

SECTION 1: PERSONAL SUMMARY

Dr Jiancai (Johnson) Liao

PhD, MSc, BSc

Assistant Professor in Marketing

Department of Marketing, Birmingham Business School
University of Birmingham, Edgbaston, Birmingham B15 2TT
Email: j.liao@bham.ac.uk | Web: jiancailiao.github.io

Education and Qualifications

- **Ph.D. in Marketing**, Aalto University School of Business, Finland, 2025
- **M.Sc. in Marketing**, Sun Yat-sen University, China, 2020
- **B.Sc. in Marketing**, Chongqing University, China, 2017
- **Postgraduate Certificate in Higher Education (PGCHE)**, University of Birmingham (in progress)

SECTION 2: CAREER TO DATE

Assistant Professor in Marketing, November 2025 – Present

Department of Marketing, Birmingham Business School, **University of Birmingham**

Visiting Scholar, December 2025 – March 2026

SCANCOR (Scandinavian Consortium for Organizational Research), **Stanford University**, USA

Visiting PhD Researcher, January – June 2025

Pamplin College of Business, **Virginia Tech**, USA

Visiting PhD Researcher, September 2023 – February 2024

College of Business, **City University of Hong Kong**, China

Doctoral Researcher, September 2021 – September 2025

Department of Marketing, **Aalto University**, Finland

SECTION 3: EDUCATION

Statement of Current Teaching Activities and 5-Year Vision

My teaching philosophy centres on creating value beyond knowledge transfer. I design courses where students gain social connections through collaborative discussions, develop critical thinking through structured lectures, and build passion for solving real-world problems through hands-on experimentation. I leverage technology to enhance learning efficiency while ensuring content remains immediately relevant to students' daily experiences. Over the next five years, I aim to establish myself as an educational leader in marketing education, developing innovative experiential learning resources and obtaining Senior Fellowship of the HEA.

Principal Education-Related Achievements (Max 4)

- Developed and delivered 'Marketing and New Technology' module with experiential learning design, enabling students to apply concepts to real-world marketing challenges and build peer connections (2025-26)
- Sole Responsible Teacher for 'Consumer Psychology' (MSc, 6 credits), Aalto University, delivering comprehensive coverage of information processing, motivation, attitudes, and persuasion (2024)
- Successfully supervised 6 Bachelor thesis students to completion as Main Supervisor, Aalto University (2025)
- Enrolled in PGCHE programme, University of Birmingham, working toward Fellowship of the Higher Education Academy (2025-26)

Teaching Design and Delivery

University of Birmingham (2025–Present)

- **Marketing and New Technology** (Undergraduate), Module Leader – Designed curriculum integrating AI applications, consumer behavior in digital platforms, data ethics, and healthcare AI
- **Individual Company Project** (Postgraduate), Module Leader – Supervised 18 student company projects applying marketing theory to real business challenges

Aalto University (2022–2025)

- **Consumer Psychology** (MSc), Sole Responsible Teacher, Spring 2024
- **Digitalisation of Markets and Consumption** (MSc), Guest Lecturer, Spring 2023

Innovation and Enhancement

- Designed experiential learning activities where students apply marketing concepts to real problems (e.g., creating social media marketing accounts, critiquing campus service design)
- Structured lectures using progress indicators and memorable frameworks, treating each session as a focused knowledge-building experience
- Leveraged AI technology (ChatGPT/Claude/Gemini) to reduce administrative burden and enhance student-teacher interaction
- Built student communities through WeChat/Teams groups and structured classroom discussions to foster peer connections
- Ensured content relevance by connecting every concept to students' immediate daily experiences

Teaching Leadership

- Module Leader for 'Marketing and New Technology', University of Birmingham (2025–Present)
- Module Leader for 'Individual Company Project', University of Birmingham (2025–Present)

Supervision of Programmes and Students

- MSc Dissertation Supervision: 8 students on AI/marketing topics, University of Birmingham (2025-26)
- Bachelor Thesis Supervision: 6 students (Main Supervisor), Aalto University (2025)
- Company Project Supervision: 18 postgraduate students, University of Birmingham (2025-26)
- Personal Tutor: Allocated students, University of Birmingham (2025-26)

