LIU LIU

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EMPLOYMENT

Assistant Professor of Marketing, Leeds School of Business, University of Colorado Boulder
2018 - Present (including two maternity leaves)

EDUCATION

New York University, New York, NY   August 2013 - May 2018
Ph.D., Marketing

Carnegie Mellon University, Pittsburgh, PA   August 2008 - August 2010
M.S., Language Technologies in Computer Science

Tsinghua University, Beijing, China   August 2004 - July 2008
B.E., Computer Science

RESEARCH INTERESTS

Substantive: Visual marketing, Social media, Branding, Product design, Consumer preference measurement and choice modeling, Recommendation
Methodological: Machine learning, Natural Lauguage Processing, Computer Vision, Econometrics, Causal Inference

PUBLICATIONS

Liu Liu, Daria Dzyabura, and Natalie Mizik (2020), "Visual Listening In: Extracting Brand Image Portrayed on Social Media," *Marketing Science* 39(4): 669-686.

- John D.C. Little Award Finalist, 2020
- Frank M. Bass Best Dissertation-Based Paper Award Finalist, 2020
- Lead article
- Featured in ISMS press release (August 6, 2020)
- Earlier version included in Marketing Science Institute Working Paper Series 2020, Report No. 20-113

Linda Hagen, Kosuke Uetake, Nathan Yang, Bryan Bollinger, Allison Chaney, Daria Dzyabura, Jordan Etkin, Avi Goldfarb, Liu Liu, K. Sudhir, Yanwen Wang, James Wright, and Ying Zhu (2020), "How Can Machine Learning Aid Behavioral Marketing Research?" *Marketing Letters*, 31(4), 361-370

Liu Liu, Daria Dzyabura, and Natalie Mizik (2018), "Visual Listening In: Extracting Brand Image Portrayed on Social Media," *Proceedings of the Thirty-Second AAAI Conference on Artificial Intelligence*, February 2018

Liu Liu, Jack Mostow, and Gregory Aist (2013), "Generating Example Contexts to Help Children Learn Word Meaning," *Journal of Natural Language Engineering*, 19.02: 187-212

Ni Lao, Jun Zhu, Liu Liu, Yandong Liu, and William W. Cohen (2010), "Efficient Relational Learning with Hidden Variable Detection," In *Advances in Neural Information Processing Systems (NIPS)* (pp. 1234-1242)

Jing Zhang, Jie Tang, Liu Liu, and Juanzi Li (2008), "A Mixture Model for Expert Finding," *Advances in Knowledge Discovery and Data Mining*, 466-478.

WORKING PAPERS

Liu Liu and Daria Dyzabura, "Capturing Heterogeneity Among Consumers with Multi-taste Preferences" Revise and Resubmit at *Marketing Science*

WORK IN PROGRESS

"Visual Elicitation of Consumer Preference," with Shane Wang and Junming Yin
"Generative AI for Psychological Research," with Nick Reinholtz
"LLMs and Marketing Narratives," with Samsun Knight and Laura Kornish
"LLMs and Social Agents, " with Yukuo Cen, Ziyang Pan, and Jie Tang
"Category Learning through Images: An Application to Movie Posters," with Masakazu Ishihara and Natasha Foutz

TEACHING AND COURSE DEVELOPMENT

"Modern AI: Introduction to AI for Business" (MSBA Core), Developed & Taught 2022/2023, CU Boulder
"Pricing and Channels of Distribution" (Ugrad required elective), Taught 2018/2019, CU Boulder
"Pricing Workshop" for Catalyze CU (CU's summer startup accelerator), Taught Summer 2019
"Introduction to Marketing" (Ugrad core), Taught Summer 2016, NYU Stern

