RUICHUN LIU

330 Wohlers Hall, 1206 S. Sixth St., Champaign, IL 61820
Mobile: +1 (405) 719-9887 ⋄ Email: ruichun2@illinois.edu ⋄ Website: ruichunliu.github.io

EDUCATION

University of Illinois at Urbana-Champaign *2020 - 2025 (expected)*
Ph.D. Student in Marketing
Minor in Economics

University of Oklahoma *2018-2020*
M.A. in Applied Economics

Shandong University *2015-2018*
M.A. in Applied Statistics

Beijing Jiaotong University *2011-2015*
B.S. in Civil Engineering

RESEARCH INTERESTS

Substantive: New Technologies, Consumer Mobility, Artificial Intelligence
Methodological: Causal Modeling, Applied Econometrics, Machine Learning, Deep Learning

PAPERS UNDER REVIEW/REVISION

Liu, Ruichun and Unnati Narang, "The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety," revising for resubmission, *Journal of Marketing*.

- Best Paper in the Innovation and New Product Development Track (2022 AMA Summer Conference)

Sachdev, Vishal, Unnati Narang and Ruichun Liu "Generative Artificial Intelligence in Marketing Education: A Conceptual Framework and Research Agenda," under review, *Journal of Public Policy & Marketing*.

SELECTED RESEARCH IN PROGRESS

Liu, Ruichun, Unnati Narang, Daniel McCarthy and Aric Rindfleisch, "How Electric Vehicle Charging Networks Impact Consumers' Auto Purchases," working paper.

Bao, Ying and Ruichun Liu, "Nutrition Label and Price Elasticity: The Impact of Health Claims on Price Sensitivity in the Yogurt Industry," work in progress.

HONORS AND AWARDS

2024 AMA-Sheth Doctoral Consortium Fellow, University of Manchester (scheduled) *2024*
Robert Ferber Dissertation Award, UIUC *2024*
Joseph E. Zwisler and Ouida Wald Zwisler Summer Doctoral Fellowship, UIUC *2023*
Haring Symposium Fellow, Indiana University Bloomington *2023*
Business Administration PhD Block Fellowship Award, UIUC *2023, 2024*
Business Administration Doctoral Workshop Best Presentation Award, UIUC *2023*
AMA Summer Academic Conference Best-in-Track Award *2022*
PDMA Doctoral Consortium Fellow, University of Tennessee, Knoxville *2022*
Mittelstaedt & Gentry Doctoral Symposium Fellow, University of Nebraska–Lincoln *2022*
Junior Faculty Council (JFC) Grant, UIUC *2021, 2022*

Sheth Doctoral Fellowship, UIUC *2020*
Stellner Research Scholarship, UIUC *2020*
Chong Liew Outstanding 1st Year Graduate Student Award, University of Oklahoma *2019*
Excellence Award in the 6th National College Students' Structural Design Competition *2012*

TEACHING

Instructor ***University of Illinois at Urbana-Champaign***
International Marketing (B.S.) (4.1/5.0) *Fall 2023*

Teaching Assistant ***University of Oklahoma***
Seminar-Macro & Growth Theory (Ph.D.) *Spring 2020*
Intermediate Macroeconomic Theory (B.S.) *Spring 2020*
Advanced Macro & Growth Theory (Ph.D.) *Fall 2019*
Intermediate Macroeconomic Theory (B.S.) *Fall 2019*
Behavioral and Experimental Economics (B.S.) *Spring 2019*
Governmental Relations to Business (B.S.) *Spring 2019*
Intermediate Microeconomics (B.S.) *Fall 2018*
Managerial Economics (B.S.) *Fall 2018*

PRESENTATIONS

"The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety"

- 2024 Theory + Practice of Marketing (TPM) Conference (scheduled) *May 2024*
- 4th Business Administration Doctoral Workshop *Mar. 2024*

"The Impact of Micromobility on Retailing: Evidence from the Entry of E-Scooters"

