

PENG LIU
Department of Marketing
Leavey School of Business
Santa Clara University
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March 2024

EMPLOYMENT

Assistant Professor of Marketing, September 2019 – Present
Leavey School of Business, Santa Clara University

EDUCATION

Ph.D., Indiana University, Kelley School of Business, May 2019
M.A. in Economics, Syracuse University, 2011
B.A. in Economics, Nankai University, 2007

RESEARCH INTERESTS

Substantive: Social Network, Digital Marketing, Big Data Analytics
Methodological: Quantitative Marketing, Structural Empirical Modeling
Dynamic Choice Modeling, Bayesian Econometrics

PUBLICATIONS

Bikram Karmakar, **Peng Liu**, Gourab Mukherjee, Shantanu Dutta, Hai Che. “Improving Consumer Retention by Jointly Modeling Player Motivations, Progressions and Churns in F2P Online Role Playing Games”. *Journal of the Royal Statistical Society Series A: Statistics in Society*, Volume 185, Issue 1, January 2022, Pages 102–133, <https://doi.org/10.1111/rssa.12730>

Trambak Banerjee, **Peng Liu**, Gourab Mukherjee, Hai Che, Shantanu Dutta. “A Cross Classified Random Effects Joint Modeling Framework for Large-Scale Prediction of Player Responses in Modern Multiplayer Games”. *Annals of Applied Statistics*, 17(3): 2533-2554 (September 2023). DOI: 10.1214/23-AOAS1731.

Long Ding, **Peng Liu**, Sen Hu. “Geo-Fencing or Geo-Conquesting? A Strategic Analysis of Location-Based Coupon under Different Market Structures”. *Transportation Research Part E: Logistics and Transportation Review*, Volume 174, 2023, 103116, ISSN 1366-5545, <https://doi.org/10.1016/j.tre.2023.103116>.

WORKING PAPERS

Peng Liu, Tat Chan, Hai Che. “Social Status-Seeking in Online Game Community and Its Effects on User Engagement and Purchases”. Major Revision, Management Science.

Long Ding, **Peng Liu**, Jianqiang Zhang, “Quality Disclosure of Luxury Product under Copycat Competition”. Reject & Resubmit, Production and Operations Management.

Cheng Chou, Hai Che, **Peng Liu**. “The Power of Free: Consumer Choice in Freemium Market”. Under Review.

Peng Liu, Hai Che, Liye Ma, “Role of Social Factors in Consumer’s Product Purchase in Online Video-Game Community”.

SELECTED WORK IN PROGRESS

“Fake It Until You Make It? For How Long? The Dynamic Impact of Online Fake Reviews on Competition and Reputation”, with Z. Zhang, S. Du.

“Informative or Emotional? How MGC Impacts Consumer Engagement Across Social Platforms?”, with X. Xie, S. Du.

INVITED SEMINAR PRESENTATION

“Fake It Until You Make It? For How Long? The Dynamic Impact of Online Fake Reviews on Competition and Reputation”

- . 46th ISMS Marketing Science Conference, June 2024 Sydney, scheduled.

“Informative or Emotional? How MGC Impacts Consumer Engagement Across Social Platforms?”

- . 46th ISMS Marketing Science Conference, June 2024 Sydney, scheduled.

“Quality Disclosure of Luxury Product under Copycat Competition”.

- . Leavey Research Seminar, April 2024, Santa Clara University, scheduled.
- . 34th Annual POMS Conference, Minneapolis MN, April 2024, scheduled.

“The Power of Free: Consumer Choice in Freemium Market”

- . The 46th ISMS Marketing Science Conference, June 2024 Sydney, scheduled.
- . Chuo University, July 2024, Tokyo, scheduled.

“Social Status-Seeking in Online Game Community and Its Effects on User Engagement and Purchases”.

- . Tianjin University, Nov 2022, online.
- . Bay Area Marketing Symposium, Santa Clara University, May, 2023.
- . 45th Annual ISMS Marketing Science Conference, June 2023.
- . Shanghai Jiaotong University, June 2023.
- . Nankai University, July 2023.

“A Cross Classified Random Effects Joint Modeling Framework for Large-Scale Prediction of Player Responses in Modern Multiplayer Games”

- . Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Dec 2022,

Boston.