AWARDS

INFORMS Society for Marketing Science (ISMS) Early Career Scholars Camp Fellow, 2023
MSBA Outstanding Teaching Award Finalist (one of three finalists), 2023
Center For Ethics and Social Responsibility (CESR) Research Fellowship, University of Colorado Boulder, 2023
Thrive Grant, University of Colorado Boulder, 2022
Thrive Grant, Leeds School of Business, University of Colorado Boulder, 2022
John D.C. Little Award Finalist, 2020
Frank M. Bass Best Dissertation-Based Paper Award Finalist, 2020
Best Paper Award at the Sixth China Marketing International Conference, 2018
John A. Howard/AMA Doctoral Dissertation Award Finalist, 2018
Dissertation Award from the Statistics in Marketing Section of the American Statistical Association, 2018
AMA-Sheth Foundation Doctoral Consortium Fellow, 2017
INFORMS Marketing Science Doctoral Consortium Fellow, 2016, 2015, 2014
Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015
New York University Stern Doctoral Fellowship, 2013-2018
Carnegie Mellon University Research Fellowship, 2008-2010
Yahoo! Scholarship for Grace Hopper Celebration of Women in Computing, 2009
Scholarship for Excellent Thesis, Tsinghua University, 2008

TALKS AND CONFERENCE PRESENTATIONS

2023 Tsinghua University, Computer Science Department (Knowledge Engineering Group), China
2023 Xiamen University, China (Virtual)
2023 INFORMS Marketing Science Conference, Miami, FL
2022 The London School of Economics and Political Science (Virtual)
2022 Marketing Science Institute Accelerator Conference, Boston, MA
2022 American Statistical Association Joint Statistical Meetings (JSM), Washington, D.C.
2022 China Europe International Business School (Virtual)
2022 INFORMS Marketing Science Conference (Virtual)
2022 Temple University (Virtual)
2022 Sixteenth Annual Bass FORMS Conference (invited discussant, virtual)
2021 The Mallen Conference (Virtual)
2021 Washington University in St. Louis
2021 Joint Statistical Meetings (JSM) (Virtual, Session Chair)
2021 Artificial Intelligence in Management (AIM) Workshop and Conference at USC Marshall (Virtual)
2021 INFORMS Marketing Science Conference (Virtual)
2020 Junior Faculty Workshop, Emory University (invited participant)
2019 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University
2019 University of Colorado Boulder, Institute of Cognitive Science
2019 University of Colorado Boulder, Leeds School of Business (faculty seminar)
2019 Joint Statistical Meetings (JSM), Denver, Colorado
2019 Eleventh Triennial Invitational Choice Symposium, Chesapeake, MD
2019 Faculty Development Forum: Junior Faculty in Marketing Science, Washington University in St. louis (invited participant)
2019 Professors Institute, Southern Methodist University (invited participant)
2018 INFORMS Annual Conference, Phoenix, AZ
2018 INFORMS Marketing Science Conference, Philadelphia, PA
2018 Twelfth Annual Bass FORMS Conference, Dallas, TX
2018 AAAI AI and Markerting Science Workshop, New Orleans, LA
2017 Marketing Analytics and Big Data Conference, New York, NY
2017 Univeristy of Hong Kong
2017 Nayang Technological University
2017 University of Virginia (Darden)
2017 University of Texas at Austin
2017 Cornell University
2017 Duke University
2017 University of Georgia
2017 Yale University
2017 Georgetown University
2017 Northwestern University
2017 Univeristy of Colorado Boulder
2017 Carnegie Mellon University
2017 Fudan University
2017 Peking University
2017 INFORMS Marketing Science Conference, USC, LA
2016 Stanford Digital Marketing Conference, Palo Alto, CA
2016 INFORMS Marketing Science Conference, Shanghai, China
2015 INFORMS Marketing Science Conference, Baltimore, MD
2015 INFORMS Annual Meeting, Philadelphia, PA

ACADEMIC SERVICE

Editorial Review Board: Marketing Science
Ad-Hoc Reviewer: Management Science, Journal of Iterative Marketing, Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Marketing Letters, Quantitative Marketing and Economics, International Journal of Research in Marketing, Marketing Science Institute, Manufacturing and Service Operations Management, Journal of the Association for Consumer Research

INDUSTRY EXPERIENCE

Google Inc.   September 2010 -August 2013
Software Engineer, Google AdSense pCTR Team
Designed and developed large scale machine learning systems for ad click-through rate prediction