Study of Popular Television, S.I. Newhouse School of Public Communications, Syracuse University, 2002-03.

12. Fellow, American Marketing Association Doctoral Consortium, University of Southern California, Los Angeles, 1999.
13. University Graduate Fellowship & Li Tze Fong Memorial Fellowship, University of British Columbia, 1999-2000.
14. Entrepreneurship Research Alliance Fellowship, University of British Columbia, 1998.
15. E. D. MacPhee Memorial Fellowship, University of British Columbia, 1997-98.

EDITORIAL BOARD MEMBER

1. *Marketing Science*: 2011-present, 2005-2007, 2002-2005.

Cited as: “Best Reviewers (from 1,000+ Reviewers) During Current Editor-in-Chief’s Term,” “Best 77 of 904 Reviewers During Current Editor-in-Chief’s Term,” “Best Regular and *Ad hoc* Reviewers,” “A Few of the Great Reviewers Out of More Than 600 Reviewers,” “A Few of the Most Productive Reviewers.”

2. *Journal of Retailing*: 2011-present (also as Associate Editor).

Journal of Retailing Outstanding Reviewer Award, 2011

3. *Canadian Journal of Administrative Sciences*: 2009-2012. Reviewing submissions in marketing models.

RESEARCH INTERESTS

Models of marketing strategies

- Social interactions and new media
- Marketing strategies for media and cultural products, especially movie marketing
- Competitive strategies for business and nonprofits
- Firm strategies during product-harm crisis

TEACHING INTERESTS

Marketing strategy, Innovation & new product strategies, Entrepreneurship and innovation, Marketing research, Service marketing, Entertainment industries marketing, Social media.

PUBLICATIONS

A. Chapters in Scholarly Books and Monographs

1. Liu, Yong, Yubo Chen, Shankar Ganesan and Ronald Hess (2012), “Product-harm Crisis Management and Firm Value,” in S. Bharadwaj and S. Ganesan (ed.) *Handbook of Marketing and Finance*, Edward Elgar Publishing Co., pp. 293-314.
2. Liu, Yong and Charles Weinberg (2009), “Pricing for Nonprofit Organizations,” in Vithala R. Rao (ed.) *Handbook of Research in Pricing*, Edward Elgar Publishing Co., pp. 512-534.

B. Refereed Journal Articles

1. Liu, Angela Xia, Yong Liu and Tridib Mazumdar (2013), "Star Power in the Eye of the Beholder: A Study of the Influence of Stars in the Movie Industry," *Marketing Letters*, August, pp. 1-12. Lead article.
2. Chen, Yubo, Yong Liu and Jurui Zhang (2012), "When Do Third-party Product Reviews Affect Firm Value and What Can Firms Do? The Case of Media Critics and Professional Movie Reviews," *Journal of Marketing*, 76 (2): 116-134.
3. Li, Xiarong, Daniel Zeng, Yong Liu and Yanwu Yang (2011), "Click Fraud and the Adverse Effects on Competition," *IEEE Intelligent Systems*, 26 (6): 31-39.
4. Chakravarty, Anindita, Yong Liu, and Tridib Mazumdar (2010), "Differential Influences of Online Word-of-Mouth and Critics' Reviews on Pre-release Movie Evaluation," *Journal of Interactive Marketing*, 24 (3): 185-197.
 - This paper is a runner-up for the 2011 JIM Best Paper Award.
5. Liu, Yong, Yubo Chen, Robert F. Lusch, Hsinchun Chen, David Zimbra, and Shuo Zeng (2010), "User-Generated Content on Social Media: Predicting New Product Market Success from Online Word-of-Mouth," *Trends & Controversies: Business and Market Intelligence 2.0, IEEE Intelligent Systems*, 25 (1): 75-78.
6. Lusch, Robert F., Yong Liu, Yubo Chen (2010), "Evolving Concepts of Markets & Organizations: The New Intelligence and Entrepreneurial Frontier," *Trends & Controversies: Business and Market Intelligence 2.0, IEEE Intelligent Systems*, 25 (1): 71-75.
7. Chen, Yubo, Shankar Ganesan, and Yong Liu (2009), "Does a Firm's Product Recall Strategy Affect Its Financial Value? An Examination of Strategic Alternatives during Product-harm Crises," *Journal of Marketing*, 73 (6): 214-226.
8. Zhao, Xuan, Derek Atkins and Yong Liu (2009) "Effects of Distribution Channel Structure in Markets with Vertically Differentiated Products," *Quantitative Marketing and Economics*, 7 (4): 377-397.
9. Krider, Robert, Tieshan Li, Yong Liu, and Charles Weinberg (2008), "Demand and Distribution Relationships in the Ready-to-Drink Iced Tea Market: A Graphical Approach," *Marketing Letters*, 19 (1): 1-12, Lead article.
10. Putler, Daniel, Tieshan Li and Yong Liu (2007), "The Effectiveness of Household Life-Cycle Models in Predicting Household Expenditure Behavior: An Empirical Examination," *Canadian Journal of Administrative Sciences*, 24 (4): 284-299.
11. Liu, Yong (2006), "Word-of-Mouth for Movies: Its Dynamics and Impact on Box Office Revenue," *Journal of Marketing*, 70 (3): 74-89.
 - The *American Marketing Association* lists this paper as the #2 most cited paper published in *Journal of Marketing* between 2006-2009.
 - SSRN Top Ten Download in Firm Behavior (Econometrics) and Marketing (New product Development and Product Line Management).
12. Liu, Yong, Daniel Putler, and Charles Weinberg (2006), "The Welfare and Equity Implications of Competition in Television Broadcasting: The Role of Viewer Tastes," *Journal of Cultural Economics*, 30 (2): 127-140.

