

LIU LIU

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EMPLOYMENT

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

Software Engineer, Google AdSense pCTR Team, Google Inc.
September 2010 - August 2013

EDUCATION

New York University, New York, NY Ph.D., Marketing	August 2013 - May 2018
Carnegie Mellon University, Pittsburgh, PA M.S., Language Technologies in Computer Science	August 2008 - August 2010
Tsinghua University, Beijing, China B.E., Computer Science	August 2004 - July 2008

RESEARCH INTERESTS

Consumer Preference Modeling and Elicitation, Machine Learning, Generative AI, Visual Marketing, Branding, Product Design

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.

- Lead article
- Featured in ISMS press release (August 6, 2020)
- Marketing Science Institute Working Paper Series 2020, Report No.20-113
- John D.C. Little Award Finalist, 2020
- Frank M. Bass Best Dissertation-Based Paper Award Finalist, 2020
- Dissertation Award from the Statistics in Marketing Section of the American Statistical Association, 2018
- John A. Howard/American Marketing Association Doctoral Dissertation Award Finalist, 2018

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 [peer-reviewed, non-archival]

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 Dzyabura, “Collect Now, Consume Later: Modeling Consumer Collection Behavior on Digital Platforms,” under review at *Journal of Marketing Research*

Samsun Knight[‡], Liu Liu[‡], and Laura Kornish, “Building Persuasive Stories with Emotion Sequences”

- Draft accepted and presented at the North American Chapter of the Association for Computation Linguistics (NAACL) Workshop on Narrative Understanding [peer-reviewed, non-archival]
- Winner of Steven Shugan “Best Junior Faculty Paper” award at the Artificial Intelligence in Management Conference (AIM) 2025
- Marketing Science Institute Working Paper Series 2025, Report No. 25-124
- [‡]Joint first authors

Yupeng Chen, Qi Yu, and Liu Liu, “An Affine-Subspace Shrinkage Approach to Choice-Based Conjoint Estimation”

WORK IN PROGRESS

“Visual Elicitation of Consumer Preference,” with Shane Wang

“Beyond N=1: Representative Stimuli Sampling with LLMs,” with Nick Reinholtz and Samsun Knight

“Category Learning through Images: An Application to Movie Posters,” with Paul Blythe, Alix Barasch, Masakazu Ishihara, and Natasha Foutz

“LLMs and Questions,” with Lynn Zhao

TEACHING AND COURSE DEVELOPMENT

“Modern AI: Introduction to AI for Business” (MSBA Core, New Course Development), University of Colorado Boulder

- Spring 2022 (3 sections)
- Spring 2023 (3 sections)
- Spring 2024 (3 sections)
- Spring 2025 (3 sections)

“Pricing and Channels of Distribution” (Ugrad Elective), University of Colorado Boulder

- Fall 2018 (2 sections)
- Fall 2019 (3 sections)

“Introduction to Marketing” (Ugrad core), New York University

- Summer 2016 (1 section)

PhD Seminar Guest Lecture

- Temple University, 2022
- New York University, 2025

“Pricing Workshop” for Catalyze CU (CU’s summer startup accelerator), Taught Summer 2019, University of Colorado Boulder

AWARDS

Marketing Science Service Awards, 2024

MSBA Faculty Award (aka Teaching Excellence Award), 2024

INFORMS Society for Marketing Science (ISMS) Early Career Scholars Camp Fellow, 2023

MSBA Faculty 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

Dissertation Award from the Statistics in Marketing Section of the American Statistical Association, 2018

John A. Howard/AMA Doctoral Dissertation Award Finalist, 2018

Best Paper Award at the Sixth China Marketing International Conference, 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

CONFERENCE PRESENTATIONS (*= CO-AUTHOR PRESENTED)

2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Columbia University (accepted)

