

LIN LIU

Curriculum Vita

College of Business Administration
Marketing Department
University of Central Florida
Orlando, FL 32807

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EMPLOYMENT

Assistant Professor, University of Central Florida, Marketing Department, 2014-present

EDUCATION

PhD in Marketing, University of Southern California (2014)
MBA and MA in Economics, University of Missouri-Columbia (2009)
MS in Computer Science, Emory University (2007)
BE in Computer Science and Technology, Tsinghua University (2004)

RESEARCH INTERESTS

Online Shopping Platforms, Consumer Product Evaluation, Behavioral Economics

PUBLICATIONS

Online Shopping Intermediaries: The Design of Search Environments (with Anthony Dukes),
Management Science, 2016.

- Shankar-Spiegel Best Dissertation Award, 2013.

Firm Search with Limited Product Evaluation (with Anthony Dukes), *Journal of Economics and Management Strategy*, 2016.

Consideration Set Formation with Multiproduct Firms: The Case of Within-Firm & Across-Firm Evaluation Costs (with Anthony Dukes), *Management Science*, 2013.

WORKING PROJECTS

Vertical Probabilistic Selling under Competition: The Role of Anticipated Regret (with Chao and Zhan), RR at *Journal of Marketing Research*.

- NET Institute Summer Proposal, Department of Economics, NYU, 2016.

A Sequential Search Model with Partial Depth Evaluation (with Wang and Yu), RR at *Journal of Economic Theory*.

Strategic Product Spotlighting on Online Marketplace: Product Market and Search Advertising Market (with Chen and Yu).

Online Marketplace's Strategic Return Policy: the Role of Consumer Search with Anticipated Regret (with Chen).

Strategic Provision of Parallel Tools on Online Shopping Intermediaries (with Chen, Wang and Yu).

Comparisons of Simultaneous and Sequential Search: Focus on Firms' Side (with Chen and Yu).

TEACHING EXPERIENCE

University of Central Florida

Instructor, Marketing Analytics for Strategic Decision Making (MBA), scheduled 2017

Marketing Research (undergraduate), 2016-present

Marketing Research and Analysis (undergraduate), 2015-2016

Guest Instructor, Marketing Seminar (Ph.D.): Consumer Search and Marketing, 2015

University of Southern California

Instructor, Marketing Fundamentals (undergraduate), 2012

Teaching Assistant, Marketing Fundamentals (MBA), 2012

MENTORING SERVICE

Minoos Talebi Ashoori (2015), member, dissertation committee, UCF

Placement: Purdue University Calumet

DEPARTMENTAL SERVICE

Member, Faculty Search Committee, Department of Marketing, UCF, 2015-2016

Member, Grader for Marketing Ph.D. Qualifying Examination, UCF, 2015-present

Library Liaison 2014-present