13. Krider, Robert, Tieshan Li, Yong Liu, and Charles Weinberg (2005), "The Lead-Lag Puzzle of Demand and Distribution: A Graphical Method Applied to Movies," *Marketing Science*, 24 (4): 635-645.
14. Liu, Yong, Daniel S. Putler, and Charles B. Weinberg (2004), "Is Having More Channels Really Better? A Model of Competition among Commercial Television Broadcasters," *Marketing Science*, 23 (1): 120-133.
15. Liu, Yong and Charles B. Weinberg (2004), "Are Nonprofits 'Unfair' Competitors to Businesses? An Analytical Approach," *Journal of Public Policy and Marketing*, 23 (1): 65-79.
 - This paper is selected as a synopsis article by JPPM.

COURSES TAUGHT (with course information and teaching evaluation overall ratings)

A. Undergraduate Courses

Marketing Research, University of Arizona
Required course (marketing majors), 4.3/5.0

Marketing Research for Entrepreneurs, University of Arizona
Required course (entrepreneurship majors), 4.3/5.0

B. Graduate Courses

Customer Value Proposition (Phoenix, AZ), University of Arizona
Executive MBA core module, 4.6/5.0

- Award: Executive MBA Faculty Award for Outstanding Module

Market-Based Innovation and Entrepreneurship, University of Arizona
Evening MBA Capstone course, 4.5/5.0

Marketing Management, Syracuse University
MBA core course, 4.4/5.0

Marketing Decision Models and Support Systems, University of Arizona
Doctoral seminar in marketing models, 5.0/5.0

Doctoral Seminar in Marketing, Syracuse University
Doctoral seminar in marketing models, 4.8/5.0

SERVICE/OUTREACH

A. University, College and Department Committees

University of Arizona:

- Marketing Faculty Recruiting Committee, Co-chair (modeling and strategy), 2013-present
- Eller College Research and Doctoral Committee, 2013-present
- Marketing Doctoral Program Committee, Director, 2013-present
- McGuire Center of Entrepreneurship Faculty Advisory Group, 2012-present
- Marketing Faculty Evaluation Committee, 2010-2011, 2011-2012, 2013-present

Marketing Doctoral Program Committee, 2006-present
Marketing Faculty Recruiting Committee, 2012-2013
Marketing Department MBA /MS in Marketing/Executive MBA Committee, 2012-2013
Arizona Assurance Mentor, 2012-2013
Annual Lisle & Roslyn Payne Thinking Forward Research Symposium Committee, 2012-2013
Marketing Department Promotion and Tenure Committee, 2010-2011
Marketing Department Head Search Committee, 2009-2010
Doctoral Minor in Marketing Coordinator, 2007-2013
Eller College Task Force on Distance Learning, 2009-2010
Department (of Marketing) Head Review Committee, 2008-2009
Organizing Committee, Lisle & Roslyn Payne Thinking Forward Research Symposium, 2007
Undergraduate Program Revision Committee, 2006-2007

