

**Chaoran Liu**  
**Peking University (UK Campus)**  
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Personal Website  
*Updated Sep 2025*

## ACADEMIC POSITION

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**Assistant Professor of Marketing** 2025 - Present  
HSBC Business School, Peking University (UK Campus)

## EDUCATION

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PhD in Marketing, London Business School	2025
MS in Marketing, Columbia Business School	2013
BA in Finance, Peking University	2012
BA in Arts ( <i>Double major</i> ), Peking University	2012

## RESEARCH INTERESTS

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Digital Marketing, Emerging Technology, Generative AI, Blockchain, Entrepreneurship

## RESEARCH

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### **Seller Experience and Transaction Prices on a Blockchain-Enabled Marketplace**

with Xu Zhang and Anja Lambrecht  
*2024 ISMS Doctoral Dissertation Award Finalists*  
Available on SSRN

### **Generative AI and Content Homogenization: The Case of Digital Marketing**

with S. Alex Yang and Tong Wang  
*Funding from Institute of Entrepreneurship and Private Capital (£24,000)*  
Available on SSRN

### **Sales Manipulation on a Blockchain-Enabled Marketplace**

*Work in progress*

## INVITED TALKS & CONFERENCE PRESENTATIONS

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International Conference of the Chinese Scholars Association for Management Science and Engineering (CSAMSE)	2025
INFORMS MSOM (Session Chair)	2025
INFORMS Marketing Science Conference (Session Chair)	2025
Artificial Intelligence in Management (AIM) Conference	2025
London PhD Marketing Conference	2025
Peking University, HSBC Business School	2025
Bocconi University	2025

Emlyon Business School	2025
London Quantitative Marketing Conference	2024
INFORMS Marketing Science Conference	2023
EMAC Doctoral Colloquium	2023
Transatlantic Doctoral Conference	2023
Conference on Artificial Intelligence, Machine Learning, and Business Analytics	2022
International Conference on Crypto-Marketing	2022

## TEACHING

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<b>Marketing Management</b>	2025
<b>Applied Econometrics/Empirical Business Analysis</b>	2025
<b>Digital Marketing Tutorial Session</b> (London Business School)	2022 - 2025

## AWARDS AND HONORS

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2024 ISMS Doctoral Dissertation Award Finalists  
2024 ISMS Doctoral Consortium Fellow  
2023 AMA-Sheth Doctoral Consortium Fellow  
2023 ISMS Doctoral Consortium Fellow  
2023 EMAC Doctoral Colloquium Fellow  
2022 ISMS Doctoral Consortium Fellow

## SERVICE

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INFORMS MSOM, Volunteer	2025
Trans-Atlantic Doctoral Conference - Marketing Track, Co-Chair	2021
Trans-Atlantic Doctoral Conference, Conference Organizer	2020

## PROFESSIONAL EXPERIENCE

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**Liu Xiaomian** 2018- Now  
Co-Founder London

Founded the first Chongqing Noodle bar (Liu Xiaomian) in London. Featured in the Sunday Times, Evening Standard, TopJaw, Secret London, and BBC MasterChef.

**Alibaba** July - Dec 2021  
Research Intern, Ad Algorithm Team Beijing, Shenzhen

Analyzed advertiser data and designed experiments to test incentive strategies for new advertisers on the platform.

**MarketShare, now part of TransUnion** 2013- 2019  
Manager New York, London, Hamburg

Designed and implemented advanced econometric and machine learning models to optimize media spend and forecast sales. Partnered with senior executives to translate complex insights into strategic recommendations that influenced multi-million-dollar investment decisions.

## OTHER QUALIFICATION

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WSET Level 2,3,4 (Diploma) in Wine & Spirit