

QIANG LIU 劉強

- CONTACT INFORMATION** 4043 Rawls Hall Work: 765-496-6221
Krannert School of Management Email: liu6@purdue.edu
Purdue University http://www.AIMarketingLab.com
West Lafayette, IN 47906
- PROFESSIONAL EXPERIENCE** Krannert School of Management, Purdue University
Associate Professor of Management 2017 -
Assistant Professor of Management 2008 - 2017
- EDUCATION** Cornell University, Ithaca, NY
Ph.D. in Management, 2008
MS in Management, 2007
University of California at Berkeley, Berkeley, CA
MA in Statistics, 2003
Peking University, Beijing, China
MA in Public Administration, 2001
BS in Information Management with Economics Double Major, 1998
- RESEARCH INTERESTS** Dynamic Structural Models; Discrete Choice Models; Pharmaceutical & Healthcare Industry; Digital & Sharing Economy; Bayesian Analysis; Machine Learning
- PUBLICATIONS** Pareek, B., Liu, Q., Ghosh, P. (forthcoming), "Ask Your Doctor if This Product is Right for You: A Bayesian Joint Model for Patient Drug Requests and Physician Prescriptions," *Journal of the Royal Statistical Society: Series A*.
- Liu, H., Liu, Q., Chintagunta, P. (2017), "Promotion Spillovers: Drug Detailing in Combination Therapy," *Marketing Science*, 36(3), 382 - 401.
- Liu, Q., Gupta, S., Venkataraman, S., Liu, H. (2016), "An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications," *Management Science*, 62(8), 2321 - 2340.
- Liu, Q., Steenburgh, T., Gupta, S. (2015), "The Cross Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments," *Marketing Science*, 34(1), 144-159.
- Liu, Q. and Gupta, S. (2012), "A Micro-level Diffusion Model for New Drug Adoption," *Journal of Product Innovation Management*, 29(3), 372 - 384.
- Liu, Q. and Gupta, S. (2011), "The Impact of Direct-to-consumer Advertising of Prescription Drugs on Physician Visits and Drug Requests: Empirical Findings and Public Policy Implications," *International Journal of Research in Marketing*, 28(3), 205 - 217.
- BOOK CHAPTERS** Liu, Q. and Gupta, S. (2014), "Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review," in *Innovation and Marketing in the Pharmaceutical Industry*, edited by Ding, M., Eliashberg, J. and Stremersch, S., 629 - 649, New York: Springer.

OTHER PUBLICATIONS Samel, K. (Student Author), Wang, X. and Liu, Q. (Mentors) (2017), “Predicting Advertisement Clicks Using Deep Networks: Interpreting Deep Learning Models,” *The Journal of Purdue Undergraduate Research*, Vol. 7, Article 8.

WORKING PAPERS Liu, Q., Liu, H., Kalwani, M. (2017), “‘See Your Doctor’: The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels,” under third round review at *Marketing Letters*.

Liu, Q., Yoon, H., Liu, H. (2017), “Comparative Marketing Communication: The Case of Drug Detailing,” revise and resubmit at *Marketing Science*.
–CMIC 2018 Best Paper Award

Shin, S., Nelson, P., Liu, Q., Shin, S. (2017), “Benefit Segmentation of Physicians,” revise and resubmit for second round review at *Quantitative Marketing and Economics*.

Shin, S., Reeder, C., Liu, Q. (2017), “Countering Negative Publicity: Micro-evidence from Prescription Patterns of Anti-cholesterol Drugs,” revise and resubmit for second round review at *International Journal of Research in Marketing*.

Liu, Q. and Liu, X. (2018), “Product Line Design in All-or-Nothing Crowdfunding,” under review at *Journal of Marketing Research*.

Liu, Q., Kalwani, M., Shin, S. (2016), “Which Patients Get Their Prescription Drug Requests Fulfilled?” under review at *International Journal of Research in Marketing*

Zhang, W., Liu, Q. (2017) “A Study of Communication Process and Incidental Factors of Prescription Drug Detailing.”

Cai, Y., Wang, Y., Liu, Q. (2017), “A Factor Graph Approach for Identifying Niche Customers”.

Liu, Q. and Gu, J. (2016), “Investigating Pharmaceutical Detailing as A Personal Selling Process.”