Syracuse University:

Doctoral Studies Board, Whitman School of Management, 2005-2006
Faculty Advisor for the Syracuse University Internship Program, annually
Member of the Future Professoriate Project, Syracuse University Graduate School, 2005-2006
Coordinator of the School of Management New Faculty Orientation, 2004, 2005
Faculty Advisor for the Hong Kong Culture Organization, 2002-2004

B. Service in the Profession

Reviewer for Major Academic Journals:

1. *Journal of Marketing*
2. *Marketing Science*
3. *Management Science*
4. *Journal of Marketing Research*
5. *Journal of Consumer Research*
6. *Journal of Retailing*
7. *Journal of Interactive Marketing*
8. *Marketing Letters*
9. *MIS Quarterly*
10. *Information Systems Research*
11. *Canadian Journal of Administrative Sciences*
12. *Journal of Cultural Economics*
13. *Journal of Media Economics*
14. *International Journal of Electronic Commerce*
15. *International Marketing Review*
16. *Management Research Review*
17. *Information Economics and Policy*
18. *ACM Transactions on Management Information Systems*
19. *The DATA BASE for Advances in Information Systems*

Invited Voting and Reviewing for Major Awards and Foundations:

Hong Kong Research Grants Council
Social Science and Humanities Resources Council of Canada (SSHRC)
Shankar-Spiegel Award for Best Dissertation Proposal in Direct/Interactive Marketing
John D. C. Little Award
Louis Stern Award for Best Article on Marketing Channels and Distribution

Frank M. Bass Dissertation Paper Award
John A. Howard American Marketing Association Doctoral Dissertation Award

Organizational Roles in Academic Conferences:

Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2013.

Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2011.

Co-chair (Marketing Research and Technology Track), *American Marketing Association Summer Educator's Conference*, August 2009.

Chair of Program Committee, *Research Forum on Marketing*, Shanghai University of Finance and Economics, Shanghai, China, June 2009.

Conference coordinator, *BCRST Annual Marketing Conference* (University of Buffalo, Cornell University, University of Rochester, Syracuse University, University of Toronto), May 2005.

MEDIA QUOTES

Bloomberg News, "Warner Bros. Said to Pull Some TV Ads for 'Dark Knight'," July 20, 2012.

The Arizona Daily Star, "Shooting Aftermath Worries Business," January 30, 2011.

The Eller Times, "Thumbs Up: Eller Assistant Professor Yong Liu Studies Movie Marketing," October, 2007.

The New York Times, "What Counts at the Box Office Is the Buzz," July 24, 2006.

ZDNet, "Yahoo Movies Fan Chatter Helps Box-Office Performance," Blogs on Digital Micro-Markets, <http://blogs.zdnet.com/micro-markets/?m=20060725>.

The Word of Mouth Marketing Association, "How Does Buzz Affect a Movie's Box Office Take," July 26, 2006, <http://www.womma.org/research/>.

Tucson Citizen, "Selling Wisdom: Resourceful Experts Tell How to Promote Resources," November 1, 2006, http://www.tucsoncitizen.com/ss/business_edge/30934.php.

BusinessWeek, Named one of three "Prominent Faculty" at the Martin J. Whitman School of Management, Syracuse University, in *2006 Undergraduate B-School Profile*. The Whitman School ranks #42 nationwide in undergraduate business programs by *BusinessWeek*.

INVITED/CONFERENCE PRESENTATIONS

"Exploring Movie Chatters on the Internet: The Implications for Online Product Reviews for Consumer Behavior and Firm Strategy," Invited Talk, e-Commerce Workshop, University of Arizona, May 2013.

“Advertising Decisions in Anticipation of Word-of-Mouth: Theory and Empirical Analysis,” (with Angela Liu and Zailong Wan)

- Invited Talk, Tianjin Institute of Technology, December 2013.
- Invited Talk, East China University of Science and Technology, December 2012.

