

# Chenxi Liao

---

|                |   |                |  |
|----------------|---|----------------|--|
| <b>Address</b> | Room 1111, 11/F<br>Cheng Yu Tung Building<br>12 Chak Cheung Street<br>Shatin, N.T., Hong Kong | <b>Email</b>   | chenxiliao@cuhk.edu.hk                         |
|                |   | <b>Website</b> | www.chenxi-liao.com<br>(Version: October 2019) |

## ACADEMIC APPOINTMENT

**2019-** Assistant Professor of Marketing  
The Chinese University of Hong Kong, CUHK Business School

## EDUCATION

**2014-2019** Ph.D. in Management Science, Marketing Concentration  
The University of Texas at Dallas, Naveen Jindal School of Management

**2010-2014** B.S. in Mathematics and Applied Mathematics  
University of Science and Technology of China, School of Mathematical Sciences

## RESEARCH INTERESTS

Pricing, Retailing, Competitive Strategy, Consumer Uncertainty, Channel Coordination, Service Management, Digital Marketing

## PUBLICATIONS

“Opinion Leaders and Product Variety,” with Dmitri Kuksov (2019), *Marketing Science*, **38**(5), pp. 812-834.

“When Showrooming Increases Retailer Profit,” with Dmitri Kuksov (2018), *Journal of Marketing Research*, **55**(4), pp. 459-473.

## WORKING PAPERS

“Digital Piracy, Creative Productivity, and Customer Care Effort: Evidence from Digital Publishing Industry,” with Xiaolin Li and Ying Xie, revise & resubmit at *Marketing Science*

“Scalpers: When ‘How Many’ Is the Question,” with Dmitri Kuksov

## INVITED TALKS

Shenzhen University, College of Management, June 2019

Lingnan University, Faculty of Business, November 2018  
 Shanghai University of Finance and Economics, College of Business, November 2018  
 University of New South Wales, UNSW Business School, October 2018  
 City University of Hong Kong, College of Business, October 2018  
 Hong Kong University of Science and Technology, HKUST Business School, October 2018  
 CUHK-Shenzhen, School of Management and Economics, October 2018  
 University of Hong Kong, Faculty of Business and Economics, October 2018  
 Chinese University of Hong Kong, CUHK Business School, October 2018  
 Cheung Kong Graduate School of Business, October 2018  
 University of Florida, Warrington College of Business, October 2018  
 Northwestern University, Kellogg School of Management, September 2018

## **CONFERENCE PRESENTATIONS**

“Digital Piracy, Extrinsic Incentives, and Writer Efforts,” ISMS Marketing Science Conference, Rome, Italy, 2019  
 “Product Line Design with Expert Review,” ISMS Marketing Science Conference, Los Angeles, CA, 2017  
 “Product Line Design with Expert Review,” UH Marketing Doctoral Symposium, Houston, TX, 2017  
 “When Showrooming Increases Retailer Profit,” ISMS Marketing Science Conference, Shanghai, China, 2016

## **HONORS & AWARDS**

|                   |   |
|-------------------|---|
| <b>2019</b>       | 2nd Place, JSOM Three Minute Dissertation Competition                             |
| <b>2018</b>       | Fellow, AMA-Sheth Foundation Doctoral Consortium                                  |
| <b>2016, 2017</b> | Fellow, INFORMS Marketing Science Doctoral Consortium                             |
| <b>2016, 2017</b> | Fellow, UH Marketing Doctoral Symposium   |
| <b>2016</b>       | Betty and Gifford Johnson Graduate Scholarship, The University of Texas at Dallas |
| <b>2014-2019</b>  | PhD Scholarship, The University of Texas at Dallas                                |
| <b>2014</b>       | Outstanding Graduate, University of Science and Technology of China               |
| <b>2012</b>       | National Scholarship, Ministry of Education, China                                |

## **TEACHING**

### **The Chinese University of Hong Kong**

**2019** Big Data Strategy

### **The University of Texas at Dallas**

**2017** Principles of Marketing (Instructor Evaluation: 4.79/5.00)

**2015-2019** Teaching assistant for the following courses:  
 Advertising and Promotional Strategy, Marketing Management, Marketing Research,  
 Predictive Analytics Using SAS, Pricing, Principles of Marketing, Understanding the  
 Marketing Data Ecosystem

## **SERVICE**

### **Ad-Hoc Reviewer**

*Management Science, Production and Operations Management, Industrial Management & Data Systems*

## **PROGRAMMING SKILLS**

Mathematica, MATLAB, Python, SAS