

# Jiancai Liao

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## EDUCATION

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- **Sun Yat-Sen University, Guangzhou, China**  
M.Sc. in Marketing; **GPA: 85.1/100**, Sep 2017 – Jun 2020
- **Chongqing University, Chongqing, China**  
B.Sc. in Marketing; **GPA: 3.82/4.00**, Sep 2013 – Jun 2017

## RESEARCH EXPERIENCE

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### School of Business, Hong Kong Baptist University

Kowloon, Hong Kong

*Research Assistant*

*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

Beijing, China

*Research Assistant (part-time)*

*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.

## WORK EXPERIENCE

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### 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.

## RESEARCH PROJECTS

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### **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 Management Science*

- This project collaborates with two scholars from Johns Hopkins University, Jian Ni and Chuhan Liu, and Haizhong Wang, Chair Professor from Sun Yat-sen University.
- 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 Marketing*

- 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.

### **Procurement Dynamics and Pharmacy Compliance** | *Target Marketing Science*

- This is a solo-author project and is open to international collaboration.
- The "4+7" Drug Volume-based Procurement Policy encourages the use of high-quality generic drugs through centralized procurement. As a result, offline pharmacies may turn to online pharmacies for imported drugs that are not covered by the policy, seeking competitive prices and a wider range of drug options.

## AWARDS & ACHIEVEMENTS

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**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.

## ACADEMIC CONNECTIONS

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**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 (wangzh@mail.sysu.edu.cn) Supervisor, Chair Professor

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

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