

Jiancai Liao, Doctoral Researcher, Aalto University

Department of Marketing, P.O. Box 21230, FI-00076 Aalto, Finland

Research field: Healthcare Marketing, AI Marketing

Teaching: Digitalization of Markets and Consumption; Digital Marketing

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EDUCATION

M.S., Marketing, Sun Yat-Sen University, Top 10 university in China, QS rank 260 2017-2020

Main courses: *Intermediate Microeconomics, Intermediate Econometrics, Managerial Research Methods, Organization behavior, Frontiers in Consumer behavior/Marketing* **GPA 85.1/100**

B.S., Marketing, Chongqing University, Top 30 university in China, QS rank 651-700 2013-2017

Main courses: *Advanced Mathematics, Statistics, Probability Theory, Computer and Programming Technology, Logics, Social Psychology, Sociology, Management, Marketing, Consumer behavior, Advertisement Theory, Pricing Strategy, Marketing Channel, Brand management* **GPA 3.82/4.0**

PROFESSIONAL EXPERIENCE

Course Teacher, Spring 2022 — 23E47000 Digital Marketing, Aalto University

Lecturer, Spring 2023 — MARK-E0046 Digitalisation of markets and consumption, Aalto University

Responsible Teacher, Spring 2024 — MARK-E0046 Digitalisation of markets and consumption, Aalto University

Research Assistant, School of Business, Hong Kong Baptist University Jun 2020-Jun 2021

Under the guidance of Professor Su Lei, for the projects focusing on consumer behavior

- Responsible for survey implementation in Prolific, Amazon Mechanical Turk, etc.
- Responsible for collecting secondary data from authoritative database
- Responsible for data analysis, writing analysis, and searching for supported literature
- Responsible for reviewing journal articles, summarizing hot topic literature, etc.

Research Assistant, National School of Development, Peking University Jan 2018- Sept 2019

Under the guidance of Professor Ma JingJing, for the projects focusing on consumer behavior

- Served as a WeChat administrator for survey implementation, fee payment, etc.
- Contributed to searching and organizing documents, data, text materials, and web materials
- Contributed to several research projects for the coding process of qualitative data

DOCTORAL THESIS AND WORKING PROJECTS

1. **Jiancai Liao**, Chuhan Liu, Jian Ni, Haizhong Wang*. How drug availability affects consumer adherence: a market concentration perspective. (Target *Marketing Science*, ABS 4*)

Abstract: Based on the “4+7” procurement policy in China, this study used DID approach to demonstrate that for hyperlipidemia and mental illness, the higher the availability of the drug, the lower the level of medication adherence; while for liver disease and heart disease, the effect is reversed.

2. **Jiancai Liao**, Jingya Huang*, Lei Su. Disease anthropomorphism intensifies patient stigmatization (Target *Journal of Business Ethics*, ABS 3)

Abstract: Six studies reveal that disease anthropomorphism can increase consumers' stigma toward patients. This effect arises because of consumers' defensive attribution motivation.

3. **Jiancai Liao***, Petra Paasonen, Alexei Gloukhovtsev, Sanna-Katriina Asikainen, Tomas Falk. Co-creating consumer adherence: A meta-analysis. (Target *Journal of the Academy of Marketing Science*, ABS 4*)

Abstract: This meta-analysis will tell managers which value co-creation practice is a better predictor of consumer adherence. The six value co-creation practices include knowledge sharing, equity, interaction, experience, relationship, and personalization.

4. **Jiancai Liao* (solo author)** The effect of competing truth claims on health information compliance.

Abstract: Scientists debate all the time and social media keeps conveying these scientific disputes. this paper argues that competing truth claims create a mistrust mindset, which will spill over into health compliance behavior.

