

Zhuping Liu

Education

Ph.D., *Marketing*, 2017

McCombs School of Business, University of Texas at Austin

M.S., *Statistics*, 2012

University of Connecticut

M.S., *Management Science and Engineering*, 2010

Beijing University of Aeronautics and Astronautics, China

B.S., *Management Information Systems*, 2007

Qingdao University, China

Employment

August 2017 – Assistant Professor of Marketing,
Zicklin School of Business, Baruch College, CUNY

Research Interests

Topics: Mobile Marketing, Location-Based Targeting, Pricing

Methodologies: Bayesian Econometrics, Parallel Computing, Field Experiments, Spatial Models, Point Processes, Dynamic Linear Models, Applied Game Theory, Machine Learning

Teaching Interests

Digital Marketing, Marketing Analytics, Marketing Research, Pricing

Journal Publications

Jianqiang Zhang, Zhuping Liu and Raghunath Singh Rao. “Flirting with the Enemy: Online Competitor Referral and Entry-Deterrence.” Forthcoming, ***Quantitative Marketing and Economics***.

Jianqiang Zhang, Zhuping Liu and Weijun Zhong (2016). “Attack and Defend: The Role of Targeting in a Distribution Channel.” ***Marketing Letters***, 27(2), 375-386

Working Papers

Zhuping Liu, Frenkel ter Hofstede and Vijay Mahajan. “Engaging and Targeting Consumers on Mobile: Connecting Mobile Promotions to Foot Traffic.” Being revised for resubmission to *Marketing Science*.

Zhuping Liu, Frenkel ter Hofstede, Jason. A. Duan and Vijay Mahajan. “Dynamics and Peer Effects of Brand Revenue in College Sports.” Being revised for resubmission to *International Journal of Research in Marketing*.

Raghunath Singh Rao, Julie Irwin and Zhuping Liu. “Flying with a Net, and without: Preventive Devices and Self-Control.” Being revised for resubmission to *Journal of Marketing Research*.

Other Publications

Zhuping Liu, Qihong Zhao, Shouyang Wang and Jianming Shi (2013). “Modeling the Impact of Partial Information Sharing in a Three-echelon Supply Chain.” *Asia-Pacific Journal of Operational Research*, 30(5).

Weimin Ma, Ke Wang and Zhuping Liu (2011). Mining Potentially More Interesting Association Rules with Fuzzy Interest Measure. *Soft Computing*, 15(6), 1173-1182.

Grants, Honors and Awards

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Winner	2017
University Graduate Continuing Fellowship, UT Austin	2015, 2016
AMA-Sheth Foundation Doctoral Consortium Fellow	2016
ISMS Doctoral Consortium Fellow	2015, 2016
SYLFF Doctoral Fellowships in Business, McCombs School of Business	2016
CIBER Summer Research Excellence Award, McCombs School of Business	2015
Quantitative Marketing and Structural Econometrics Workshop Fellow	2015
University of Houston Doctoral Consortium Fellow	2015
Dean’s Fellowship, McCombs School of Business	2013, 2014
UK/China Graduate Work Experience Program Fellow, China Scholarship Council	2008

Conference Presentations

2017 INFORMS Marketing Science Conference, Los Angeles
 - Personalizing Ads for Mobile Targeting

2016 INFORMS Marketing Science Conference, Shanghai, China

- Engaging and Targeting Consumers on Mobile: Connecting Mobile Promotions to Foot Traffic

2015 Marketing Dynamic Conference, Beijing, China

- Dynamics and Peer Effects of Brand Revenue in College Sports

2015 INFORMS Marketing Science Conference, Baltimore

- Dynamics and Peer Effects of Brand Revenue in College Sports

2014 INFORMS Marketing Science Conference, Atlanta

- Marketing Spillovers of Location-Based Mobile Services

Teaching Experience

Marketing Research (undergraduate)	Baruch College	Fall 2017, Spring 2018
Principles of Marketing (undergraduate)	University of Texas at Austin	Spring 2015

Industry Experience

Marketing Consultant, CCID Consulting, Beijing, China	2010
Business Insight Analyst, RSA Insurance, United Kingdom	2008-2009

Technical Skills

Statistical Analysis/Data Mining: R, C/C++, Python
Web Scraping: Python
Data Management: MySQL, PostgreSQL
Big Data Analytics: Large-Scale Parallel Computing

References

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