SECTION 4: RESEARCH

Current Research Interests and 5-Year Vision

My research program investigates how digital transformation reshapes service experiences and consumer well-being across three interconnected streams: (1) Healthcare Services – examining patient adherence, value co-creation, and health management interventions; (2) AI in Services – exploring AI disclosure structures, human-AI interaction, and algorithmic transparency; and (3) Platform-based Services – investigating digital health platforms, telemedicine, and platform governance. Over the next five years, I aim to establish an internationally excellent research profile evidenced by sustained publications in ABS 3/4* journals, with emerging evidence of world-leading contributions. I will continue building international collaborations (Finland, Hong Kong, USA, UK) and developing impact case studies related to AI in healthcare marketing.*

Principal Research Publications (Max 4)

- Lv, L., Liang, Y., Chen, S., Liu, G. G., & Liao, J. (2025). Good deeds deserve good outcomes: Leveraging generative AI to reduce tourists' avoidance of ethical brands. *Annals of Tourism Research*. (ABS 4)

- **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)
- **Liao, J.**, Huang, J., & Su, L. (2022). When and how virus anthropomorphism intensifies consumer stigma toward patients. *Advances in Consumer Research*. (ABS 2)
- Shen, M., **Liao, J.**, & Wang, H. (2024). Analysis of consumer medication adherence. *Advances in Psychological Science*, 32(5), 859.

Research Grants: Received, Submitted, and Planned

Received (as PI) – Total: €154,600+

- Jenny and Antti Wihuri Foundation Working Grant, €60,000, 2023–2025
- Marcus Wallenberg Foundation Working Grant, €37,000, 2022–2025
- HSE Support Foundation Research Grant, €40,000+, 2021–2025
- Paulo Foundation Research Grant, €8,000, 2024
- Matti Lehti Fund Research Grant, €6,000, 2022 & 2024
- Foundation for Economic Education (LSR), €3,600, 2022 & 2023

Submitted / Under Review

- UK PRME Seed Funding Competition, 2026 (submitted)

Planned for Submission

- Academy of Marketing Research Grant, 2026
- Birmingham Business School seed funding / pump-priming grants (exploring)
- BA/Leverhulme Small Research Grants (planned for Year 2-3)

Other Significant Research Outputs (Max 10)

- Visiting Scholar: Stanford University SCANCOR (2025-26)
- Invited Presentation: China India Insights Conference, Stanford University (2023)
- Conference Papers: Association for Consumer Research Conference, Paris (2024); Denver (2022); Virtual (2021)
- Conference Papers: ISMS Marketing Science Conference, Washington DC (2025); Sydney (2024)
- Conference Papers: European Marketing Academy (EMAC), Bath (2026); Bucharest (2024)
- Conference Paper: AMA Marketing and Public Policy Conference, Washington DC (2025)
- Conference Papers: Asia Pacific Marketing Academy Annual Conference, Hong Kong (2024); Guangzhou (2023)
- Ad-hoc Journal Reviewer: Journal of Consumer Marketing (2026–present)
- Conference Reviewer: EMAC (2024), ACR (2022)

Research Metrics

In line with University policy on responsible research assessment, journal impact factors and H-index are not reported. Research quality is evidenced through publications in peer-reviewed journals recognized as internationally excellent within the marketing discipline (ABS 3*/4* ranked journals).

Research Student Supervision

- PhD Interview Panel Member, Birmingham Business School (2025-2026)
- Completed PhD Supervision Training, University of Birmingham (2026)
- Seeking opportunities for PhD co-supervision in healthcare marketing / AI in services

Other Significant Research Activities

- Member, Consumer Science and Marketing Innovations Research Group, Birmingham Business School

- Active international research collaborations: Aalto University (Finland), City University of Hong Kong, Virginia Tech (USA), Stanford University (USA)

SECTION 5: ENTERPRISE, ENGAGEMENT AND IMPACT

Statement on Current EEI Activities and 5-Year Vision

My EEI activities focus on translating research on platform-based and healthcare services into practical applications that benefit industry, healthcare providers, and the public. Over the next five years, I aim to develop sustained partnerships with NHS trusts and digital health platforms, contribute to public understanding of healthcare in marketing through media engagement, and build an impact case study trajectory related to responsible AI implementation in healthcare marketing.

