

Chaoran Liu
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Personal Website
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ACADEMIC POSITION

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

EDUCATION

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

RESEARCH INTERESTS

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

RESEARCH

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

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

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

AWARDS AND HONORS

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

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

PROFESSIONAL EXPERIENCE

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

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