

Jiancai Liao

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EDUCATION

Sun Yat-Sen University

M.Sc. in Marketing; GPA: 85.1/100

Minor Degree in Accounting; GPA: 3.89/4.00

Guangzhou, China

Sep 2017 – Jun 2020

Oct 2017 – Jun 2020

Chongqing University

B.Sc. in Marketing; GPA: 3.82/4.00

Chongqing, China

Sep 2013 – Jun 2017

RESEARCH EXPERIENCE

School of Business, City University of Hong Kong

Visiting Scholar

Kowloon, Hong Kong

Sept 2023 – Feb 2024

- Collaborated with Prof. Su Lei on a project examining patient stigmatization, utilizing mixed methods such as field experiments and text mining to gather and interpret data.
- Established a partnership with Sara Kim from Hong Kong University, advancing a project on disease anthropomorphism and patient stigmatization for submission to top-tier management journals.
- Actively participated in various seminars and conferences during my tenure in Hong Kong, building academic connections within the local and mainland Chinese research communities.

School of Business, Hong Kong Baptist University

Research Assistant

Kowloon, Hong Kong

July 2020 – Jun 2021

- Led the design and implementation of online surveys using platforms such as Prolific and Amazon Mechanical Turk to gather primary data on consumer behavior, preferences, and decision-making processes.
- Collected and analyzed secondary data from authoritative databases, industry reports, and market research sources to support primary research findings and identify trends in consumer behavior.
- Conducted systematic literature reviews on emerging topics in the field of consumer behavior, identifying key themes, theories, and methodologies, and summarized findings in research briefs and presentations for team members and stakeholders.

National School of Development, Peking University

Research Assistant

Beijing, China

Jan 2018 – Sept 2019

- Conducted comprehensive searches for relevant documents, data, text materials, and web resources, organizing and cataloging these materials to facilitate easy access and reference for the research team.
- Utilized various digital tools and software to support the coding and analysis of qualitative data, contributing to multiple research projects and enhancing the team's understanding of key themes and insights.
- Managed the implementation of surveys and participant fee payments through the WeChat platform, ensuring efficient data collection and maintaining a high level of respondent engagement and satisfaction.
- Conducted advanced data analysis using statistical tools and software (e.g., SPSS, R, or STATA) to uncover insights, correlations, and patterns in consumer behavior, which guided the development of research hypotheses and recommendations.

CONFERENCE EXPERIENCE

2023 China India Insights Conference

Paper Presentation

Stanford University, USA

14.09.2023 – 16.09.2023

- Present thesis paper "How Drug Availability Affects Consumer Compliance: The Role of Market Concentration".

2023 Asia-Pacific Marketing Academy Conference

Paper Presentation

Sun Yat-sen University, China

22.09.2023 – 25.09.2023

- Present thesis paper "How Drug Availability Affects Consumer Compliance: The Role of Market Concentration".

2023 Applied Bayesian Statistics School

Poster Presentation

Firenze, Italy

12.06.2023 – 16.06.2023

- Showcased "Impact of Generic Drug Proliferation on Consumer Preference for Brand-name Medications".

2023 La Londe Consumer Behavior Conference

Paper Presentation

Aix-Marseille University, France

30.05.2023 – 02.06.2023

- Present thesis paper "The Chosen Ones: When Disease Anthropomorphism Enhances Patient Stigmatization".

2022 Association for Consumer Research Conference

Denver, USA

Paper Presentation

20.10.2022 – 22.10.2022

- Present thesis paper "Co-creating consumer adherence in healthcare: a meta-analysis".

2022 Finnish Academy of Marketing annual conference

University of Helsinki, Finland

Paper Presentation

02.06.2022 – 03.06.2022

- Present paper "Think Like a Robot: How the Interaction with Humanoid Service Robots Affects Consumer Decision Strategy". with [Best Conference Paper Award](#)

WORK EXPERIENCE

Course Lecturer on Digitalisation of Markets and Consumption

Espoo, Finland

Course code: MARK-E0046

Feb 2023 – Apr 2023

- Developed and delivered engaging lectures on cutting-edge topics, including AI, the Internet of Things, sharing economy, blockchain, machine learning, and virtual reality, demonstrating a strong understanding of the digital transformation of markets and consumer behavior.
- Designed and implemented an innovative course curriculum, incorporating both theoretical concepts and practical applications, to provide students with a comprehensive understanding of the impact of digital technologies on markets and consumption patterns.
- Utilized diverse teaching methods, such as interactive discussions, case studies, and multimedia presentations, to cater to different learning styles and promote active student engagement in the classroom.