Principal EEI Achievements (Max 4)

- Data collaboration with Zhongshan Ophthalmic Center (Sun Yat-sen University) on hospital platform digitalization research (2024-25)
- Business Finland project collaboration with Eerikkilä (sports industry) on health adherence among teenagers (2024)
- Long-term data partnerships with healthcare digital platforms Hao Daifu and Jian Ke (2018-25)
- Registered as expert with University of Birmingham Press Office for media commentary on healthcare and consumer behavior (2026)

Enterprise/Knowledge Transfer and Exchange

- Stanford University SCANCOR visit: Building connections with Silicon Valley tech sector and healthcare innovators (2025-26)
- Exploring collaborations with NHS trusts and NIHR for AI/digital health research
- Engaging with Birmingham Business School's industry networks and alumni connections

Influence and Impact

- Research on pharmaceutical policy (4+7 procurement) providing evidence on patient adherence implications
- Research on AI disclosure structures informing industry practice on transparency in AI-enabled services
- Article planned for The Conversation UK on AI and consumer behavior

External Engagement

- Professional Body Memberships: European Marketing Academy (EMAC), Academy of Marketing (AM), British Association for Consumer Research (ACR)
- DENIM-KATAJA Doctoral Colloquium, Council Member (2024)
- International partnerships: Universities in Finland, France, UK, Australia, China, USA maintained through collaborative research projects

SECTION 6: LEADERSHIP AND MANAGEMENT

- **Module Leader**, Marketing and New Technology (Undergraduate), University of Birmingham, 2025–Present
- **Module Leader**, Individual Company Project (Postgraduate), University of Birmingham, 2025–Present
- **Personal Tutor**, allocated postgraduate students, University of Birmingham, 2025–Present
- **Organizer**, Consumer Behavior Discussion Group, Aalto University, 2022
- **Project Management**: Managing multiple international research collaborations across Finland, France, Hong Kong, mainland China, USA, Australia, and UK

SECTION 7: CITIZENSHIP

- Active participant in Marketing Department meetings and Consumer Science and Marketing Innovations Research Group
- Volunteer, University Open Day, supporting student recruitment, 2026 (incoming)
- Participant, Graduation Ceremony, University of Birmingham, 2026 (incoming)
- Attended Welcome Week activities supporting new student orientation, September 2026
- Regular attendance at departmental Research Seminars (6+ seminars in Year 1)
- Provided feedback on colleagues' manuscript drafts and grant applications
- Completed all mandatory training including GDPR, Health & Safety, Information Security, EDI fundamentals, Research Integrity

SECTION 8: EQUALITY, DIVERSITY AND INCLUSION

EDI in Research

- Research on healthcare services explicitly considers vulnerable populations (elderly patients, those with limited digital literacy, non-English speakers)
- Inclusive sampling strategies incorporated in all research designs
- Diverse international research collaborations across Finland, France, Hong Kong, mainland China, USA, Australia, and UK

EDI in Teaching

- Designed inclusive teaching materials with diverse case studies representing different cultures, genders, and business contexts
- Ensured accessibility of digital resources (screen reader compatible, captioned videos)
- Created safe space for classroom discussions on sensitive topics including AI bias and algorithmic discrimination

EDI Training and Initiatives

- Completed Unconscious Bias training, University of Birmingham, 2026
- Completed EDI fundamentals training, University of Birmingham, 2026
- Attended LGBTQ+ workshop/seminar at University of Birmingham
- Supporting Athena Swan and Race Equality Charter initiatives within Birmingham Business School

HONORS AND AWARDS

- Paper Publication Award, Aalto University, 2025
- EMAC Doctoral Consortium Fellow (Modeling, Intermediate/Advanced), 2024
- Best Conference Paper Award, Finnish Academy of Marketing Conference, 2022
- Scholarship for Academic Excellence, Sun Yat-Sen University, 2018
- National Encouragement Scholarship, Chongqing University, 2014–2017

