

# JIA LIU

LSK4051, HKUST, Clear Water Bay, HK

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(Updated May 2025)

## EDUCATION

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### **Columbia University, New York, NY**

Ph.D. in Marketing, 2017 (Advisor: Olivier Toubia)

M.S. in Marketing, 2011

### **Michigan State University, East Lansing, MI**

M.S. in Statistics, 2010

### **Tianjin University, Tianjin, China**

B.S. in Mathematics, 2008

## ACADEMIC POSITIONS

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### **Hong Kong University of Science & Technology, HK**

#### **School of Business and Management**

*Associate Professor*, Marketing, July 2023 - present

*Assistant Professor*, Marketing, Aug. 2018 - June 2023

#### **School of Engineering**

*Affiliated Associate Professor*, IEDA, July 2023 - present

*Affiliated Assistant Professor*, IEDA, Jan. - June 2023

#### **Affiliations**

*Faculty Associate*, HKUST Li & Fung Supply Chain Institute, 2024 - present

HKUST Big Data Institute, 2022 - present

## INDUSTRY EXPERIENCE & EMPLOYMENT

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### **International Digital Economy Academy (IDEA), Shenzhen, China**

*Business Consultant*, Dec. 2024 - present

### **Meta (previously Facebook), New York, NY**

*Academic Collaborator*, Core Data Science Team, Dec. 2021 - Dec. 2023

### **Microsoft Research, New York, NY**

*Postdoctoral Researcher*, mentored by Duncan Watts, Aug. 2017 - June 2018

*Research Intern*, mentored by Shawndra Hill, May - July, 2016

*Consulting Researcher*, Computational Social Science Group, February - April, 2016

### **Advertising Research Foundation, New York, NY**

*Research Intern*, under the supervision of Dr. William Cook, May - Aug. 2011

## RESEARCH INTERESTS

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**Substantive:** Online Search, Advertising, Loyalty Programs, Recommendation System, User Generated Content, Social Network, Pricing, Behavioral Economics, Product Assortments, Supply Chain, Big Data Analytics, Generative AI

**Methodological:** Topic Modeling, Natural Language Processing, Machine Learning, Deep/Graph Neural Networks, Bayesian Methods, Causal Inference, Lab/Field Experiments, Optimization

## PUBLICATIONS(\*EQUAL AUTHORSHIP; †STUDENT MENTORED)

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- [8] Liu, Jia, Shawndra Hill, and David Rothschild (2025), “Dynamic Effects of TV Ad Suspension on Keyword Search: Evidence from the U.S. Telecom Industry.” *forthcoming at the Journal of Marketing [SSRN] [Paper]*
- [7] Dew, Ryan, Padilla, Nicolas and Luo, Lan E. and Oblander, Shin and Ansari, Asim and Boughanmi, Khaled and Braun, Michael and Feinberg, Fred M. and Liu, Jia and Otter, Thomas and Tian, Longxiu and Wang, Yixin and Yin, Mingzhang (2024), “Probabilistic Machine Learning: New Frontiers for Modeling Consumers and their Choices.” *forthcoming at the International Journal of Research in Marketing [SSRN] [Paper]*
- [6] Liu, Jia, and Ziwei Cong<sup>†</sup> (2023), “The Daily Me versus The Daily Others: How Do Recommendation Systems Change User Interests? Evidence from a Knowledge-Sharing Platform.” *Journal of Marketing Research*, 60 (4), 767-791. *[Paper]*
- Featured by *Matter of Facts* Paper Update
  - Featured in “My Journal Read” by *American Marketing Association*
- [5] Liu, Jia, Olivier Toubia, and Shawndra Hill (2021), “Content-based Model of Web Search Behavior: An Application to TV Show Search.” *Management Science*, 67 (10), 6378-6398. *[Paper]*
- Best paper award at the 2018 China Marketing International Conference
  - Media: HK Economic Times
- [4] Liu, Jia, and Shawndra Hill (2021), “Frontiers: Moment Marketing: Measuring Dynamics in Cross-channel Ad Effectiveness.” *Marketing Science*, 40 (1), 13-22. *[Paper]*
- One of the first few papers accepted by the *Marketing Science Frontiers* section
  - Media: [HK Economic Times](#)
- [3] Liu, Jia, and Asim Ansari (2020), “Understanding Consumer Dynamic Decision Making Under Competing Loyalty Programs.” *Journal of Marketing Research*, 57(3), 422-444. *[Paper]*
- [2] Liu, Jia\*, and Olivier Toubia\* (2020), “Search Query Formation by Strategic Consumers.” *Quantitative Marketing and Economics*, 18, 155-194. *[Paper]*

