

YI LIU

yliu2396@wisc.edu ◇ www.YiLiuMktg.com

EMPLOYMENT

Wisconsin School of Business, University of Wisconsin - Madison 2022 -
John and Anne Oros Term Professor (2026 -)
Assistant Professor of Marketing (2022 -)

VISITING POSITIONS

School of Economics and Management, Tsinghua University Jun-Aug 2023

EDUCATION

The Wharton School, University of Pennsylvania 2017 - 2022
Ph.D. in Marketing

- Committee members: Pinar Yildirim (co-advisor), John Zhang (co-advisor), Jehoshua Eliashberg, and Kinshuk Jerath

School of Economics and Management, Tsinghua University 2013 - 2017
B.S. in Information Management and Information Systems
Minor in Psychology

RESEARCH INTERESTS

Platform Strategy, Economics of Technology, Theoretical Models in Marketing

PUBLICATIONS/ACCEPTED PAPERS

1. Implications of Revenue Models and Technology for Content Moderation Strategies

with Pinar Yildirim and John Zhang *Marketing Science* (2022)

- Winner of Best Paper Award at 19th ZEW Conference on the Economics of Information and Communication Technologies
- Media/Practitioner coverage:
 - *Knowledge@Wharton* (<https://knowledge.wharton.upenn.edu/article/social-media-firms-moderate-content/>)
 - *WebPurify* (<https://www.webpurify.com/blog/marketing-case-for-content-moderation/>)

2. Unintended Consequences of Advances in Matching Technologies: Information Revelation and Strategic Participation on Gig-Economy Platforms

with Xinyi Zhao, Bowen Lou, and Xinxi Li *Management Science* (2024)

3. Consumer Preferences and Firm Technology Choice

with Pinar Yildirim and John Zhang *International Journal of Research in Marketing* (2024)

- Accepted in the “Rising Star” session of 18th Annual International Industrial Organization Conference
- Media coverage: *Knowledge@Wharton* (<https://knowledge.wharton.upenn.edu/article/what-s-on-your-alexa-shopping-list-how-retailers-can-win-with-voice-assist-technology/>)

4. Asymmetric Impact of Matching Technology on Influencer Marketing: Implications for Platform Revenue

with Jessie Liu

Marketing Science (2025)

- Media coverage: *Leading the Way* (A newsletter from the Wisconsin School of Business)

5. Data and Algorithm: Strategic Disclosure of Competitiveness on Platforms Through Marketplace Analytics

with Fei Long

Marketing Science, forthcoming

6. Talking without Speaking: Paid Trolls on Social Media and Court Decision

with Tony Cui

Marketing Science, forthcoming

WORKING PAPERS

How GenAI Impacts Professional Service Markets: Opinion Aggregation and Vertical Competition

with Jane Gu and Rachel Chen

The Bright Side of Platform Fragmentation with Heterogeneous Developers

with Allen Li

Generative AI, Open Source, and Application-Layer Product Development

with Bowen Lou and Dokyun Lee

The Strategic Role of Rage Bait in Media: Balancing Visibility and Reputation

with Haigang Liu and Kevin Chung

TEACHING EXPERIENCES

University of Wisconsin - Madison, Course Developer & Instructor

- Technology Product Marketing (Undergrad/MBA) Spring 2023, Spring 2024, Spring 2025
 - MBA average rating: 4.83/5 (2023), 4.98/5 (2024), 4.64/5 (2025)
 - Undergrad average rating: 4.53/5 (2023), 4.78/5 (2024), 4.55/5 (2025)
 - Media coverage: School News@WSB (<https://business.wisc.edu/news/how-wsb-students-see-ai-strengthening-personal-connections-in-marketing/>)

University of Wisconsin - Madison, Instructor

- Data Visualization for Business Analytics (Professional MBA) Spring 2025
 - Average rating: 4.93/5 (2025)

University of Wisconsin - Madison, Guest Lecturer

- Marketing Communication for the Sciences (Undergrad) Fall 2025
 - Session Taught: *AI and Marketing Strategy*
- Multimedia Learning (Undergrad/PhD) Spring 2025, Spring 2026
 - Session Taught: *AI and Learning*
- Topics in Digital Platforms and Innovation (PhD) Spring 2024
 - Session Taught: *Platforms and Online Markets*

Tsinghua University, Instructor

- Analytical Models in Marketing (PhD) Summer 2023

University of Pennsylvania, TA

- Pricing Strategies (Undergrad/MBA) Spring 2022
- Data and Analysis for Marketing Decisions (Undergrad/MBA) Fall 2018, Fall 2019, Fall 2020
- Analytical Models in Marketing (PhD) Spring 2020
- Models for Marketing Strategy (Undergrad/MBA) Fall 2019

Tsinghua University, TA

- Critical Thinking and Moral Reasoning (Undergrad) Fall 2015, Fall 2016, Spring 2016

