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University of Colorado Boulder - Leeds School of Business  
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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 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

**Substantive:** Visual marketing, Social media, Branding, Product design, Choice modeling, Recommendation

**Methodological:** Machine learning, Natural Language 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*

## SELECTED WORK IN PROGRESS

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

## TEACHING EXPERIENCE

**Instructor**, “Modern Artificial Intelligence: Introduction to AI for Business” (MS in Business Analytics, Core), Spring 2022, CU Boulder Leeds

**Instructor**, “Pricing and Channels of Distribution” (Undergraduate, Required elective), Fall 2018/2019, CU Boulder Leeds

**Speaker**, “Pricing Workshop” for Catalyze CU (CU Boulder’s summer startup accelerator), Summer 2019

**Instructor**, “Introduction to Marketing” (Undergraduate, Core), Summer 2016, NYU Stern

## AWARDS

Thrive Grant, 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

2022 The London School of Economics and Political Science (scheduled)

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)  
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 Marketing Science Workshop, New Orleans, LA  
2017 Marketing Analytics and Big Data Conference, New York, NY  
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  
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

September 2022

## 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