- [1] Liu, Jia, and Olivier Toubia (2018), “A Semantic Approach for Estimating Consumer Content Preferences from Online Search Queries.” *Marketing Science*, 37 (6), 930-952. [\[Paper\]](#)
- Appears in INFORMS Analytics Collections “Advances in Integrating AI & O.R.”
  - Winner, 2018 John Little award for best marketing paper published in *Marketing Science*, *Management Science*, or other INFORMS journal
  - Finalist, 2018 Frank M. Bass outstanding dissertation award
  - Chosen for INFORMS press release by Editor-in-Chief of *Marketing Science*

## WORKING PAPERS>(\*EQUAL AUTHORSHIP;†STUDENT MENTORED)

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1. Liu, Jia, Kohei Kawaguchi, and Tao Li<sup>†</sup> (2025), “Segmenting Consumer Location-Product Preferences for Assortment Localization.” *Major revision at Marketing Science*
  - MSI Working Paper Series, 2024 [\[Research Recap\]](#)
  - Filed US Provisional Patent Application
  - Featured in the 2024 HKUST DeepTech Playbook
2. Cong, Ziwei<sup>†</sup>, Jia Liu, and Puneet Manchanda (2025), “From Live to Recording: Consumer Demand and Response to Price Across the Livestreaming Lifecycle.” *Major revision at Marketing Science*
3. Yin, Mingzhang, Ziwei Cong<sup>†</sup>, and Jia Liu (2025), “Unraveling User Multifaceted Preferences on Content Platform: A Bayesian Deep Learning Approach.” *Major revision at Marketing Science*
4. Cong, Ziwei<sup>†</sup>, Jia Liu, and Shijie Han<sup>†</sup> (2025), “When Connections Depress Contributions: the Unintended Consequences of Social Filtering.” *Major revision at the Journal of Consumer Research*
5. Shi, Wen\*, Yujie Qu\*<sup>†</sup>, and Jia Liu\* (2025), “Screening Consumer Complaints for Safety Concerns: A Topic Model for Decision Automation.” *R&R at the Journal of Marketing Research*
  - MSI Working Paper Series, 2024 [\[Research Recap\]](#)
  - Filed US Provisional Patent Application
  - Best paper award at the 2024 Asian-Pacific Marketing Academy Conference, 2024
  - Outstanding paper award at the China Marketing International Conference, 2023
  - Runner-up, MSI China Conference Best Paper Award, 2023
6. Liu, Jia, and Olivier Toubia (2025), “How Online Search Reflects and Shapes Consumer Preferences: Evidence from a Randomized Experiment.” *R&R at Marketing Science*

