

# Chenxi Liao

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(Version: January 2023)

## ACADEMIC APPOINTMENT

**2019-present** 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, Consumer Uncertainty, Channel Coordination, Digital Marketing

## PUBLICATIONS

“Speculative Reselling: When ‘How Much’ Is the Question,” with Dmitri Kuksov (2022), forthcoming, *Marketing Science*

- 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.

## **INVITED TALKS**

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 PRESENTATIONS**

Invited Discussion on “Influencers: The Power of Comments,” UTD FORMS Conference, March 2023 (scheduled)  
“Scalpers: When ‘How Many’ Is the Question,” 17th Annual Conference of JMS China Marketing Science, Nov 2020  
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

## **HONORS & AWARDS**

**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**

**2019-2023** Big Data Strategy (Master)  
**2022** Marketing Research (Undergraduate)  
**2021, 2022** Big Data Strategy in Marketing (Undergraduate)

### **The University of Texas at Dallas**

**2017** Principles of Marketing (Undergraduate)

## **SERVICE**

### **Reviewer for Journals**

*Marketing Science, Journal of Marketing Research, Management Science, Manufacturing & Service Operations Management, Production and Operations Management, Industrial Management & Data Systems, Review of Industrial Organization, Electronic Commerce Research and Applications, RAIRO - Operations Research*

### **Reviewer for Grant Agencies**

Social Sciences and Humanities Research Council of Canada

### **Member of PhD Dissertation Committee**

Qiao Gong (on-going)  
Xu Zhu (on-going)  
Xiang Zhou (on-going)  
Ruikai Zhou (2020, first placement: Sun Yat-sen University)

## **PROGRAMMING SKILLS**

Mathematica, MATLAB, Python, STATA, SAS