SKILLS

Methods: Laboratory experiments, field experiments, econometric modeling (DID, causal ML), meta-analysis, text mining, structural equation modeling

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

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

APPENDIX: PUBLICATIONS AND RESEARCH PIPELINES

Peer-Reviewed Journal Articles

- 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)
- 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)
- Liao, J.**, Huang, J., & Su, L. (2022). When and how virus anthropomorphism intensifies consumer stigma toward patients. *Advances in Consumer Research*, 50, 78-78. (ABS 2)
- Cheng, L., Zhang, J., **Liao, J.**, Peng, F., & Wang, X. (2025). Dehumanization and aggression: A meta-analysis. *Aggression and Violent Behavior*, 102079.
- Rahim, A., Wang, H., **Liao, J.**, & Khan, S. (2023). Does dignity matter? A study of donors' behavior. *Current Psychology*, 42(16), 13220-13227.
- Shen, M., **Liao, J.**, & Wang, H. (2024). Analysis of consumer medication adherence. *Advances in Psychological Science*, 32(5), 859.

Papers Under Revision and Review († denotes co-first author)

Huang, J., & **Liao, J.**† The more, the worse? Exploring the negative influence of robot replicates on human-robot rapport in the tourism and hospitality sector. Minor Revision at *Journal of Hospitality Marketing & Management*.

Huang, J., & **Liao, J.**† How guilt influences consumer response to anthropomorphized brands taking the servant (vs. partner) role. Minor Revision at *Journal of Product & Brand Management*.

Liao, J., Zhou, S., & Kang, Q. How Mental disorder anthropomorphism enhances consumer self-efficacy and health engagement. Major Revision at *Psychology & Marketing*. (ABS 3)

Lv, L., Zhang, Y., **Liao, J.**, Chen, J. & Dai, G. How personalized recommendations influence customers' sustainable hotels booking: The role of environmental identity label perception. Major Revision at *International Journal of Hospitality Management*. (ABS 3)

Tao, J., Liu, G. G., Yu, J. & **Liao, J.** From "Sacred Spaces" to "Selfie Spots": How social media sharing motivations transform tourist-destination relationships. Major Revision at *Journal of Sustainable Tourism*. (ABS 3)

Zhou, S., & Kang, Q. & **Liao, J.** Taking selfies increases preference for self-improvement products: The role of self-focused attention. Major Revision at *Psychology & Marketing*. (ABS 3)

Shen, M., **Liao, J.**† & Song, Y. The power of tolerance for contradiction: Improving consumer health adherence through perceived information diagnosticity. Under Review at *European Journal of Marketing*. (ABS 3).

Liao, J., Liang, Y. Lin, Y., & Lv, L. Overcoming uniqueness neglect: How AI disclosure structure shapes service evaluation. Under Review at *Journal of Management Information Systems*. (FT50, ABS 4)

Xie, H. & **Liao, J.** How hierarchical team appointments reshape patient flow and healthcare resource utilization. Under Review at *Production and Operations Management*. (UTD24, ABS 4)

Working Papers (Lead Projects Only)

Liao, J., Zhang, L., & Chen, H. Family identity salience increases consumers' self-care behavior, Target: *Journal of Consumer Psychology* (FT50, ABS 4*)

Liao, J., Klein, J. F., Falk, T., Sundqvist, S., & Paasonen, P. Advice adherence in professional services: A meta-analysis. Target: *Journal of Service Research*. (ABS 4)

Liao, J., Liu, C., Ni, J., & Wang, H. The paradox of access: How increased generic drug availability affects patient adherence. Target: *Journal of Marketing Research* (UTD24, ABS 4*)

Liao, J. & Xie, H. How the drug shadow market impact patient welfare: Evidence from a policy shock of 4+7 Centralized Procurement in China. Target: *Management Science*. (UTD24, ABS 4*)

Huang, S., **Liao, J.**† & Zhang, Y. Physician multihoming and healthcare resource allocation: An analytical model with causal evidence. Target: *Information System Research*. (UTD24, ABS 4*)