QIANG LIU 劉強

| CONTACT INFORMATION | 4039 Rawls Hall
Krannert School of Management
Purdue University
West Lafayette, IN 47906 | Work: 765-496-6221
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PROFESSIONAL EXPERIENCE

Krannert School of Management, Purdue University

Associate Professor of Management	2017 -
Assistant Professor of Management	2008 - 2017

IQVIA

Scientific Advisor	2021 -

EDUCATION

Cornell University, Ithaca, NY

Ph.D. & MS in Management,	2008

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

Discrete Choice Models; Dynamic Structural Models; Bayesian Analysis in Marketing; Healthcare & Pharma Industry; Education Industry; Digital & Sharing Economy

PUBLICATIONS

Liu, Q., Liu, X., Balachander, S. (forthcoming), "Crowdfunding Project Design: Product Menu and Funding Mechanism," *Production and Operations Management.*

Liu, Q., Liu, H., Kalwani, M. (2020), "'See Your Doctor': The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels," *Marketing Letters*, 31(1), 37-48.

Ching, A., Hermosilla, M., Liu, Q. (2019), "Structural Models of the Prescription Drug Market," *Foundations and Trends® in Marketing*, Vol. 13, No. 1, pp 1–76.

Pareek, B., Liu, Q., Ghosh, P. (2019), "Ask Your Doctor whether 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*, 182(1), 197-223.

Liu, H., Liu, Q., Chintagunta, P. (2017), "Promotion Spillovers: Drug Detailing in Combination Therapy," *Marketing Science*, 36(3), 382 - 401.

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.

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. (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.

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** | Zhou, C., Gill, M., Liu, Q. (2020), "Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools," under fourth round review at *Journal of Marketing Research*. |

Cai, Y., Liu, Q., Shi, C., Wang, Y., Zhang, F. (2020), "Rare Disease Detection and Physician Targeting: A Factor Graph Machine Learning Approach for Niche Market Targeting," revise and resubmit for second round review at *Quantitative Marketing and Economics*

Liu, Q., Chu, Y., Yoon, H., Liu, H. (2020), "Comparative Marketing Communication: The Case of Drug Detailing," revise and resubmit for second round review at *Quantitative Marketing and Economics*

Yan, L., Zhu, T., Liu, Q.(2020), "Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-up." under first round review at *Journal of Marketing Research*

Chu, Y., Liu, H., Liu, Q. (2020), "Alleles of State Dependence: A Dynamic Path to Purchase with Variety-Seeking and Inertia."

Lei, M., Liu, Q., Zhu, T.(2020), "Medicaid Expansion and Marketplace Insurance Premium."

Shin, S., Nelson, P., Liu, Q., Shin, S. (2018), "Benefit Segmentation of Physicians," revise and resubmit at *Quantitative Marketing and Economics*

Shin, S., Reeder, C., Liu, Q. (2018), "Countering Negative Publicity: Micro-evidence from Prescription Patterns of Anti-cholesterol Drugs," revise and resubmit at *International Journal of Research in Marketing*

Liu, Q., Kalwani, M., Shin, S. (2018), "Which Patients Get Their Prescription Drug Requests Fulfilled?" revise and resubmit at *International Journal of Research in Marketing*

Zhang, W., Liu, Q. (2018) "A Study of Communication Process and Incidental Factors of Prescription Drug Detailing."

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

INVITED TALKS "Ask Your Doctor, Who Cares: Medium Types and Consumer Response to Pharmaceutical Direct-to-Consumer Advertising," *The 12th China-R Conference and Business Big Data Analysis Conference (Harbin)* , Harbin University of Commerce, June 2019.

"Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools,"
  – Peking University, May 2019.

"Discrete Choice Model in Marketing,"
  – ZUEL, June 2019.
  – Huaqiao University, May 2019.
  – SUFE, December 2016.

"Healthcare/Pharmaceutical Industry and Marketing,"
  – Peking University, May 2019
  – *China Marketing International Conference*, South China University of Technology, July 2019.
  – Harbin University of Commerce, June 2019.
  – University of Electronic Science and Technology of China, June 2019.
  – Southwest University, March 2019.

"Comparative Marketing Communication: The Case of Drug Detailing,"
  – *China Marketing International Conference*, Shanghai University of Finance and Economics, July 2018.
  – 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,"
  – Sichuan University, June 2019.
  – 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	"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	
Digital and Social Media Marketing, MBA & MS	Spring, 15-21
Digital and Social Media Marketing, MBA & MS	Fall, 12-13,17-20
Digital Marketing Application, MBA& MS Spring, 17-18,20-21	
Digital and Social Media Marketing, UG	Spring, 15-19
Digital and Social Media Marketing, UG	Fall, 20
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	
Journal of Systems Science and Systems Engineering	
Journal of Business Research	
International Small Business Journal	
Telematics and Informatics	
Soft Computing	

HONORS & GRANTS		
	Outstanding & Distinguished Teacher List, Krannert	2010-2020

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, Lecturer (Assistant Professor), Cass Business School, CUL

Xing Fang, Visiting Assistant Professor, Tulane University

Tianfu Wang, Assistant Professor, Montclair State University

Ming Lei (ongoing, chair)

Lu Yan (ongoing)

Rajan Mishra (ongoing)