

Chenxi Liao

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ACADEMIC APPOINTMENT

2019-present 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

“Digital Piracy, Creative Productivity, and Customer Care Effort: Evidence from Digital Publishing Industry,” with Xiaolin Li and Ying Xie (2021), *Marketing Science*, **40**(4), pp. 685-707.

- Media Coverage: China Business Knowledge @ CUHK

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

- Media Coverage: China Business Knowledge @ CUHK

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

WORKING PAPERS

“Scalping: When ‘How Much’ Is the Question,” with Dmitri Kuksov, under the second round review at *Marketing Science*

INVITED TALKS

University of Science and Technology of China, School of Management, July 2021
Xiamen University, School of Management, June 2021
Hong Kong Polytechnic University, Faculty of Business, March 2021
University of Science and Technology of China, School of Management, December 2019
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

“Scalpers: When ‘How Many’ Is the Question,” 17th Annual Conference of JMS China Marketing Science, Nov 2020

Invited Discussion on “Customer Purchase Journey, Privacy Choices, and Advertising Strategies,” UTD FORMS Conference, February 2020

“Digital Piracy, Creative Productivity, and Customer Care Effort: Evidence from Digital Publishing Industry,” CUHK Business School Faculty Interdepartmental Research Workshop, October 2019

“Digital Piracy, Extrinsic Incentives, and Writer Efforts,” ISMS Marketing Science Conference, June 2019

“Product Line Design with Expert Review,” ISMS Marketing Science Conference, June 2017

“Product Line Design with Expert Review,” UH Marketing Doctoral Symposium, April 2017

“When Showrooming Increases Retailer Profit,” ISMS Marketing Science Conference, June 2016

HONORS & AWARDS

2020	Best Paper Award, 17th Annual Conference of JMS China Marketing Science
2019	2nd Place, JSOM Three Minute Dissertation Competition
2018	Fellow, AMA-Sheth Foundation Doctoral Consortium
2016, 2017	Fellow, INFORMS Marketing Science Doctoral Consortium
2016, 2017	Fellow, UH Marketing Doctoral Symposium
2016	Betty and Gifford Johnson Graduate Scholarship, The University of Texas at Dallas

- 2014-2019** PhD Scholarship, The University of Texas at Dallas
2014 Outstanding Graduate, University of Science and Technology of China
2012 National Scholarship, Ministry of Education, China

TEACHING

The Chinese University of Hong Kong

- 2021** Big Data Strategy in Marketing (Undergraduate)
2019-2022 Big Data Strategy (Master)

The University of Texas at Dallas

- 2017** Principles of Marketing (Undergraduate)
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, Journal of Marketing Research, Production and Operations Management, Industrial Management & Data Systems, Review of Industrial Organization, Electronic Commerce Research and Applications, RAIRO - Operations Research

Member of PhD Dissertation Committee

Ruikai Zhou (2020, first placement: Sun Yat-sen University)

PROGRAMMING SKILLS

Mathematica, MATLAB, Python, SAS