“Social Network in Hollywood and the Market Success of Movies,” (with Yubo Chen and Jurui Zhang), *14th Annual Business and Economics Scholars Workshop in Motion Picture Industry Studies*, Los Angeles, CA, November 2012.

“Price and Quality Decisions for Nonprofit Organizations Competing with Businesses: Beyond Information Asymmetry and Quality Preferences,” (with Charles B. Weinberg), University of Washington-University of British Columbia Annual Conference, Seattle, Washington, June 2012.

“The Impact of Social Networks on the Success of Project-Based Innovation,” (with Yubo Chen and Jurui Zhang)

- *INFORMS International Conference*, Beijing, China, June 2012
- Invited Talk, North Carolina State University, April 2012

“The Timing of New Product Release and Preannouncement-enabled Learning,” (with Yubo Chen and Liang Zhao) at the *INFORMS Marketing Science Conference*, Boston University, June 2012.

“The Impact of Social Networks on the Success of Innovation: A Study of the Hollywood Motion Picture Industry,” (with Jurui Zhang and Yubo Chen) at the *INFORMS Marketing Science Conference*, Boston University, June 2012.

“How Does Media Affect Consumer Adoption of Sustainable Products? Evidence from the Hybrid Vehicle Market,” (with Yubo Chen, Mrinal Ghosh, Liang Zhao) at the 30th University of Houston Doctoral Symposium, Houston, TX, April 2012.

“Advertising Decisions in Anticipation of Word-of-Mouth: Model and Evidence in Movie Marketing,” (with Angela Liu and Zailong Wan), University of Arizona MIS Department Invited Talk, October 2011.

“Real-time Recommender Systems for Brick-and-Mortar Retailers: A RFID-enabled Shopping Path Approach,” (with Ping Yan and Daniel Zeng), Tsinghua University Invited Talk, Beijing, China, June 2011.

“Social Learning in a World of Friends versus Connected Strangers: A Theoretical Model with Experiment Evidence,” (with Jurui Zhang and Yubo Chen) at the *INFORMS Marketing Science Conference*, Rice University, Houston, TX, June 2011.

“Mass Behavior in a World of Friends versus Connected Strangers: A Theoretical Model of Social Learning with Experimental Evidence,” (with Jurui Zhang and Yubo Chen) at the *Annual University of Houston Doctoral Symposium*, University of Houston, Houston, TX, April 2011.

“Movie Advertising When Word-of-Mouth Counts,” (with Xia Angela Liu and Zailong Wan) at the *UCLA/Bruce Mullen Scholars and Practitioners Workshop in Motion Picture Industry Studies*, UCLA, November 2010.

“Consumer Decisions and Firm Strategies during Format Wars,” (with Yubo Chen, Robert Lusch, Hsinchun Chen, Shuo Zeng) at the *Marketing Science Conference*, University of Cologne, June 2010.

“The Elites vs. the Crowds: How Third-party Experts Influence Consumer Opinions in the Marketplace,” (with Yubo Chen, Robert Lusch, Hsinchun Chen, David Zimbra) at the *Marketing Science Conference*, University of Cologne, June 2010.

“The Impact of Social Networks on the Success of Innovations: Theory and Empirical Evidence from the Hollywood Motion Picture Industry,” at *Haring Symposium*, Indiana University, Bloomington, IN, April 2010.

“Price and Quality Decisions for Nonprofit Organizations Competing with Businesses,” (with Chuck Weinberg) at the *Marketing Science Conference*, University of Michigan, 2009.

“Dynamics of Star Power Effects beyond the Opening Week,” (with Angela Liu and Tridib Mazumdar) at the *Marketing Science Conference*, University of Michigan, 2009

“The Success of New Product Development: A Perspective of Social Networks,” (with Yubo Chen and Jurui Zhang) at the *Marketing Science Conference*, University of Michigan, 2009.

“Effects of Third-party Reviews of New Product on Firm Value: The Case of Motion Pictures,” (with Yubo Chen and Jurui Zhang) at the *Research Forum on Marketing*, Shanghai University of Finance and Economics, 2009

“Does a Firm’s Product Recall Strategy Affect Its Financial Value? An Examination of Strategic Alternatives during Product-harm Crises,” (with Yubo Chen and Shankar Ganesan) at the *Marketing Strategy Meets Wall Street Conference*, Marketing Science Institute and Emory University, February 2009.

