

Jiancai Liao

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EDUCATION

Aalto University, Finland Doctoral Researcher in Marketing	September 2021 - September 2025 (expected)
Virginia Tech, United States Visiting PhD researcher	January to May 2025
City University of Hong Kong, Hong Kong Visiting PhD researcher	September 2023 to February 2024
Sun Yat-Sen University, China Master of Science in Marketing; GPA: 89.1/100 Research Assistant at Peking University	2017 - 2020
Chongqing University, China Bachelor in Marketing; GPA: 3.82/4.00 Exchange at Shandong University	2013 - 2017

RESEARCH OVERVIEW

My research revolves around the impact of digital transformation on consumer well-being. Motivated by the call for “Better Business, Better Society”, I embarked on my doctoral journey with a firm belief that marketing has the potential to improve lives, sustain livelihoods, and strengthen societies. In one stream of my research, I explore how value co-creation between stakeholders reshape health management and patient outcomes. For example, in one project, I investigate how patient-provider dynamics influence patient adherence. In another line of inquiry, I explore how technological innovations fundamentally transform traditional consumer experiences and drive consumer well-being outcomes. To address these research questions, I employ a range of methods, including empirical modeling, laboratory and field experiments, meta-analysis, text mining, and structural equation modeling.

MANUSCRIPTS UNDER REVIEW AND RESEARCH IN PROGRESS

Liao, Jiancai, Liu Chuhan, and Ni Jian, “The Paradox of Access: How Increased Generic Drug Availability Affects Patient Adherence,” in preparation for submission to *Journal of Marketing Research* (ABS 4*). (Reviewed earlier by *Marketing Science* (ABS 4*))

Liao, Jiancai, Klein Jan F., Falk Tomas, Sundqvist Sanna, and Paasonen Petra, “Exploring Patient-Provider Dynamics: A Meta-Analysis of Value Co-Creation and Adherence in Healthcare,” under review at *Journal of the Academy of Marketing Science* (ABS 4*).

Liao, Jiancai, and Zhou Shoujiang, “Mental Disorder Anthropomorphism Enhances Service Utilization and Treatment Adherence,” under review at *Social Science & Medicine* (ABS 4).

Liao, Jiancai[†], Shen Manqiong[†], and Amy Song, “The Power of Dialectical Thinking: Improving Consumer Health Adherence through Enhanced Information Diagnosticity,” under review at *Journal of Business Research* (ABS 3). [†] Co-first authors

Liao, Jiancai and Ni Jian, “Hospital Platform Digitalization and Offline Patient Outcomes,” *work in progress, data is obtained, and initial analysis is conducted*. Target *Management Science (ABS 4*)*

Liao, Jiancai, “It is Advancing So it Cares: Large Language Models Diversity and Patients’ Technology Adoption,” *work in progress, four studies conducted*. Target *MIS Quarterly (ABS 4*)*

JOURNAL PUBLICATIONS

Lv, L., Liang, Y., Chen, S., Liu, G. G., & **Liao, J.** (2025). Good deeds deserve good outcomes: Leveraging generative artificial intelligence to reduce tourists' avoidance of ethical brands embracing stigmatized groups. *Annals of Tourism Research (ABS 4)*
<https://doi.org/10.1016/j.annals.2024.103889>

Liao, J., & Huang, J. (2024). Think like a robot: How interactions with humanoid service robots affect consumers’ decision strategies. *Journal of Retailing and Consumer Services (ABS 2)*
<https://doi.org/10.1016/j.jretconser.2023.103575>

Rahim, A., Wang, H., **Liao, J.**, & Khan, S. (2023). Does dignity matter? A study of donors’ behavior. *Current Psychology (ABS 1)* <https://doi.org/10.1007/s12144-022-02768-x>

Shen, M., **Liao, J.**, & Wang, H. (2024). Analysis of consumer medication adherence: Based on two-stage theoretical model. *Advances in Psychological Science*, 32(5), 859. [10.3724/SP.J.1042.2024.00859](https://doi.org/10.3724/SP.J.1042.2024.00859)

CONFERENCE AND INVITED PRESENTATIONS (*denotes presenter)

The Paradox of Access

ISMS Marketing Science Conference (June 2024, Australia)*
 Macromarketing Conference (June 2024, Finland)*
 EMAC Doctoral Colloquium (May 2024, Romania)*
 CityU Research Brownbag Event (September 2023, Hong Kong)*
 China India Insights Conference (September 2023, USA)*

Exploring Patient-Provider Dynamics

DENIM-KATAJA Doctoral Colloquium (August 2024, Finland)*
 EMAC Annual Conference (May 2024, Romania)*
 Aalto University Research Seminar (January 2023, Finland)*
 Association for Consumer Research (Poster, October 2022, USA)*
 Finnish Academy of Marketing Annual Conference (June 2022, Finland)*

Mental Disorder Anthropomorphism

Asia Pacific Marketing Academy Annual Conference (September 2023, China)*
 La Londe Conference (May 2022, France)*

The Power of Dialectical Thinking

Association for Consumer Research Doctoral Colloquium (September 2024, France)
 China Marketing Science Academic Annual Conference (Nov 2023, China)*

TEACHING EXPERIENCE

Bachelor Thesis Supervision– Main Supervisor (Bachelor’s Level)*Espoo, Finland**Jan 2025 – May 2025*

- **Supervised 6 students:** Guided students through the research process, including topic selection, literature review, theoretical reasoning, case study analysis, and thesis writing.