7. Wang, Xuewen<sup>\*†</sup>, and Jia Liu<sup>\*</sup> (2024), “Modeling Consumer Search with Refinement under Non-Compensatory Preference Rules.” *R&R at Marketing Science*
8. Wang, Wenbo<sup>\*</sup>, Jia Liu<sup>\*</sup>, and Xinyi Sun<sup>†</sup> (2024), “Prompt Engineering for Narrative-Content Marketing.” *R&R at Marketing Science*
9. Han, Tao<sup>†</sup>, Jia Liu, Jingcun Cao (2024), “Two-Birds-One-Stone for Green E-commerce: Business and Environmental Impacts of Delivery Charge on Online Grocery Platform.” *Under review*
10. Fang, Jincheng<sup>†</sup>, Jia Liu, Ying Liu, and Jing Wu (2024), “Decoding the Sales Impact of Persuasive Strategies in Livestream Selling.” *Under review*
11. Ching, Andrew<sup>\*</sup>, Kohei Kawaguchi<sup>\*</sup>, Jia Liu<sup>\*</sup>, Yi Zhang<sup>\*†</sup> (2024), “Consumer Responses to Favorite Product Removal: Evidence from Beverage Vending Machines.” *Preparing for submission*
12. Sun, Xinyi<sup>†</sup>, Jia Liu, and Jeehye Christine Kim (2024), “Curbing Toxicity or Curtailing Freedom? The Dual Effects of Limiting Anonymity on Digital Engagement.” *Preparing for submission*
13. Liu, Jia, Qiaoyang Liu<sup>†</sup>, and Xinyi Sun<sup>†</sup>, “Generating Controllable Visual Stimulus: A Guide for Behavioral Experimental Research.” *Preparing for submission*
14. Liu, Jia, Asim Ansari, and Leonard Lee (2019), “The Joint Effect of Revenue-based Loyalty Programs and Promotions on Consumer Purchase Behavior.” *Empirical study in progress*

## **SELECTED WORK IN PROGRESS**(\*EQUAL AUTHORSHIP;†STUDENT MENTORED)

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1. Qu, Yujie<sup>†</sup>, Jia Liu, and Wen Shi, “Training Synthetic Experts for Regulatory Efficiency: Data and Methods for Consumer Complaint Screening.” *Preparing manuscript*
2. Li, Yanjia<sup>†</sup>, Jia Liu, and Tao Li<sup>†</sup>, “Leveraging Generative AI for Assortment Planning with Scarce and Skewed Data.” *Empirical study in progress*
3. Cao, Jingcun, Tao Han<sup>†</sup>, and Jia Liu, “Fresh Price for the Fresh: Investigating Pricing and Demand Response on Grocery E-commerce Platform.” *Empirical study in progress*
4. “Creating Global Brands: It Takes More Than Economic Power.” with Z. John Zhang and Eden Yin, *Empirical study in progress*

## **BOOK IN PROGRESS**

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“From Data to Better Business Decisions: A Practical Guide to Causal Inference.”

## **PATENTS**

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Mining Consumer Complaints for Recall Management, No. 63/480,493

Segmenting Consumer Location-Product Preferences for Assortment Localization, No. 63/426,788

## HONORS AND AWARDS

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### *Research*

Best paper award at the 2024 Asian-Pacific Marketing Academy Conference, May 2024  
Outstanding paper award at the 2023 China Marketing International Conference, June 2023  
Runner-up, Best Paper Award at the 2023 MSI China Conference, April 2023  
Winner, Best paper award at the 2018 China Marketing International Conference, July 2018  
Winner, 2018 John Little award for best INFORMS Marketing paper, June 2018  
Finalist, 2018 Frank M. Bass outstanding dissertation award, June 2018

### *Education*

Winner, Vitha R. and Saroj V. Rao ISMS Doctoral Dissertation Award (Ziwei Cong), 2021  
Runner-up, Shankar-Spiegel Dissertation Proposal Award (Ziwei Cong), 2020  
Finalist, American Statistical Association Statistics in Marketing Best Doctoral Dissertation Proposal Competition (Ziwei Cong), 2021

### *Career*

Marketing Science Institute (MSI) Young Scholar, 2023  
Dean's Fellowship, HKUST Business School, 2021  
The HKUST Faculty Recognition Award, 2019

### *Service*

Marketing Science Service Awards, 2023

### *Prior to Doctoral Graduation*

Fellow, AMA Sheth Foundation Doctoral Consortium, 2016  
Fellow, Marketing Science Doctoral Consortium, 2015  
Fellow, Quantitative Marketing & Structural Econometrics Workshop, Duke University, 2013  
Student Representative, UH Annual Doctoral Symposium, University of Houston, 2015  
Best Discussant Award, Haring Doctoral Symposium, Indiana University, 2014  
Student Representative, Haring Doctoral Symposium, Indiana University, 2014  
Luxury Education Foundation Award (US\$14,000), Columbia Business School, 2015  
Deming Doctoral Research Fellowship (US\$10,000), Columbia Business School, 2014  
Full Graduate Fellowship, Columbia University, 2011-2016  
Full Scholarship, Michigan State University, 2008-2010  
Summer Fellowship, Michigan State University, 2008