“Network Externality and Consumer Evaluation of New Products: Evidence from Online Gaming Industry,” (with Shirley Mai and Jun Yang) at the *Marketing Science Conference*, Vancouver, Canada, June 2008.

“Sources and Implications of Stardom: A Study of Star Power in the Motion Picture Industry,” (with Angela Liu and Tridib Mazumdar) at the *Marketing Science Conference*, Vancouver, Canada, June 2008.

“The Roles of Information and Sales Dynamics in the Movie Market,” at the *Marketing Science Institute (MSI) 4th Biennial Young Scholars Program*, Park City, Utah, January 2007.

“The Persuasiveness of Online Word-of-Mouth: A Study of Pre-release Information about Movies,” (with Anindita Chakravarty and Tridib Mazumdar) at the *Marketing Science Conference*, Atlanta, June 2005.

“Demand Saturation and the Impact of Promotion and Distribution Strategies: The Case of Movies,” at the *Marketing Science Conference*, Atlanta, June 2005.

“Word-of-Mouth for Movies: Its Dynamics and Impact on Box Office Revenue” at the *Marketing Science Conference*, Rotterdam, the Netherlands, June 2004.

“A Model of Price-Quality Heuristic and Informative Advertising,” (with Freddy Lee and Charles B. Weinberg) at the *Buffalo-Cornell-Rochester-Syracuse-Toronto (BCRST) Annual Conference*, Cornell University, Ithaca, NY, May 2003.

“Should Cable Operators Pay Retransmission Fee For Broadcasting Signals?” (with Daniel S. Putler and Charles B. Weinberg) at the *Marketing Science Conference*, Edmonton, Canada, June 2002.

“A Model of Monopolistic Behavior When Consumers Use Price-Quality Heuristics,” (with Freddy Lee and Charles B. Weinberg) at the *Marketing Science Conference*, Edmonton, Canada, June 2002.

“A Model of Product Positioning in Advertising Supported Media Markets,” (with Daniel S. Putler and Charles B. Weinberg) at the *University of Washington – University of British Columbia Annual Conference*, Seattle, May 2001.

“An Equilibrium Analysis of Price Competition Involving Nonprofit Organizations,” (with Charles B. Weinberg) at the *Marketing Science Conference*, Los Angeles, June 2000.

“A Conditional, Sequential Model of Household Purchasing Behavior,” (with Daniel S. Putler) at the *Marketing Science Conference*, Los Angeles, June 2000.

“Toward Solving the Lead/Lag Puzzle of Push versus Pull - A Graphical Approach Applied to Movies,” (with Robert Krider and Charles B. Weinberg) at the *Marketing Science Conference*, Syracuse, New York, May 1999.

“Household Life-Cycle Theory: An Empirical Examination of ‘Received Wisdom’,” (with Daniel S. Putler) at the *Marketing Science Conference*, Syracuse University, May 1999.

“Household Life-Cycle Theory: An Empirical Examination of ‘Received Wisdom’,” (with Daniel S. Putler) at the *Institute for Operations Research and the Management Sciences Conference*, Seattle, 1998.

“Methods of Geodemographic Marketing Analysis,” (with Daniel Putler) at the *University of Washington – University of British Columbia Annual Conference*, Seattle, April 1999.

GRANTS AND AWARDS

National Natural Science Foundation of China, Research Grants on Advertising and Word-of-Mouth on the Internet, 2013-2015, 2014-2015.

Marketing Science Institute (MSI) Research Award, 2010-2011.

Joseph W. Newman Memorial Fund for Research and Professional Development Budget Supplement, University of Arizona, 2007-08, 2008-09, 2009-10.

Ben Ware Research Award, Office of the Vice President for Research, Syracuse University, 2005.

Earl V. Snyder Innovation Management Center, Syracuse University, 2005-2006.

Earl V. Snyder Innovation Management Center and Robert H. Brethen Operations Management Institute, Syracuse University, 2004-2005.

Center for the Study of Popular Television, S. I. Newhouse School of Public Communications,
Syracuse University, 2002-2003.