

# Jiancai Liao, Ph.D. candidate, Aalto University

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## EDUCATION

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**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

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**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

**Research Assistant, School of Business, Sun Yat-Sen University** Sept 2018 - May 2020

*Under the supervision of Professor Wang Haizhong, for the projects on health marketing*

- Responsible for connecting medical companies, maintaining the relationship and obtaining data
- Responsible for patient compliance projects collaborating with American scholars
- Responsible for proposing ideas, analyzing data, running lab experiments, conducting field studies

## PUBLICATION AND WORKING PROJECTS

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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**, Haizhong Wang\*, Jian Ni, Chuhan Liu. How drug availability affects consumer adherence: a market concentration perspective. (Target *Journal of Marketing*, *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.*

3. **Jiancai Liao**, Jingya Huang\*. Virus anthropomorphism intensifies consumers' stigma toward the patients (Under review in *Journal of Consumer Psychology*, ABS 4\*)

*Abstract: Six studies reveal that virus anthropomorphism can increase consumers' stigma toward patients. This effect arises because consumers' attribution bias.*

4. **Jiancai Liao**, Jingya Huang\*. Think Like a Robot: How the Interaction with Humanoid Service Robots Affects Consumer Decision Strategy (Review & Revise in *Journal of Service Management*, ABS 2)

*Abstract: Four experiments reveal that humanoid service robots (vs. human employee) cause a higher level of emotion unconsciousness, which in turn increases reason-based consumption.*

5. **Jiancai Liao\***, Petra Paasonen, Alexei Gloukhovtsev, Sanna-Katriina Asikainen, Tomas Falk. A meta-analysis of when and how co-creation practice works on consumer adherence. (Ongoing project)

*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.*

6. Xijing Wang, Fan Peng, Lei Chen, Jingyu Zhang and Ning Wang, **Jiancai Liao\*(corresponding author)**. A comprehensive meta-analysis of the relationship between dehumanization and prosocial behavior. (Ongoing project)

*Abstract: This meta-analysis will tell marketers which type of dehumanization is a better predictor of consumer prosocial behavior.*

## CONFERENCE AND WORKSHOP

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**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** in 2022 Finnish Academy of Marketing Annual Conference.*

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

- presenting 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

*awarded in June 2022*

Marcus Wallenberg Foundation, 12000 €

*awarded in May 2022*

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

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**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

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

Haizhong Wang (wanghzh@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