## GRANTS

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- [9] RGC Theme-based Research Scheme (TRS) (**HK\$61,191,000**), Co-I, “Enhancing Hong Kong’s Role in Sustainable Supply Chain Finance via Technology Transformation,” T32-615\_24/R, 2025-29
- [8] GRF of HK RGC (**HK\$699,674**), PI, “Modeling the Evolvement of Multi-User Activities on Content Platforms for Data Visualization,” No. 16500124, 2024-27
- [7] GRF of HK RGC (**HK\$716,009**), Co-I, “Dynamic Pricing Strategy on Grocery E-commerce Platform: Empirical Study and Field Experiments,” No. 17501423, 2023-26
- [6] GRF of HK RGC (**HK\$812,264**), PI, “Search Data for Non-Compensatory Preference Measurements: Model and Experiments,” No. 16502722, 2022-25
- [5] General Research Fund (GRF) of HK RGC (**HK\$409,993**), PI, “Location-Based Market Structure: A Dynamic Analysis of Product Assortment and Consumer Purchase in Panel Data,” No. 16501421, 2021-23
- [4] Early Career Grant of HK Research Grants Council (RGC) (**HK\$605,992**), PI, “Coordinating Search Advertising with TV Advertising for Cross-Channel Optimization,” No. 26500019, 2019-22
- [3] Internal Research Support Grant (**HK\$320,000**), HKUST, 2019-24
- [2] School-based Initiatives (**HK\$35,000**), HKUST, 2019
- [1] HKUST University Grants Council Block Grant (**HK\$100,000**), 2018

## INVITED TALKS

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Peking University, Beijing, May 2025  
MSI Online Webinars, Online, April 2025  
Dongnan University Forum on Statistics and Big Data, Nanjing, July 2024  
CEIBS 30th Anniversary Marketing Symposium, Shanghai, July 2024  
Shanghai Jiao Tong University, Shanghai, May 2024  
Fudan University, Shanghai, May 2024  
Shanghai University of Finance and Economics, Shanghai, May 2024  
The University of Texas at Dallas, Dallas, March 2024  
The CUHK Shenzhen, School of Data Science, Shenzhen, March 2024  
The Chinese University of Hong Kong, DOT, HK, Feb. 2024  
HKUST, the ISOM and IEDA Joint Seminar, HK, Feb. 2024  
The City University of Hong Kong, the Marketing and MS Joint Seminar, HK, Jan. 2024  
University of Melbourne, Australia, Nov. 2023  
Meta Tech Talk, Online, Nov. 2023  
The 12th Triennial Invitational Choice Symposium, France, August 2023  
Tsinghua Digital Markets Symposium, Beijing, June 2023  
University of Florida, FL, April 2023 (canceled)

Georgetown University, DC, April 2023  
New York University, NY, April 2023  
George Mason University, Online, Feb. 2023  
Cornell Young Scholars Research Camp, Cornell University, NY, May 2022  
Facebook NYC Office, Online, May 2022  
Indian School of Business, Online, March 2022  
Singapore Management University, Online, Feb. 2022 (canceled)  
Chinese University of Hong Kong, Online, Jan. 2022  
The 3rd HKUST Faculty Recognition Ceremony, HK, July 2021  
The European Quantitative Marketing Seminar, Online, April 2021  
The HKUST Layman Talks, Online, Feb. 2021  
Xi'an Jiao Tong University, Online, Nov. 2020  
The HKUST Thematic Interdisciplinary Seminar Series, Online, Nov. 2020  
The HKUST Business Insights Presentation Series, Online, April 2020  
Tsinghua University, Beijing, Nov. 2018 (canceled)  
Jet.com, NJ, June 2018  
Microsoft Research New York Lab, NY, April 2017  
University of Oxford, UK, Nov. 2016  
National University of Singapore, Singapore, Nov. 2016  
Hong Kong University of Science & Technology, Hong Kong, Nov. 2016  
Nanyang Technological University, Singapore, Nov. 2016  
Dartmouth University, MA, Oct. 2016  
Carnegie Mellon University, PA, Oct. 2016  
University of Southern California, CA, Oct. 2016  
University of Chicago, IL, Oct. 2016  
Yale University, NH, Oct. 2016  
University of Maryland, College Park, MD, Oct. 2016  
Emory University, GA, Sep. 2016  
Southern Methodist University, TX, Sep. 2016