Course Teacher on Digital Marketing

Espoo, Finland

Course code: 23E47000

Feb 2022 – Apr 2022

- Collaborated with the course instructor to support the planning and delivery of lectures on various digital marketing topics, including social media, gamification, E-commerce, digital brand marketing, digital analytics, and public & non-profit marketing.
- Graded assignments, exams, and projects, providing constructive feedback to students on their understanding of digital marketing concepts and their application to practical scenarios.
- Assisted in organizing and moderating guest lectures, panel discussions, and industry visits, exposing students to real-world digital marketing practices and facilitating networking opportunities with industry professionals.

AWARDS & ACHIEVEMENTS

National College Entrance Examination (NEMT): ranked 900th among approximately 257,000 Fujian liberal arts candidates with a test score of 577/700.

Minghui Outstanding Success Scholarship: Awarded to undergraduate students who have been ranked in the top 1000 on National College Entrance Examination(NEMT).

National Encouragement Scholarship (for three consecutive years): around 2%-5% are selected to receive this scholarship, which is based on a rigorous evaluation process that considers academic achievements, extracurricular activities, and personal qualities.

Graduate student research Scholarship: Awarded to graduate students who take part in research projects carried out by the Sun Yat-Sen University Business School (SYSUBS).

Graduate Record Examination (GRE): Overall Score: 320/350

Grants from various Finnish Foundations: HSE Support Foundation, Marcus Wallenberg Foundation, Liikesivistysrahasto, Matti Lehti Fund.

Best Conference Paper Award: Awarded by 2022 Finnish Academy of Marketing annual conference.

PROJECTS

Value Co-creation and Consumer Adherence | Target *Journal of the Academy of Marketing Science*

- This project collaborates with four scholars from Aalto University, Petra Paasonen, Alexei Gloukhovtsev, Sanna-Katriina Asikainen, and Tomas Falk.
- We conduct a quantitative literature review (i.e., meta-analysis) to provide a synthesized overview of the current state of knowledge on consumer adherence from various fields and outline the scope of the topic in Marketing.

Drug Availability and Consumer Adherence | Target *Marketing Science*

- This project collaborates with two scholars from Johns Hopkins University, Jian Ni and Chuhan Liu.
- We find that the availability of drugs negatively affects consumers' adherence levels, and the loss in consumer adherence has been particularly pronounced for low-concentrated markets with many product alternatives.

Disease Anthropomorphism and Patient Stigmatization | *Target [Journal of Business Ethics](#)*

- This project collaborates with Lei Su from the City University of Hong Kong and Jingya Huang from Shanghai Jiao Tong University.
- Six studies reveal that disease anthropomorphism can increase consumers' stigma toward patients. This effect arises because of consumers' defensive attribution motivation.

Competing Claim and Consumer Adherence | *Target [Journal of Consumer Research](#)*

- This is a solo-author project and is open to international collaboration.
- This project explores that in the post-truth era, competing claims in healthcare marketing could create mistrust among consumers, which in turn decreases healthcare information compliance.

Modeling Liminality of Consumer Adherence | *Target [Marketing Science](#)*

- This is a solo-author project and is open to international collaboration.
- This project aims to adopt Bayesian Data Analysis to model that patients continuously oscillate between adherence and nonadherence by making tentative movements toward and away from the medicinal standard.

COLLABORATIONS AND PUBLICATIONS

Meta-analysis on dehumanization | *Under review at [Social Psychological and Personality Science](#)*

- Collaborates with Lei Chen, Xijing Wang, Fan Peng, Jingyu Zhang, and Ning Wang.
- Conducts a meta-analysis to scrutinize the relationship between dehumanization and prosocial behavior, aiming to provide a unified theoretical framework.

Does dignity matter? A study of donors' behavior | *Published at [Current Psychology](#)*

- Collaborates with Aftab Rahim, Haizhong Wang, and Sher Khan
- Investigates the impact of dignity on donors' behavior, shedding light on nuanced motivations for philanthropy.

Service Robots Interaction and Consumer Decision Strategy | *Under review at [Tourism Management](#)*

- Collaborates with Jingya Huang, who is from Shanghai Jiaotong University
- Explores the psychological mechanisms triggered by interacting with humanoid service robots and their effect on consumer decision-making.

CONNECTIONS

Aalto University: Asikainen Sanna-Katriina (sanna-katriina.asikainen@aalto.fi) Supervisor, Professor

Johns Hopkins University: Jian Ni (jni@jhu.edu) Collaborator, Associate professor

City University of Hong Kong: (lsu@cityu.edu.hk) Collaborator, Associate professor

The University Hong Kong: Zhongqiang(Tak),Huang (takhuang@hku.hk) Collaborator, Associate professor

Sun Yat-sen University: Haizhong Wang (wanghzh@mail.sysu.edu.cn) Supervisor, Chair Professor

Chongqing University: Liping Qian (qlp@cqu.edu.cn) Supervisor, Professor

Stanford University: Aalto University is a member of SCANCOR in Stanford

Telemedicine company in China: Guangdong Jianke Pharmaceutical Co., Ltd.