WORK IN PROGRESS “Detecting Nonlinear Response to Prescription Drug Detailing: An Application of Dictionary Machine Learning,” manuscript in preparation, with Xu, Y. and Wang, X.

“Competition on Affordable Care Act Marketplaces,” with Lei, M. and Zhu, T.

INVITED TALKS “Comparative Marketing Communication: The Case of Drug Detailing,”
–Wuhan University, May 2018.
–Zhongnan University of Economics and Law, May 2018.
–Tsinghua University, May 2018.
–Peking University, May 2018.
–North Carolina State University, January 2018.

“Spillovers of Marketing Instruments: Demand Estimation and Optimal Policy Implications,”

- Wuhan University, January 2017.
- Southwest Jiaotong University, December 2016.
- University of Electronic Science and Technology of China, December 2016.
- Southwestern University of Finance and Economics, May 2016.
- Zhongnan University of Economics and Law, June 2016.

“Using Social Media for Small Business,” Tippecanoe County Public Library, October 2012.

“A Micro-level Diffusion Model for New Drug Adoption,” invited presentation at International Marketing Research Consortium (Tianjin, China), December 2009.

“Pharmaceutical Marketing: Detailing and DTCA,” invited presentation at Guanghua School of Management, Peking University (Beijing University), December 2009.

“The Dynamics of Drug Detailing Oligopoly,” invited seminar presentations in 2007.

- The University of California at Berkeley
- The University of Chicago
- Purdue University

“The Restructuring of China’s Higher Education: Experiences in the Transition to a Market Economy,” Invited Presentation, *China Center for Economic Research, Peking University*, November 1999.

CONFERENCE PRESENTATIONS “Comparative Marketing Communication: The Case of Drug Detailing,” *China Marketing International Conference*, Shanghai University of Finance and Economics, July 2018.

“Investigating Pharmaceutical Detailing as a Personal Selling Process,” *INFORMS Marketing Science Conference*, Fudan University, June 2016.

“Ask Your Doctor, Who Cares: Medium Types and Consumer Response to Pharmaceutical Direct-to-Consumer Advertising,” *INFORMS Marketing Science Conference*, John Hopkins University, June 2015.

“Measuring How Different Marketing Instruments Affect Competition: The Role of Choice Model Specification,” *INFORMS Marketing Science Conference*, Rice University, June 2011.

“The Dynamics of Drug Detailing Oligopoly,” *INFORMS Marketing Science Conference*, University of Pittsburgh, June 2006.

TEACHING

Discrete Choice Model/Bayesian/R, Invited Lectures, ZUEL	May 18
Discrete Choice Model/Bayesian/R, Invited Lectures, SUFE	December 16
Discrete Choice Model/Bayesian/R, Invited Lecturers, Huaqiao University	June 16
Digital and Social Media Marketing, MBA & MS	Spring, 15-18
Digital and Social Media Marketing, MBA & MS	Fall, 12-13, 17
Digital and Social Media Marketing, UG	Spring, 15-17
Marketing Management, UG Core	Spring, 09-13, 15; Fall, 13
Marketing Model, PhD	Spring, 09

Marketing Management, UG, Cornell University

Fall, 06

**AD HOC
REVIEWER**

Journal of Marketing Research
Marketing Science
Management Science
International Journal of Health Policy and Management (IJHPM)
Journal of Strategic Marketing

**HONORS &
GRANTS**

Outstanding & Distinguished Teacher List, Krannert	2010-2017
Purdue Research Foundation summer faculty research grant	2015
Google AdWords Social Impact Global Finalist (GOMC), Team Professor	2016
The 2nd Place Winner of Soybean Competition, Team Business Advisor	2013
AMA Doctoral Consortium Fellow	2005
Graduate Scholarship, Cornell University	2003-2007
CAESL Fellowship, National Science Foundation	2002

**STUDENT
COMMITTEES**

Alex Kim, Assistant Professor, Long Island University
Ho Jung Yoon, Assistant Professor, Sejong University (co-chair)
Sun Ah Kim, Assistant Professor, Concordia University
Wanqing Zhang, University of Chicago, Research Professional
Xing Fang, Tulane University, Visiting Assistant Professor
Tianfu Wang, Montclair State University, Assistant Professor
Ming Lei (ongoing, chair)