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, Digital Marketing, Pricing, Empirical Industrial Organization

PUBLICATION

**How Allowing a Little Bit of Dissent Helps Control Social Media:
Impact of Market Structure on Censorship Compliance**   2025

· Journal of the European Economic Association (forthcoming)
· Media Coverage: ProMarket, The Print

**Asymmetric Impact of AI Matching on Influencer Marketing:
Implications for Platform Revenue**
with Yi Liu   2025

· Marketing Science 44(1), pp.65-83.

Less Is More: A Theory of Minimalist Luxury
with Pinar Yildirim and Z. John Zhang   2024

· Journal of Economics & Management Strategy, 33(1), pp.78-110.
· Media Coverage: World Trademark Review, Knowledge@Wharton, QRIUS

A Theory of Maximalist Luxury
with Pinar Yildirim and Z. John Zhang   2022

· Journal of Economics & Management Strategy, 31(2), pp.284-323.

WORKING PAPERS

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

Reactive Marketing: A Bayesian Persuasion Perspective
with Preyas S. Desai

How Moderation Shapes Engagement Amid Online Toxicity
with Ying Bao

RESEARCH IN PROGRESS

TikTok Ban on Consumer Perception
with Maiting Zhuang

Managing PR Crisis in the Age of Polarization
with Preyas S. Desai and Fei Long

Ideology and Identity Clashes amid Online Censorship
with Yuner Zhu

How Pandemic Public Policies Impact Online Consumer Reviews
with Haiyang Yang

INVITED PRESENTATION

Conferences

"How Moderation Shapes Engagement Amid Online Toxicity"

• ISMS Marketing Science Conference, Washington D.C. (scheduled)	2025
• International Industrial Organization Conference, Philadelphia, PA (scheduled)	2025

"Impact of Market Structure on Censorship Compliance"

• CESifo workshop on Digital Platforms: Policy and Politics, Italy (scheduled)	2025
• EEA-Econometric Society European Meetings, Rotterdam, Netherlands	2024
• Online Political Influence and Misinformation, Stockholm School of Economics, Stockholm, Sweden	2024
• International Association for Applied Econometrics Annual Conference, Oslo, Norway	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"

• Marketing Dynamics Conference (MDC), Santorini, Greece	2024
• 4th Invitational Pricing Symposium, London Business School, London, UK	2023
• INFORMS Annual Meeting on "Influencer Marketing," Phoenix, AZ	2023
• Kiel Institute Conference on "Artificial Intelligence and the Economy," Berlin, Germany	2023
• ISMS Marketing Science Conference, Miami, FL	2023
• EMAC Annual Conference, Odense, Denmark	2023
• POMS 33rd Annual Conference, Orlando, FL	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	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, Lausanne, Switzerland	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

"Asymmetric Impact of AI Matching on Influencer Marketing"
- University of Washington (Junior Faculty Camp)   2025

"Impact of Market Structure on Censorship Compliance"
- University of California San Diego, 21st Century China Center (virtual)   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

ISMS Early-Career Scholars Camp Fellow	2023
General Research Support Award, Johns Hopkins University	2021, 2022, 2024
SNF Agora Faculty Grant Award, Johns Hopkins University	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

TEACHING

Johns Hopkins University

Instructor	BU.450.760 Customer Analytics	2022-2025
Topic:	A/B Test, Text Mining, Matching Methods, Recommender System	
Instructor	BU.410.620 Marketing Management	2021
Topic:	Two-sided Platform, Machine Learning & AI in Marketing Research	

PROFESSIONAL SERVICES

Reviewer
Marketing Science
Management Science
Journal of Marketing
Journal of Marketing Research
International Economics Review
Journal of Economics and Management Strategy
Manufacturing and Service Operations Management
Production and Operations Management
International Journal of Research in Marketing
Hong Kong Research Grants Council

Session Chair
2023 INFORMS Annual Meeting
–Special Session: Influencer Marketing
2022 INFORMS Annual Meeting
–Special Session: Misinformation and Platform Design
2022 ISMS Marketing Science Conference Special Session (co-chair)
–Special Session: Politics, Ideology and Identity in Marketing
2021 INFORMS Annual Meeting
–Special Session: Media & Social Media

Co-organizer
2025 Workshop on Polarization in the Age of AI, Johns Hopkins University
–Carey Business School
–Krieger School of Arts and Sciences
–SNF Agora Institute