

ZHENQI (JESSIE) LIU

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EDUCATION

University of Pennsylvania 2014 - 2020
Ph.D. in Economics

Fudan University 2009 - 2013
B.A. in Mathematical Economics

ACADEMIC POSITION

Johns Hopkins Carey Business School 2020 - present
Assistant Professor

RESEARCH INTERESTS

Information and Media Economics, Industrial Organization, Pricing and Portfolio Choice

PUBLICATION

A Theory of Maximalist Luxury 2022
with Pinar Yildirim and Z. John Zhang
· Journal of Economics & Management Strategy, 31(2), pp.284-323.

WORKING PAPERS

**How Allowing a Little Bit of Dissent Helps Control Social Media:
Impact of Market Structure on Censorship Compliance**

· Media Coverage: ProMarket, The Print

Less Is More: The Case of Minimalist Luxury

with Pinar Yildirim and Z. John Zhang

· Media Coverage: World Trademark Review, Knowledge@Wharton, QRIUS

**Asymmetric Impact of AI Matching on Influencer Marketing:
Implications for Platform Revenue**

with Yi Liu

People Are More Likely to Believe and Share Fake News on Smartphones (vs. PCs)

with Minzhe Xu and Yang Yang

RESEARCH IN PROGRESS

Ideology and Identity Clashes amid Online Censorship

with Yuner Zhu

How Pandemic Public Policies Impact Online Consumer Reviews

with Haiyang Yang

INVITED PRESENTATION

Conferences

“Impact of Market Structure on Censorship Compliance”

- International Association for Applied Econometrics Annual Conference, Oslo, Norway (scheduled) 2023
- ISMS Marketing Science Conference (Special Session), Virtual 2022
- NBER Summer Institute (Political Economy), Virtual 2021
- DC IO Conference, Virtual 2021
- International Industrial Organization Conference, Virtual 2021
- TSE Digital Economics Conference, Toulouse, France 2020
- Economics of Media Workshop, Kingston, Canada (postponed*) 2020

“Asymmetric Impact of AI Matching on Influencer Marketing”

- INFORMS Annual Meeting on “Influencer Marketing,” Phoenix, AZ (scheduled) 2023
- ISMS Marketing Science Conference, Miami, FL (scheduled) 2023
- EMAC Annual Conference, Odense, Denmark (scheduled) 2023
- POMS 33rd Annual Conference, Orlando, FL (scheduled) 2023
- International Industrial Organization Conference, Washington, DC 2023
- 17th Product and Service Innovation Conference, Virtual 2022
- INFORMS Annual Meeting on “Media and Social Media,” Virtual 2021

“People Are More Likely to Believe and Share Fake News on Smartphones”

- Society for Consumer Psychology (SCP) Conference, San Juan, Puerto Rico (scheduled) 2023
- INFORMS Annual Meeting on “Misinformation and Platform Design”, Indianapolis, IN 2022
- Association for Consumer Research (ACR) Conference, virtual 2022

“Less Is More: The Case of Minimalist Theory”

- Theory and Practice in Marketing (TPM) Conference, Switzerland (scheduled) 2023
- ISMS Marketing Science Conference (Special Session), Virtual 2022
- SCP Boutique Conference, Honolulu, HI 2022
- Monaco Symposium on Luxury, Monaco (canceled*) 2021
- Frank M. Bass UTD FORMS Conference, Dallas, TX 2020
- ISMS Marketing Science Conference, Philadelphia, PA 2018

“Conspicuous Consumption on the Long Tail”

- Rutgers Mentor-Mentee Symposium, Newark, NJ 2018
- Frank M. Bass UTD FORMS Conference, Dallas, TX 2017

Seminars

“Impact of Market Structure on Censorship Compliance”

- University of California San Diego, 21st Century China Center 2021
- Johns Hopkins University, Carey Business School 2019
- University of Oxford, Saïd Business School 2019
- University of Hong Kong, HKU Business School 2019
- City University of Hong Kong, College of Business 2019
- University of Western Ontario, Ivey Business School 2019
- University of Illinois at Chicago, College of Business Administration 2019
- University of Delaware, Lerner Business School 2019

GRANTS AND AWARDS

SNF Agora Faculty Grant Award, Johns Hopkins University	2022
Supplemental Research Support Award, Johns Hopkins University	2021, 2022
William Polk Carey Prize for Outstanding Economics Dissertation, University of Pennsylvania	2021
President Gutmann Leadership Award	2019
AMA Doctoral Consortium Fellow	2019
Mack Institute Research Fellowship	2019
Russell Ackoff Doctoral Student Fellowship Award	2019
The SAS Dean's Travel Subvention	2019
The SASgov Travel Grant	2018
Xingmei Zhang and Yongge Dai Fellowship	2014-2015

TEACHING

Johns Hopkins University

Instructor	BU.450.760 Customer Analytics	2022, 2023
Topic:	Text Mining, Matching Methods, Natural Experiments, A/B Test	
Instructor	BU.410.620 Marketing Management	2021
Topic:	Two-sided Platform, Machine Learning & AI in Marketing Research	

PROFESSIONAL SERVICES

Reviewer	Management Science Journal of Marketing International Economics Review Manufacturing and Service Operations Management Production and Operations Management International Journal of Research in Marketing Hong Kong Research Grants Council
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Session Chair	2022 INFORMS Annual Meeting – <i>Special Session: Misinformation and Platform Design</i> 2022 ISMS Marketing Science Conference Special Session (co-chair) – <i>Special Session: Politics, Ideology and Identity in Marketing</i> 2021 INFORMS Annual Meeting – <i>Special Session: Media & Social Media</i>
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