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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, UC Boulder      June 2018 - Present

## 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, Choice modeling, Recommendation

**Methodological:** Machine learning, Natural Language Processing, Computer Vision, Econometrics, Causal Inference

## PUBLICATIONS

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 Dzyabura (2018), "Capturing Heterogeneity Among Consumers with Multi-taste Preferences," Reject and resubmit, *Journal of Marketing Research*

Liu Liu, Daria Dzyabura, and Natalie Mizik (2019), "Visual Listening In: Extracting Brand Image Portrayed on Social Media," Revise and resubmit, *Marketing Science*

## WORK IN PROGRESS

“Editing Motion Pictures: Length Constraint and the Case of Hollywood Filmmaking,” with Peter McGraw, Anika Stuppy, and Justin Pomerance

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

“On Creativity: A Study of Crowd-sourced and Community-driven Product Visual Design,” with Yuxin Chen and Li Wang

“Product Return with Consumer Image Reviews,” with Xueli Zhang and Zhiwei Ge

## TEACHING EXPERIENCE

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

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

## AWARDS

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

2019 University of Colorado Boulder, Institute of Cognitive Science (scheduled)

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

August 2019

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**

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

#### **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