
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

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|---|---------------------------|
| 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, Consumer preference measurement and choice modeling, Recommendation, Social media, Branding, Product design

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*

WORK IN PROGRESS

“Visual Elicitation of Consumer Preference,” with Shane Wang and Junming Yin
 “Generative AI for Psychological Research,” with Samsun Knight and 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 Paul Blythe, Alix Barasch, Masakazu Ishihara, and Natasha Foutz

TEACHING AND COURSE DEVELOPMENT

“Modern AI: Introduction to AI for Business” (MSBA Core), Developed & Taught Spring 2022-2024, University of Colorado Boulder
 “Pricing and Channels of Distribution” (Ugrad Elective), Taught Fall 2018-2019, University of Colorado Boulder
 “Pricing Workshop” for Catalyze CU (CU’s summer startup accelerator), Taught Summer 2019, University of Colorado Boulder
 “Introduction to Marketing” (Ugrad core), Taught Summer 2019, New York University

AWARDS

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
 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

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

June 2024

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, Journal of Interactive Marketing
Ad-Hoc Reviewer: Management Science, Journal of Consumer Research, Journal of Marketing Research, Marketing Science, Journal of Marketing, Journal of Interactive Marketing, 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