

Hongju Liu

University of Connecticut
2100 Hillside Rd, U-1041
Storrs, CT 06269

Phone: (860) 486-8397
Fax: (860) 486-5246
Email: hliu@business.uconn.edu

Professional Experience

- University of Connecticut School of Business
- Associate Professor (with tenure), 2015-present
 - Ackerman Scholar, 2016-2018
 - Assistant Professor, 2008-2015
 - Instructor, 2007-2008

Visiting Professor, Guanghua School of Management, Peking University, 2016-2017

Principal Engineer, Oracle Corporation, 1998-2002

Education

- Ph.D. in Marketing, University of Chicago Booth School of Business, 2007
- MBA, University of Chicago Booth School of Business, 2007
- MS in Computer Science, University of Wisconsin-Madison, 1998
- MA in Mathematics, University of Wisconsin-Madison, 1998
- BS in Mathematics, Peking University, 1996

Research Interests

Dynamic structural models; technology markets; digital marketing; pharmaceutical marketing; empirical industrial organization

Publications

Liu, Hongju, Qiang Liu and Pradeep K. Chintagunta (forthcoming), "Promotion Spillovers: Drug Detailing in Combination Therapy," *Marketing Science*.

Liu, Qiang, Sachin Gupta, Sriram Venkataraman and Hongju Liu (forthcoming), "An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications," *Management Science*.

Zhu, Ting, Hongju Liu and Pradeep K. Chintagunta (2015), "Wireless Carriers' Exclusive Handset Arrangements: An Empirical Look at the iPhone," *Customer Needs and Solutions*, 2, 177-190.

Liu, Hongju, Joseph Pancras and Malcolm Houtz (2015), "Managing Customer Acquisition Risk Using Co-operative Databases," *Journal of Interactive Marketing*, 29, 39-56.

Li, Xinxin, Bin Gu and Hongju Liu (2013), "Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry," *Management Science*, 59 (6), 1290-1308.

Liu, Alfred Z., Hongju Liu and Sean X. Xu (2013), "How Do Competitive Environments Moderate CRM Value?" *Decision Support Systems*, 56, 462-473.

Liu, Hongju, Pradeep K. Chintagunta and Ting Zhu (2010), "Complementarities and the Demand for Home Broadband Internet Services," *Marketing Science*, 29 (4), 701-720.

Liu, Hongju (2010), "Dynamics of Pricing in the Video Game Console Market: Skimming or Penetration?" *Journal of Marketing Research*, 47 (3), 428-443.

Book Chapters

Liu, Hongju and Pradeep K. Chintagunta (2009), "Pricing under Network Effects," *Handbook of Pricing Research in Marketing*, Ed. Vithala R. Rao, Edward Elgar Publishing, 435-350.

Research Reports

Lurie, Nicholas H., Sam Ransbotham and Hongju Liu (2014), "The Characteristics and Perceived Value of Mobile Word of Mouth," *Marketing Science Institute Report*, 14-109

Selected Working Papers

"Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets," with Qiaowei Shen, revise and resubmit, *Marketing Science*.

"Consumer Preference, Cannibalization and Competition: Evidence from the Personal Computer Industry," with Bin Li and Xinxin Li, revise and resubmit, *MIS Quarterly*.

"See Your Doctor": The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels," with Qiang Liu and Manohar Kalwani, revise and resubmit, *Marketing Letters*.

"The Characteristics and Perceived Value of Mobile Word-of-Mouth," with Nicholas H. Lurie and Sam Ransbotham, under review.

"Does the Social Value of a Brand Matter? An Empirical Investigation of the Impact of Brand Social Engagement on Firm Financial Performance," with Shan Lin and William T. Ross Jr., under review.

Honors and Grants

2016-2018 Ackerman Scholar, University of Connecticut School of Business
2015 Research Grant, Center for International Business Education and Research
2013 Marketing Science Institute Grant (with Nicholas H. Lurie and Sam Ransbotham)
"Going Mobile: The Characteristics and Influence of Mobile Word of Mouth"
2013 Dean's Research Fund, School of Business
2012 Dean's Research Fund, School of Business
2011 Dean's Research Fund, School of Business

- 2011 NET Institute Grant (with Ting Zhu and Pradeep K. Chintagunta)
"Wireless Carriers' Exclusive Handset Arrangements: An Empirical Look at the iPhone"
- 2010 Best Paper Award Honorable Mention, School of Business
"Dynamics of Pricing in the Video Game Console Market: Skimming or Penetration?"
- 2010 Research Grant, Connecticut Center for Entrepreneurship and Innovation
- 2008 Research Grant, Center for International Business Education and Research
- 2005 INFORMS Doctoral Consortium Fellow
- 2003 Summer Research Grant, University of Chicago

Presentations

Technology and Market Structure: An Empirical Analysis of Entry and Exit in the Banking Industry

- Peking University, 2016

Discussant, McGill International Conference on Marketing, McGill University, 2015

Advertising Spillovers: Drug Detailing in Combination Therapy

- University of British Columbia, 2015
- Marketing Dynamics Conference, Tsinghua University, 2015
- AMA Winter Marketing Educators' Conference, 2015
- INFORMS Marketing Science Conference, Emory University, 2014
- University of Connecticut School of Business, school-wide seminar, 2014
- University of Minnesota, 2013

Demand Uncertainty, Dynamic Learning and Exit in Competitive Markets

- Indiana University, 2012
- INFORMS Marketing Science Conference, Boston University, 2012
- National University of Singapore, 2012
- Peking University, 2012

Price Dispersion and Loss Leader Pricing: Evidence from the Online Book Industry

- INFORMS Marketing Science Conference, University of Cologne, 2010

Wireless Carriers' Exclusive Handset Arrangements: An Empirical Look at the iPhone

- INFORMS Marketing Science Conference, University of Cologne, 2010

An Introduction to Dynamic Structural Models

- Michigan State University, 2010
- Department of Agricultural Economics, University of Connecticut, 2010

Dynamics of Pricing in the Video Game Console Market: Skimming or Penetration?

- Hong Kong University of Science and Technology, 2006
- Hong Kong Polytechnic University, 2006
- Cornell University, 2006
- Southern Methodist University, 2006
- Texas A&M University, 2006
- University of Georgia, 2006

- University of Connecticut, 2006
- University of Texas at Dallas, 2006
- INFORMS Marketing Science Conference, Emory University, 2005
- University of Chicago, 2005

Identification of the Bayesian Learning Model: A Monte Carlo Study on the Small Sample Properties

- University of Chicago, 2004

Discussant, Haring Symposium, Indiana University, 2003

Ad Hoc Reviewer

Decision Support Systems, International Journal of Forecasting, International Journal of Research in Marketing, Journal of Cultural Economics, Journal of Marketing, Journal of Marketing Research, Journal of Media Economics, Management Science, Marketing Science, RAND Journal of Economics

Doctoral Students

Anita Luo Pawluk (committee member, Georgia State University)
Shuai Yang (committee member; Donghua University, China)
Sixing Chen (committee member; Hunan University, China)
Bin Li (committee chair; Wright State University)
Nian Wang (committee co-chair; ongoing)
Lu Huang (committee chair; ongoing)