- 2023 Marketing Strategy Consortium *Jun. 2023*
- 2023 Haring Symposium *Apr. 2023*

"The Impact of E-Scooters on Retail Visits: Empirical Analysis using Graph Neural Networks"

- 2022 INFORMS Annual Meeting *Oct. 2022*
- 2022 AMA Summer Academic Conference *Aug. 2022*
- 2nd Annual AIM Virtual Workshop and Conference *Jul. 2022*
- 2022 Theory + Practice in Marketing (TPM) Conference *May 2022*
- Seminar at University of Wisconsin-Madison (presented by co-author) *Apr. 2022*
- Seminar at Texas A&M University (presented by co-author) *Apr. 2022*
- Mittelstaedt & Gentry Doctoral Symposium *Mar. 2022*
- 2021 AIML Conference *Dec. 2021*

"The Effects of E-scooters on Commute and Retail Visits: Empirical Evidence from Chicago"

- ISMS Marketing Science Conference *Jun. 2021*
- Business Administration New Generation Ph.D. Consortium *Apr. 2021*

"Halo or Hype? How the Expansion of Electric Vehicle Infrastructure Impacts New Product Sales"

- 2nd Business Administration Doctoral Workshop *Apr. 2022*

"How Electric Vehicle Charging Networks Impact Consumers' Auto Purchases"

- 3rd Business Administration Doctoral Workshop *Apr. 2023*

"Two Essays on the Impact of Micromobility and Electric Vehicle (EV) Innovations on Consumer Visits and Purchases"

- 2022 PDMA Doctoral Consortium *Jul. 2022*

SELECTED PH.D. COURSEWORK

Marketing: Empirical Research Methods in Business Administration, Research Seminar in Consumer Behavior, Math Models in Marketing, Advanced Topics in Marketing

Economics: *Mathematical Economics I, *Advanced Econometrics, *Econometrics II, *Econometrics III, Econometric Analysis I, Econometric Analysis II, Applied Microeconometrics I, *Advanced Industrial Organization, *Seminar in Industrial Organization, *Advanced Price/Welfare Theory, *Seminar in Price & Welfare Theory

Computer Science & Statistics: Machine Learning, Fundamentals of Deep Learning, Bayesian Analysis & Computation

Operations Management: Research Designs for Causal Inference

** Completed at University of Oklahoma*

SERVICES

Session Chair: 2022 INFORMS Annual Meeting, 2022 AMA Summer Academic Conference, 2021 AIML Conference, UIUC BA Doctoral Workshop (2021, 2022, 2023, 2024)
Member: AMA, INFORMS ISMS
Ad Hoc Reviewer: 2024 AMA Summer Academic Conference

SKILLS & LANGUAGES

Programming Skills: Python, R, STATA, Maple, Matlab
Languages: Mandarin (Native), English (Fluent)

REFERENCES

Aric Rindfleisch (Co-Chair)
John M. Jones Professor of Marketing
Area Chair of Marketing
Gies College of Business
University of Illinois Urbana-Champaign
Champaign, IL 61820
Email: aric@illinois.edu

Unnati Narang (Co-Chair)
Assistant Professor of Marketing
John M. Jones Fellow of Marketing
Gies College of Business
University of Illinois Urbana-Champaign
Champaign, IL 61820
Email: unnati@illinois.edu

Yunchuan (Frank) Liu
Associate Professor of Marketing
Gies College of Business
University of Illinois Urbana-Champaign
Champaign, IL 61820
Email: liuf@illinois.edu

Daniel M. McCarthy
Assistant Professor of Marketing
Goizueta Business School
Emory University
Atlanta, GA 30322
Email: daniel.mccarthy@emory.edu

1. **The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety**
   Status: Revising for resubmission, *Journal of Marketing*

