

Chenxi Liao

Address	Room 1114, 11/F Cheng Yu Tung Building 12 Chak Cheung Street Shatin, N.T., Hong Kong	Email	chenxiliao@cuhk.edu.hk
		Website	www.bschool.cuhk.edu.hk/staff/liao-chenxi (Version: November 2025)

ACADEMIC APPOINTMENT

2025-present Associate Professor of Marketing
2019-2025 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, Channel Coordination, Digital Marketing

PUBLICATIONS

“Restricting Speculative Reselling: When ‘How Much’ Is the Question,” with Dmitri Kuksov (2023), *Marketing Science*, **42**(2), pp. 377-400.

- Media Coverage: China Business Knowledge @ CUHK

“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: INFORMS, Phys.org, China Business Knowledge @ CUHK

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

WORKING PAPERS

“Beyond Home Delivery: An Empirical Examination of the Impact of Self-Pickup Stations on Online Shopping” (with Jingcun Cao, Zhiqi Li, and Ying Xie, under second-round review at *Journal of Marketing*)

“Dynamic Social Product Design and Fashion Classic” (with Tony Ke, Fei Long, and Michelle Lu, revise and resubmit at *Journal of Marketing Research*)

“Online Retailing with Instant Return Credit” (with Rong Li and Duo Shi, reject and resubmit at *Marketing Science*)

SELECTED WORK IN PROGRESS

“The Recall Option in Customer Search on Two-Sided Platforms” (with Chongyan Sun, Xinyu Cao, and Jiding Zhang)

“Synthetic Corpus and Consideration Manipulation in Generative Engine Optimization” (with Tony Ke and Xiaoyan Xu)

“Content Platform Competition” (with Dmitri Kuksov)

“Firm-Induced vs. Organically-Formed Ties and Online Engagement: Evidence from a Social Mobile Game” (with Jingbo Wang, Ying Xie, and Tianqi Xue)

INVITED TALKS

Hong Kong Polytechnic University, Department of Logistics and Maritime Studies, October 2024

University of Science and Technology of China, School of Management, December 2023

Korea Advanced Institute of Science & Technology, October 2023 (virtual)

Southwest University of Finance and Economics, Research Institute of Economics and Management, June 2022 (virtual)

University of Science and Technology of China, School of Management, July 2021 (virtual)

Xiamen University, School of Management, June 2021

Hong Kong Polytechnic University, Faculty of Business, March 2021 (virtual)

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 AND WORKSHOP PRESENTATIONS

“Dynamic Social Product Design and Fashion Classic,” 2024 Hong Kong Joint School Marketing Conference, March 2024

“Social Product Design and Fashion Classic,” UTD FORMS Conference, February 2024

“Beyond Home Delivery: An Empirical Examination of the Impact of Self-Pickup Stations on Online Shopping,” POMS-HK International Conference, January 2024

“Dynamic Social Product Design and Fashion Classic,” Xiamen University “Quantitative Marketing Conference,” July 2023

“Dynamic Social Product Design and Fashion Classic,” 2023 Fudan Workshop on “Operations and Marketing Modeling,” June 2023

“Dynamic Social Product Design and Fashion Classic,” Tsinghua Digital Markets Symposium, June 2023

“Dynamic Social Product Design and Fashion Classic,” ISMS Marketing Science Conference, June 2023

Invited Discussion on “Influencers: The Power of Comments,” UTD FORMS Conference, March 2023

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

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

“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

EXTERNAL GRANTS

“Game-Theoretic Analyses of Content Platform Marketing,” Young Scientists Fund awarded by National Natural Science Foundation of China with CNY¥300,000, Principal Investigator, 2022

“Content Platform Competition and Single-Homing versus Multi-Homing Creators,” ECS Fund awarded by Research Grants Council with HK\$394,000 (+ HK\$50,000 for education plan), Principal Investigator, 2022/23

HONORS & AWARDS

2023	Fellow, ISMS Early Career Scholars Camp
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

2025-present	AI & Big Data Strategy (Master)
2021-present	Big Data Strategy in Marketing (Undergraduate)
2019-2024	Big Data Strategy (Master)
2022	Marketing Research (Undergraduate)

The University of Texas at Dallas

2017	Principles of Marketing (Undergraduate)
-------------	---

SERVICE

Editorial Board Member

Marketing Science (2025–Present)

Reviewer for Journals

Journal of Marketing Research, Management Science, Journal of Interactive Marketing, Manufacturing & Service Operations Management, Production and Operations Management, Journal of Economics & Management Strategy, Industrial Management & Data Systems, OMEGA, Review of Industrial Organization, Electronic Commerce Research and Applications, RAIRO – Operations Research

Reviewer for Grant Agencies

National Natural Science Foundation of China
Social Sciences and Humanities Research Council of Canada

Reviewer for Conferences

Asia-Pacific Marketing Academy 2023 Conference

Member of PhD Dissertation Committee

Qiao Gong (2025)
Chongyan Sun (2025, first placement: East China Normal University)
Xu Zhu (2024, first placement: Postdoc at Hong Kong University of Science and Technology)
Xiang Zhou (2024, first placement: Postdoc at University of Hong Kong)
Ruikai Zhou (2020, first placement: Sun Yat-sen University)