

LIN LIU

Curriculum Vita

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

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Education

PhD in Marketing, University of Southern California (2014)
Dissertation title: Essays on Consumer Product Evaluation and Online Shopping Intermediaries
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)

Employment

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

Honors and Awards

Dean's Research Productivity Award, UCF, 2018, 2019
NET Institute Summer Research Award, Department of Economics, Stern at NYU, 2016
Faculty Travel Award, UCF, 2016
UCF In-House Research Grant, 2015
Shankar-Spiegel Best Dissertation Award, 2013
Travel Support from Marketing EDGE Professor's Institute, University of Cincinnati, 2013
Doctoral Student Excellence in Teaching Award, Marshall School of Business, USC, 2013
AMA-Sheth Doctoral Consortium Fellow, Ross School, University of Michigan, 2013
CIBER Dissertation Award, Marshall School of Business, USC, 2013
Chinese Government Award for Doctoral Student Research Excellence, 2012
INFORMS Marketing Science Doctoral Consortium Fellow, 2011
Outstanding MBA Student, University of Missouri-Columbia, 2009
Graduate Merit Fellowship, Emory University, 2005-2006
Goldman Sachs Foundation Scholarship, Tsinghua University, 2003

Teaching

University of Central Florida

Instructor, Business Analytics (MBA), 2017, 2018

Directed Independent Research (undergraduate), 2018
Marketing Analytics (undergraduate), 2017
Marketing Research (undergraduate), 2016, 2019
Marketing Research and Analysis (undergraduate), 2015
Marketing Seminar-Consumer Search Lecture (Ph.D.): 2015, 2017, 2019

University of Southern California

Instructor, Marketing Fundamentals (undergraduate), 2012
Teaching Assistant, Marketing Fundamentals (MBA), 2012

Published Papers

Liu, L. and A. Dukes (2016) Online Shopping Intermediaries: The Design of Search Environments. *Management Science*.

- Shankar-Spiegel Best Dissertation Award, 2013.

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

Liu, L., H. Wang and B. Yang (2013) Strategic Choice of Channel Structure in an Oligopoly. *Managerial and Decision Economics*.

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

Working Projects

Would You Like Your Countertop Medium-rare or Well-done? Product Assortment Planning: The Role of Consumer Confusion (with Ram Bala and Pradeep Bhardwaj).

Self-established Holiday and Firm Competition (with Yuxin Chen and Gan Zou).

The Dynamic Impact of Customers' Perception of Price Unfairness on the Profitability of Targeted Promotions (with Axel Stock and Minoo Talebi).

Vertical Probabilistic Selling under Competition: The Role of Anticipated Regret (with Yong Chao and Dongyuan Zhan).

- NET Institute Summer Research Award, Department of Economics, Stern at NYU, 2016.

Presentations and Talks

○ Conference Presentations

Marketing Science Conference, New York University, Rome, 2019

Marketing Science Conference, University of Southern California, Los Angeles, June 2017

Marketing Science Conference, Fudan University, Shanghai, June 2016

Sixth Annual UT Dallas FORMS Conference, UT Dallas, Dallas, February 2012
Marketing Science Conference, Rice University, Houston, June 2011

- Invited Talks at Universities

Cornell University, Johnson School of Management, Ithaca, NY
Emory University, Goizueta Business School, Atlanta, GA
Temple University, Fox School of Business, Philadelphia, PA
University at Buffalo, School of Management, Buffalo, NY
University of Central Florida, College of Business, Orlando, FL
University of Florida, Warrington College of Business, Gainesville, FL
University of Notre Dame, Mendoza College of Business, Notre Dame, IN

Service

- University

Member, UPRC, UCF, 2018-present
Member, Planning and Advisory Committee, UCF, 2018-present
Member, Faculty Search Committee, Department of Marketing, UCF, 2015, 2017, 2019
Member, Grader for Marketing Ph.D. Qualifying Examination, UCF, 2015-present
Library Liaison, Department of Marketing, UCF, 2014-present

- Ad-hoc reviewer

Marketing Science, Management Science, Journal of Marketing Research, Journal of Economics and Management Strategy, Production and Operations Management, Journal of Business Research, Consumer Needs and Solutions, Economic Modeling, The Research Grants Council (RGC) of Hong Kong (2016, 2017, 2019)

- Ph.D. dissertation committee

Minoos Talebi Ashoori (2015), Department of Marketing, UCF
Placement: Purdue University Calumet
Ashutosh Singh (2019), Department of Marketing, UCF
Xiaoyang Zhang (2019), Department of Computer Science, UCF