   Abstract: Shared micromobility services have grown rapidly in recent years. Within micromobility, electric scooters (e-scooters) have expanded in usage and account for 63% of shared micromobility trips in the U.S. While research in marketing has examined how e-scooters affect restaurant spending, their effects on firms, consumers, and society beyond the restaurant industry are unclear. Using the quasi-experimental entry of e-scooters in parts of Chicago in 2019, we examine how e-scooters impact other shared mobility (i.e., rideshare and bikeshare trips), retail visits (i.e., visits to restaurants and retail stores), and consumer safety (i.e., crimes and crashes). The results from a difference-in-differences analysis reveal the dual impact of e-scooters; while the entry of e-scooters improves economic activity, it adversely impacts consumer safety and other forms of micromobility. First, the entry of e-scooters increases the number of short rideshare trips by 3.01%, but decreases the number of bikeshare trips by 24.98% in the 18 weeks after the entry of e-scooters. Second, the entry of e-scooters increases consumer visits to restaurants by 1.77% and retail stores by 8.37%. Third, the entry of e-scooters increases the number of crimes (e.g., break-ins) by 12.16% and crashes (e.g., bike crash) by 62.74%. The underlying mechanisms are consistent with increased hedonic and tourist activities. Importantly, the effects are heterogeneous by the age and racial composition of a neighborhood; the benefits of e-scooters are attenuated and their downsides are aggravated in neighborhoods with relatively higher older population and people of color, revealing important asymmetries in the impact of e-scooters. Our research offers key implications and includes a research *app companion* for consumers, firms, and policymakers.

2. **Generative Artificial Intelligence in Marketing Education: A Conceptual Framework and Research Agenda**
   Status: Under review, *Journal of Public Policy & Marketing*

   Abstract: The rapid advancement of Generative Artificial Intelligence (GenAI) technologies has created both opportunities and challenges for marketing educators. While GenAI tools can facilitate learner engagement and job readiness in marketing programs, their unregulated use can raise significant concerns about academic integrity and ethics. To address these issues, we propose a framework for integrating GenAI into marketing education from the perspective of marketing educators. Specifically, our framework draws from multidisciplinary streams of literature and proposes factors that determine the use of AI by marketing educators and its consequences for learner performance and job outcomes. We posit that the use of GenAI by marketing educators is driven by individual, functional, technological, institutional, and societal factors. Based on our framework, we highlight practical implications for marketing educators and policymakers. Finally, we delineate areas for future research at the intersection of marketing, AI, and education policy.

3. **How Electric Vehicle Charging Networks Impact Consumers' Auto Purchases**
   Status: Working paper

   Abstract: In recent years, environmental concerns have motivated governments and companies to promote and invest in sustainable innovations, such as electric vehicles (EV) and electric charging networks. There is also an impetus to completely phase out gas-powered vehicles in many parts of the world by 2035. However, consumers have been slow to adopt EVs due to their high upfront cost and low availability of charging stations, among other reasons. The goal of this research is to examine whether the entry and expansion of EV charging stations will impact consumers' auto purchase decisions for EVs and non-EVs and why. Specifically, we empirically examine the effects of the entry of EV charging stations in Texas between 2015-2019 on individual consumers' purchase of both EVs (of the focal brand

and of brands other than the charging station's brand) and non-EVs. We use a staggered difference-in-differences (DID) model combined with selection approaches to correct for endogeneity. Our preliminary results show that the entry of charging stations significantly increases the purchases of EVs but does not affect the purchases of non-EVs. Drawing from four streams of literature, we posit that the effects could come from one or more of the following theoretical perspectives: network effect, advertising effect, cannibalization effect, and environmental salience. We propose and test these alternative explanations. Relative to the extant research that has primarily examined policy incentives and public charging stations, our research addresses how branded EV stations affect auto purchase for both EVs and non-EVs as well as heterogeneity in terms of EV brands, charger types, location, and individual home distances to the stations. Our research has implications for EV manufacturers and policymakers.

Last Updated: May 20, 2024