2025 AI & Marketing: New Methods and New Risks Conference, Stanford University (accepted)

2025 INFORMS Marketing Science Conference, Washington, D.C.

2024 INFORMS Marketing Science Conference, Sydney, Australia (scheduled but canceled due to work conflict)

2024 Artificial Intelligence in Management (AIM) Workshop and Conference at USC Marshall*

2023 INFORMS Marketing Science Conference, Miami, FL

2022 Marketing Science Institute Accelerator Conference, Boston, MA

2022 American Statistical Association Joint Statistical Meetings (JSM), Washington, D.C.

2022 INFORMS Marketing Science Conference (Virtual)
2021 The Mallen Conference (Virtual)
2021 Joint Statistical Meetings (JSM) (Virtual, Session Chair)
2021 Artificial Intelligence in Management (AIM) Workshop and Conference at USC Marshall (Virtual)
2019 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Temple University
2019 Data Institute Annual Conference, San Francisco, CA
2019 Joint Statistical Meetings (JSM), Denver, Colorado
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 Marketing Science Workshop, New Orleans, LA
2018 The Fashion Retailing Conference, Montreal, Canada
2018 The Sixth Annual China Marketing International Conference of Chinese Scholar Marketing Association, Shanghai, China
2017 Marketing Analytics and Big Data Conference, New York, NY
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

INVITED TALKS AND WORKSHOPS

2025 University of Houston, C.T. Bauer College of Business
2025 Technical University of Munich School of Management, Germany (Virtual)
2025 WU Vienna University of Economics and Business, Austria (Virtual)
2023 INFORMS Society for Marketing Science (ISMS) Early Career Scholars Camp Fellow, Duke University
2023 Tsinghua University, Computer Science Department (Knowledge Engineering Group), China
2023 Xiamen University, China (Virtual)
2022 The London School of Economics and Political Science (Virtual)
2022 China Europe International Business School (Virtual)
2022 Temple University (Virtual)
2021 Washington University in St. Louis
2021 The Home Depot Inc. (Virtual)
2021 The Colgate-Palmolive Company (Virtual)
2020 Junior Faculty Workshop, Emory University
2019 Eleventh Triennial Invitational Choice Symposium, Chesapeake, MD
2019 Alibaba, Hangzhou, China
2019 JD.com, Beijing, China
2019 University of Colorado Boulder, Institute of Cognitive Science
2019 University of Colorado Boulder, Leeds School of Business (faculty seminar)
2019 Faculty Development Forum: Junior Faculty in Marketing Science, Washington University in St. Louis
2019 Professors Institute, Southern Methodist University
2017 University of Hong Kong
2017 Nanyang 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 University of Colorado Boulder
2017 Carnegie Mellon University
2017 Fudan University
2017 Peking University

ACADEMIC SERVICE

Editorial Review Board:

- Marketing Science
- Journal of Interactive Marketing

Ad-Hoc Reviewer (Journals):

- Management Science
- Journal of Marketing Research
- Journal of Marketing
- Quantitative Marketing and Economics
- International Journal of Research in Marketing
- Journal of Consumer Research
- Marketing Letters
- Manufacturing and Service Operations Management (MSOM)
- Journal of the Association for Consumer Research
- Service Marketing
- Journal of the Academy of Marketing Science

Ad-Hoc Reviewer (Grants and Awards):

- MSI Clayton Dissertation Proposal Competition, 2018, 2019, 2025
- AMS Mary Kay Doctoral Dissertation Competition, 2020
- The Faculty Development Scheme (FDS) of the Research Grants Council (RGC) of Hong Kong, 2020

Conference Discussant:

- The Sixteenth Annual Bass FORMS Conference, 2022

University/School/Division Committees and Services:

- The Engineering Collaboration (Research) Committee, 2018 and 2019
- The AI in Research Committee, 2024 - now
- Marketing Speaker Series Organizer, 2022 - now
- Faculty Search Committee, 2019 and 2022
- PUEC Committees, 2022

Ph.D. Qualifying Exam Committees:

- Jen Lyu, Marketing, 2020
- Santiago Ventura, Marketing, 2022
- Mahdiyeh Amozegar, Marketing, 2023
- Sen Yan, OLIA, 2023

Honors Thesis Committees:

- Zihan Zhang, Economics, 2022

Student Recruitment, DEI, and Outreach:

- Research presentation in the Power Breakfast Series, S&P Global, 2019
- Research presentation in “Transforming Business - Connecting Diverse Scholars”, Leeds School of Business, 2022 and 2023
- Research presentation in “Voices for Science at CU”, Institute of Cognitive Science, 2025