COLLABORATION AND PUBLICATION

1. Rahim, A., Wang, H., **Liao, J *** (corresponding author), Khan, S. Does dignity matter? A study of donors' behavior. *Current Psychology* (2022). <https://doi.org/10.1007/s12144-022-02768-x>
2. **Jiancai Liao**, Jingya Huang*. Think Like a Robot: How the Interaction with Humanoid Service Robots Affects Consumer Decision Strategy (Target *Tourism Management*, ABS 4)
3. **Jiancai Liao**, Linxiang Lv*. Robot Replicates Increases Robot-human Rapport (Ongoing project)
3. Lei Chen, **Jiancai Liao (co-first author)**, Xijing Wang*, Fan Peng, Jingyu Zhang and Ning Wang. A comprehensive meta-analysis of the relationship between dehumanization and prosocial behavior. (Ongoing project)

CONFERENCE AND WORKSHOP

ACR Conference 2022 *October 20 - 22, 2022, Denver, USA*

- presenting competitive paper "Disease anthropomorphism intensifies patient stigmatization"

Finnish Academy of Marketing Annual Conference *June 2-3, 2022, Helsinki*

- present two working papers, i.e., the service robot project, and the meta-analysis project.
 - *The service robot project has been awarded the **best conference paper** at the 2022 Finnish Academy of Marketing Annual Conference.*

ACR Conference 2021 *what the world needs now* *October 28 - 30, 2021, Seattle, USA*

- presenting the working paper "How the Interaction with HSRs Affects Consumer Decision Strategy"

The 14th (2019) Chinese Academy of Management Annual Meeting *November 2019, Suzhou*

- presenting the working paper "How drug availability affects consumer compliance"

Python Language & Text Analysis Workshop *October 2019, three days, Hangzhou*

- learning how to master Python language, Data mining, Text analysis etc.

Journal of Marketing – PolyU Research Development Workshop March 2019, two days, Hongkong

- Generating Ideas from Marketing Data; Share Current Research for Feedback

FUNDINGS AND AWARDS

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| Best conference paper in FAMAC | <i>awarded in June 2022</i> |
| HSE Support Foundation, 4400 € | <i>awarded in Dec 2022</i> |
| Matti Lehti Fund, 3000 € | <i>awarded in June 2022</i> |
| Marcus Wallenberg Foundation, 12000 € | <i>awarded in May 2022</i> |
| HSE Support Foundation, 3600 € | <i>awarded in May 2022</i> |
| HSE Support Foundation, 12000€ | <i>awarded in May 2021</i> |
| Graduate student research fellowship (First-class) in SYSUBS | <i>awarded in Sept 2019</i> |
| The honor of Excellent Student of Chongqing University | <i>Summer, 2017</i> |
| National Encouragement Scholarship of China | <i>2014, 2015, 2016</i> |

TECHNICAL SKILLS

Data analysis: Proficient in using data analysis software such as STATA, R, and SPSS; able to write various commands of STATA and R; proficient in using SPSS to analyze experimental data

Meta-analysis: Presides over several meta-analysis projects at Aalto University, City University of Hong Kong respectively.

Experiment training: Familiar with various experimental skills in consumer behavior, such as designing questionnaires in Qualtrics; collecting data in Prolific and M-turk; designing laboratory experiments; designing and executing field experiments, etc.

Qualitative research skills: course experience in qualitative method, doing a qualitative project

Language: IELTS (overall score: 7.0); **GRE** (overall score: 320, verbal 157; Quantitative 163)

ACADEMIC CONNECTIONS

Asikainen Sanna-Katriina (sanna-katriina.asikainen@aalto.fi, +35850 475 033) Supervisor, Professor

Haizhong Wang (wangzhzh@mail.sysu.edu.cn, 84112603) Supervisor, Chair Professor

Jian Ni (jni@jhu.edu, 410-234-9430) Collaborator, Associate professor

Lei Su, (lsu@hkbu.edu.hk, +852 341118050) Collaborator, Associate professor

Zhongqiang(Tak),Huang (takhuang@hku.hk, +852 39171612) Collaborator, Associate professor

Xijing Wang (xijiawang@cityu.edu.hk, +852 3442-8262) Collaborator, Assistant professor