## **CONFERENCE PRESENTATION/DISCUSSANT/PANELIST**

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The 15th POMS-HK International Conference, HK, January 2025  
Marketing Science Conference, Sydney, June 2024  
China-Indian Insights Conference, HK, June 2024  
Marketing Dynamics Conference, Greece, June 2024  
Digital Platforms and Competition Law Conference (by CUHK Law), April 2024  
*Panel presentation: "Competitive Advantages of Big Data for Digital Platforms"*  
Discussant, the Workshop on Platform Analytics, San Diego, April 2024  
Biz AI Conference: AI Applications in Business Research, Dallas, March 2024  
The 2nd HK Marketing Conference, HK, March 2024  
Asia-Pacific Marketing Academy Annual Conference, Guangzhou, Sep. 2023

*Panel presentation: “Pathway to A Successful Review Process”*

The 9th International Forum on Statistics, Beijing, July 2023

Chinese Marketing International Conference, Chengdu, June 2023

Marketing Science Conference, Online, 2022

Theory + Practice in Marketing Conference, Online, 2021

Marketing Science Conference, Online, 2021

NYU-Temple-CMU Conference, Online, 2020

Marketing Science Conference, Online, 2020

Chinese Marketing International Conference, Shanghai, 2018

Marketing Science Conference, Philadelphia, 2018

The 12th Frank M. Bass FORMS Conference, Dallas, 2018

Marketing Dynamics Conference, Hong Kong, 2017

Marketing Science Conference, Baltimore, 2015

UH Annual Doctoral Symposium, Houston, 2015

## **PROFESSIONAL SERVICES**

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### **Editorial Review Board**

Journal of Consumer Research, 2025-present

Marketing Science, 2022-present

Journal of Marketing Research, 2019-present

### **Ad Hoc Reviewer**

Management Science, Marketing Science, Journal of Marketing Research, Journal of Marketing, Manufacturing and Service Operations Management, Production and Operations Management, International Journal of Research in Marketing, Journal of Consumer Psychology

### **Conference/Workshop/Competition**

Council, the China International Marketing Conference (CMIC), 2025

Academic committee, the Asia-Pacific Marketing Academy Annual Conference, 2025

Program committee, QME Conference, 2025

Host, the Women in Marketing Science Lunch, Sydney, June 2024

Academic committee, the Asia-Pacific Marketing Academy Annual Conference, 2023

Reviewer, the MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition, 2022-24

Scientific committee, the Workshop on Platform Analytics, 2023

## **HKUST**

### **School Level**

School Research Committee, 2024-present

Faculty Representative, the Common Core Course Review Panels, 2023-25

Evaluation Panel for the Sustainable Smart Campus Online Pitch Day, 2023

### **Department Level**



Organizer of Annual Marketing Camp, 2022-present  
Ph.D. Committee Member, 2022-present  
Faculty Recruiting Committee, 2021-22

### **Others**

INFORMS Mentor, 2023-

## **TEACHING**

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### **Instructor, HKUST**

Marketing Research (UG)	2019 - present
Navigating Business Decisions with Data and Causality (Master)	2023 - present

### **Recitation Instructor, Michigan State University**

Statistical Methods (UG)	2009-2010
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### **Teaching Assistant, Columbia University**

Research to Revenue; Managing Marketing Programs (MBA); Marketing Research (MBA); Managing Marketing Programs (MBA); Introduction to Marketing (Undergraduate); Bayesian Modeling and Computation (Ph.D.); Empirical Methods in Marketing (Ph.D.); Applied Multi-variate Statistics (Ph.D.)

