

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 Marketing; Sharing Economy; Bayesian Analysis; Machine Learning
- PUBLICATIONS** 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.
- WORKING PAPERS** Liu, Q., Yoon, H., Liu, H. (2016), "Comparative Marketing Communication: The Case of Drug Detailing," revise and resubmit at *Marketing Science*.
- Liu, Q., Liu, H., Kalwani, M. (2016), "'See Your Doctor': The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels," revise and resubmit for third round review at *Marketing Letters*.

Shin, S., Nelson, P., Liu, Q., Shin, S. (2016), “Benefit Segmentation of Physicians,” revise and resubmit for second round review at *Quantitative Marketing and Economics*.

Shin, S., Reeder, C., Liu, Q. (2016), “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*.

Pareek, B., Liu, Q., Ghosh, P. (2016), “Ask Your Doctor if This Product is Right for You: A Bayesian Zero-inflated Multinomial Joint Model for Patient Drug Requests and Physician Prescriptions,” revise and resubmit for second round review (minor revision) at *Journal of the Royal Statistical Society: Series A*.

Liu, Q. and Liu, X. (2016), “Quality Differentiation in Crowdfunding Product Line Design?”

Liu, Q., Kalwani, M., Shin, S. (2016), “Which Patients Get Their Prescription Drug Requests Fulfilled?”

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

**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.

PRESENTATIONS “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.

“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.

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

“Measuring How Different Marketing Instruments Affect Competition: The Role of

Choice Model Specification,” *INFORMS Marketing Science Conference*, Rice University, June 2011.

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

“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.

TEACHING	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	Fall, 12-13, Spring, 15-17
	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)*

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 (ongoing)
Xing Fang (ongoing)
Ming Lei (ongoing, chair)