SERVICE

Editorial Board Member

- *Decision Sciences* 2026 -

Reviewer for Journals

- *Management Science* 2022, 2023, 2024, 2025
- *Journal of Marketing Research* 2023, 2025, 2026
- *International Journal of Research in Marketing* 2023, 2024, 2025, 2026
- *Journal of Economics & Management Strategy* 2023
- *Production and Operations Management* 2024, 2025
- *Marketing Science* 2024, 2025, 2026
- *Information Systems Research* 2024, 2026
- *Omega* 2024
- *Humanities and Social Sciences Communications* 2025
- *Big Data and Society* 2026

Reviewer for Conferences, Awards, and Grants

- *Conference on Economics and Computation (EC)* 2021
- *International Conference on Information Systems (ICIS)* 2023

- *Workshop on Platform Analytics (WoPA)* 2024, 2025, 2026
- *Conference on Information Systems and Technology (CIST)* 2025
- *MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition* 2024, 2025
- *Swiss National Science Foundation (SNSF)* 2025
- *U.S. National Science Foundation (NSF)* 2026

Wisconsin School of Business

- *MKT Honorary Marketing Society, UW-Madison, Faculty Advisor* 2023 -
- *The Sobiechowski Master Sales Bootcamp, Workshop Co-Lead* 2024 -
- *Marketing Department Seminar Series, Co-Organizer* 2024 - 2025
- *Mittelstaedt & Gentry Doctoral Symposium, Faculty Representative* 2023
- *Wisconsin School of Business AI-Track Faculty Hiring Committee, Committee Member* 2024

Others

- *Chinese Scholars Marketing Association (CSMA), Deputy Secretary General* 2025 -

CONFERENCE PRESENTATIONS AND INVITED TALKS

2026

- Marketing Science Conference Jun 2026 (Scheduled)
- Production and Operations Management Society (POMS) Annual Conference May 2026 (Scheduled)
- Workshop on Platform Analytics (WoPA) (*Discussant*) Apr 2026 (Scheduled)

2025

- INFORMS Annual Meeting Oct 2025
- Research Round Table Seminar at University of Wisconsin - Madison Sep 2025
- Wharton Business & Generative AI Workshop Sep 2025
- China Marketing International Conference (CMIC) (*Keynote Speaker*) Jul 2025
- Tongji University Jun 2025
- Production and Operations Management Society (POMS) Annual Conference May 2025
- Marketing Leadership Institute (MLI) External Advisory Board (EAB) Meeting Apr 2025
- Indian Institute of Management Bangalore (*Webinar Panelist*) Mar 2025

2024

- "Talking about Teaching" WSB Community of Practice (*Panelist*) Dec 2024
- University of Wisconsin - Madison Nov 2024
- IB Summit: The Future of Business (*Panelist*, industry event) Nov 2024
- New York University Nov 2024
- Cambridge Handbook on Digital Platforms Symposium Nov 2024
- Drexel University Nov 2024
- INFORMS Annual Meeting Oct 2024
- Wharton Business & Generative AI Workshop Sep 2024
- China Marketing International Conference (CMIC) Jul 2024

- Marketing Science Conference Jun 2024
- China India Insights Conference Jun 2024
- Chinese University of Hong Kong - Shenzhen Jun 2024
- WSB Symposium on Artificial Intelligence in Marketing May 2024
- University of Wisconsin - Madison Apr 2024
- University of Arizona Mar 2024
- Bass UTD-FORMS Conference (*Discussant*) Feb 2024

2023

- INFORMS Annual Meeting Oct 2023
- Chinese University of Hong Kong - Shenzhen Jul 2023
- Nankai University Jul 2023
- Fudan Workshop on “Operations and Marketing Modeling” Jun 2023
- Tsinghua Digital Markets Symposium (TDMS) Jun 2023
- China Marketing International Conference (CMIC) Jun 2023
- Marketing Science Conference Jun 2023
- Marketing Talks at University of Wisconsin - Madison Feb 2023

2022

- Artificial Intelligence: Questions, Fears, Ethics (*Panelist*) Oct 2022
- Boston University Platform Strategy Research Symposium Jul 2022
- Production and Operations Management Society (POMS) Annual Conference Apr 2022

2021

- University of North Carolina - Chapel Hill Nov 2021
- Conference on Information Systems and Technology (CIST) Oct 2021
- INFORMS Annual Meeting Oct 2021
- Tsinghua University Oct 2021
- University of Texas - Dallas Oct 2021
- University of Connecticut Oct 2021
- University of Illinois Urbana-Champaign Oct 2021
- City University of Hong Kong Oct 2021
- University of Wisconsin - Madison Sep 2021
- Hong Kong University of Science and Technology Sep 2021
- Chinese University of Hong Kong - Shenzhen Sep 2021
- Nanyang Technological University Sep 2021
- University of Pennsylvania Aug 2021
- Marketing Science Conference Jun 2021

2019

- NABE Tech Economics Conference (TEC) Nov 2019
- MIT Conference on Digital Experimentation (CODE) Nov 2019
- Marketing Dynamics Conference Jun 2019
- Intelligence of Things (IOT) Conference Apr 2019

SELECTED AWARDS AND GRANTS

Best Paper Award at 19th ZEW Conference on the Economics of Information and Communication Technologies	2021
Mack Institute Research Grant	2019, 2020
Tsinghua Academic Scholarship	2016
National Scholarship of China	2015
Mitsubishi Corporation Scholarship	2014