### **Cases and Teaching Notes**

“Asiaray: Managing Space Innovatively” (2023)

Authors: Jia Liu and Warren Lee

Topics: creative advertising, out-of-home advertising industry

Materials: Case and Teaching Note can be accessed at Harvard Business Publishing

## **STUDENT ADVISING**

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### **Ph.D. Thesis Advisor (Placement)**

Yanjia Li, HKUST IEDA, incoming  
Shijie Han, HKUST IEDA, incoming  
Xinyi Sun, HKUST Marketing, on-going  
Ziwei Cong, HKUST Marketing, 2022 — (Georgetown University)

### **Ph.D. Thesis Committee Member (Placement)**

Junjie Han, HKUST (GZ) DSA  
Siyuan Xia, Shanghai Jiao Tong University, Applied Economics, 2025  
Jingling Yu, HKUST Marketing, 2025  
Shize Li, HKUST IEDA, 2025  
Yao Tian, HKUST CSE, 2025  
Jiixin BAI, HKUST CSE, 2025

Pingchuan Ma, HKUST CSE, 2024  
Zhentao Zhang, PolyU DMgt, 2024  
Han Xiao, HKUST Accounting, 2024  
Chengzhong Liu, HKUST CSE, 2024  
Yi Zhang, HKUST Economics, 2024 — (Peking University)  
Weiyang Wang, HKUST CSE, 2023 — (Tencent)  
Wenliang Dai, HKUST ECE, 2023 — (NVIDIA)  
Qiang Zhang, HKUST Marketing, 2019 — (CUHK Shenzhen)

### **M.Phil. Thesis Advisor**

Yanjia Li, HKUST CSE (Co-advising with Huamin Qu), ongoing  
Xinyi Sun, HKUST Marketing, 2024  
Jinghao Jia, HKUST (GZ) Society Hub (Co-advising with Xu Zhang), 2023  
Xindie Huang, HKUST Marketing, 2020  
Xuewen Wang, HKUST Marketing, 2020

### **Ph.D. First-Year Paper Advisor**

Hang Xu, HKUST Marketing, 2024

### **DBA Thesis Advisor**

Feng Pan, HKUST — ongoing

### **Visiting Students**

Yujie Qu, Ph.D. Candidate at Central South University, 2024

### **UG Program Corporate Projects**

Decathlon HK, Supercharge Decathlon's Membership Program, HKUST, 2024  
Plaza Premium Group, Promoting Global Membership Program, HKUST, 2023  
GSK, Effective Marketing Strategy, HKUST, 2021  
GSK, Achieving in 5G networks, HKUST, 2021  
New World Development, The Digital O2O2O Retail Customer Journey, HKUST, 2021

### **Research Assistants (Placement)**

Ruixuan Zhang, 2024  
Hongyu Luo, 2023 — (M.Phil in CS at HKUST)  
Qiaoyang Liu, 2023-24 — (Ph.D. in Marketing at U. of Florida)  
Tao Li, 2023-24 — (Ph.D. in Marketing at HKUST)  
Shiyuan Song, 2023  
Mohamed Sobhy, 2022-24  
Yi Chen, 2022-23 — (M.S. in Econ at Duke U.)  
Yue Yu, 2020-23 — (M.Phil in CS at HKUST)  
Yanjia Li, 2020-23 — (M.Phil in CS at HKUST)  
Weiyi Ran, 2021 Fall — (Ph.D. in IS at HKUST)  
Sijun Li, 2019-20 — (Banking Industry)  
Jiayong Hong, 2019-20 — (Apple Inc.)

**OP ED ARTICLES AND MEDIA**

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“How Data Analytics Are Used in Marketing,” School Magazine Biz@HKUST, Jan. 2022