Consumer Psychology – Solo Responsible Teacher (Master’s Level)*Espoo, Finland**Feb 2024 – Apr 2024*

- **Course Delivery:** Delivered a 6-credit course covering key topics such as information processing, motivation, attitudes, persuasion, and social influence. I created the learning agenda and structured interactive learning experiences.
- **Interactive Engagement:** Utilized online discussion forums and tools like Perusall to promote both individual and group discussions, enhancing student engagement.
- **Assessment & Feedback:** Implemented rigorous grading practices and provided prompt, detailed feedback. The course received positive evaluations, which informed subsequent improvements.

Digitalisation of Markets and Consumption – Visiting Lecturers (Master’s Level)*Espoo, Finland**Feb 2023 – Apr 2023*

- **Guest Lectures:** Delivered two engaging lectures on emerging topics including AI and IoT, emphasizing their impact on consumer behavior.
- **Support Roles:** Assisted with class discussions and offered constructive feedback, helping students connect theoretical insights to practical applications.

Digital Marketing – Teaching Assistant (Master’s Level)*Espoo, Finland**Feb 2022 – Apr 2022*

- **General Course Support:** Assisted the course instructor with grading, coordinated guest lectures, and organized industry visits, thereby supporting a comprehensive educational experience.

Detailed Teaching Portfolio: [Available here](#)

RELEVANT COURSES (*denotes multiple instructors)

<i>Advanced Quant Methods</i>	Prof. Ni Jian, Virginia Tech
<i>Judgment and Decision Making</i>	Prof. Zhu Meng, Virginia Tech
<i>Advanced Topics in Marketing</i>	Prof. Wang Shane, Virginia Tech
<i>Structural Equation Modeling*</i>	Prof. John W. Cadogan, University of Leicester
<i>Bayesian Causal Inference</i>	Prof. Li Fan, Duke University
<i>Text and Image Mining</i>	Prof. Francisco Villarroel Ordenes, University of Bologna
<i>Marketing in the Sharing Economy*</i>	Prof. Teck Ming Tan, University of Oulu
<i>Meta Analysis</i>	Prof. Martin Eisend, VHB-ProDok
<i>Doing Fieldwork in Organizations*</i>	Prof. Johanna Moisander, Aalto University
<i>Online Experiments</i>	Prof. Robert Ciuchita, Hanken School of Economics
<i>Canonical Social Theory*</i>	Prof. Eric Arnould, Aalto University
<i>Research Traditions in Marketing*</i>	Aalto University

GRANTS**Jenny and Antti Wihuri Foundation Working Grant (60,000€, 2023–2025)**

- Awarded to support my doctoral research on marketing and health adherence. This highly competitive grant is awarded to projects with significant societal impact and academic rigor.

HSE Support Foundation Research Grant (over 40,000€, 2021–2025)

- Funded to support my doctoral research, conference and course travels, data collection, paper publication award, and research visit.

Marcus Wallenberg Foundation Working Grant (24,000€, 2022–2023)

- Funded to support my doctoral research on marketing and health adherence.

Paulo Foundation Research Grant (8,000€, 2024)

- Awarded to support my research visit to Virginia Tech.

Matti Lehti Fund Research Grant (6,000€, 2022 & 2024)

- Awarded to investigate the role of AI in consumer behavior. This grant supports research with focus on the impact of digitalization.

Foundation for Economic Education (LSR) Research Grant (3,600€, 2022 & 2023)

- Funded to study the effects of dialectical thinking on consumer behavior and travel to US.

SELECTED HONORS, AWARDS AND FELLOWSHIPS

ABS 4 paper publication award (€2500), Aalto University	2025
EMAC Doctoral Consortium Fellow (Modeling, Intermediate/Advanced)	2024
Best Conference Paper Award (2023 FAMAC), University of Helsinki	2022
Scholarship for Academic Excellence, Sun Yat-Sen University	2018
National Encouragement Scholarship, Chongqing University	2014-2017
Excellent Bachelor Thesis, Chongqing University	2017

PROFESSIONAL SERVICE

DENIM-KATAJA Doctoral Colloquium, <i>Council Member</i>	2024
EMAC Annual Conference, <i>Paper Reviewer</i> (Bucharest, RO)	2024
2022 ACR Conference, <i>Paper Reviewer</i> (Denver, USA)	2022
Aalto University Consumer behavior Discussion Group, <i>Organizer</i>	2022

MISCELLANEOUS

Software: R, Stata, SPSS, LaTeX, Prolific, Qualtrics, MTurk

Languages: Mandarin Chinese (Native), English (Fluent), Hakka (Fluent)

Volunteerism: Inheritor of the national intangible cultural heritage *Liu Sanjie ballad*; Knowledge Uploader in Bilibili

REFERENCES

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