- . Joint Statistical Meetings-Statistical Methods for New Age Marketing Problems, Aug 2022, DC.
- . ICSA Applied Statistics Symposium - June 22nd, 2022*
- . INFORMS Marketing Science Conference, Durham, NC, June 2020*

“The Pursuit of Leadership in a Multiplayer Online Role Playing Game and its Consequences on the Spending”

- . Washington University, St. Louis, April 2019*
- . Sant Clara University, Oct 2018
- . Erasmus University Rotterdam, Sept 2018
- . Groningen University, Sept 2018
- . Fudan University, Shanghai, China, Sept 2018
- . Tongji University, Shanghai, China, Sept 2018
- . Shanghai University of Finance and Economics, China, Sept 2018
- . Shenzhen University, China, Sept 2018
- . Shanghai Tech University, China, Sept 2018
- . University of California at Riverside, August 2018*
- . 27th Annual Mittelstaedt Doctoral Symposium, Lincoln, NE, March 2018
- . INFORMS Marketing Science Conference, Los Angeles, CA, June 2017
- . April 2017, Haring Symposium, Bloomington, IN

“Role of Social Factors in Consumer’s Product Purchase in Online Video-Game Community”

- . McGill Market Research Camp, September 2016*
- . University of California at Riverside, May 2016*

“Investigating the Effects of Time and Money Spending on Consumer’s Product Purchase”

- . CKGSB-Yale SOM China India Insights Conference, Lijiang, China, July 2014*

(* indicates presented by coauthor)

SERVICE

Department Representative, The Undergraduate Leadership Team (ULT), Leavey School of Business, 2024

Coordinator and Organizer, Bay Area Marketing Symposium, 2023.

Committee Member, Undergraduate Marketing Minor, Santa Clara University, 2022.

Department Representative, Undergraduate Admission Office, Santa Clara University, 2022.

Recruiting Committee, Department of Marketing, Santa Clara University, Fall 2020-Winter 2021.

Seminar Organizer, Department of Marketing, Santa Clara University, Fall 2020- Spring 2022.

Faculty Senate Representative, Santa Clara University, 2019-2020, Fall 2021- Spring 2022.

Department Representative, Undergraduate Admission Office, Santa Clara University, Spring 2020.

Mission and Vision Committee, Leavey School of Business, Spring 2020.

Ad Hoc Reviewer, Journal of Marketing Research, Journal of Business Research, 2017, Summer

AMA, 2019, Winter AMA, 2020-2023.

Discussant, 25th Annual Robert Mittelstaedt Doctoral Symposium, 2016.

Organization Committee, 45th Annual Haring Symposium, 2015.

TEACHING EXPERIENCE

Leavey School of Business, Santa Clara University

M181 Principle of Marketing, Winter, Spring, and Fall Quarters, 2020

Spring Quarters, 2021, 2022

Teaching evaluation: 4.1/5.0, 4.2/5.0, 4.3/5.0 (Winter 2020)

N.A. due to pandemic (Spring 2020)

3.8/5.0, 3.6/5.0, 3.6/5.0 (Online teaching, Fall 2020)

4.0/5.0, 3.6/5.0 (Online teaching, Spring 2021)

4.2/5.0, 4.3/5.0, 4.3/5.0 (Spring 2022)

M182 Analysis for Marketing Decisions, Winter Quarters, 2022, 2023

Teaching evaluation: 3.6/5.0, 3.9/5.0 (Online teaching, Winter 2022)

4.3/5.0, 4.2/5.0 (Winter 2023)

M188 Marketing in Online Games and Entertainment Industry (new course)

M198 Internship of Marketing, Fall Quarters, 2021, 2023

Winter, Spring, and Fall Quarters, 2022

Kelley School of Business, Indiana University

M300 Introduction to Marketing, Summer 2016, Spring 2018

Instructor rating: 5.3/7.0, 6.0/7.0

Course rating: 5.9/7.0, 6.1/7.0

Teaching Assistant, Indiana University

E201 Introduction to Microeconomics, Fall 2012

E332 International Monetary Economics, Spring 2013

ACADEMIC AFFILIATION

American Marketing Association, 2013- present

American Economic Association, 2007-present

The Econometric Society, 2008-present

PROGRAM

C, MATLAB, Python, R, Stata

INDUSTRIAL AND PROFESSIONAL EXPERIENCES

Strategic Manager, SinoChem Group, Shanghai, September 2011- June 2012

President of CSSA, Syracuse University, 2010-2011

HONORS

- . Pandemic-era Research Reboot Award, 2023

- . University Research Grant, Santa Clara University, 2023
- . Leavey Grant, Leavey School of Business, Santa Clara University, 2020, 2022, 2023
- . Mittelstaedt Fellow, University of Nebraska, Lincoln, 2018
- . Doctoral Research Productivity Reward, Indiana University, 2017
- . Haring Symposium Fellow, Indiana University, 2017
- . Doctoral Research Productivity Award, Indiana University, 2017
- . ISMS Doctoral Consortium Fellow, 2017
- . Doctoral Fellowship, Kelley School of Business, Indiana University, 2013-present
- . Dean's Research Award, Kelley School of Business, Indiana University, 2013-present
- . Doctoral Assistantship, Department of Economics, Syracuse University, 2010 – 2011
- . Dean's Summer Research Support, Maxwell School of Citizenship, Syracuse University, 2010

REFERENCES

Hai Che (co-chair)

Associate Professor of Marketing
School of Business
University of California, Riverside
(951) 827-6447
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Shibo Li (co-chair)

John R. Gibbs Professor of Marketing
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