

RUICHUN LIU

Mobile: +1 (405) 719-9887 ♦ Email: ruichun.liu@sjsu.edu ♦ Website: ruichunliu.github.io

ACADEMIC POSITION

San José State University Assistant Professor of Marketing	<i>2025 - present</i>
--	-----------------------

EDUCATION

University of Illinois at Urbana-Champaign Ph.D. in Quantitative Marketing Minor in Economics	<i>2020 - 2025</i>
University of Oklahoma M.A. in Applied Economics	<i>2018-2020</i>
Shandong University M.A. in Applied Statistics	<i>2015-2018</i>
Beijing Jiaotong University B.S. in Civil Engineering	<i>2011-2015</i>

RESEARCH INTERESTS

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

PUBLICATIONS

Narang, Unnati, Vishal Sachdev, and Ruichun Liu (2025), “When AI Wears Many Hats: The Role of Generative Artificial Intelligence in Marketing Education,” *Journal of Public Policy & Marketing*, 44(3), 473–489.

PAPERS UNDER REVIEW/REVISION

Liu, Ruichun and Unnati Narang, “How E-Scooters Impact Shared Mobility and Consumer Safety,” under 3rd round review, *Journal of Marketing*.

- Finalist of ISMS Doctoral Dissertation Award, 2024
- Business for a Better World Dissertation Proposal Competition Winner, 2024
- Best Paper in the Innovation and New Product Development Track (2022 AMA Summer)

WORK IN PROGRESS

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

Finalist of ISMS Doctoral Dissertation Award	<i>2024</i>
Business for a Better World Dissertation Proposal Competition Winner, Colorado State University	<i>2024</i>
2024 AMA-Sheth Doctoral Consortium Fellow, University of Manchester	<i>2024</i>
Robert Ferber Dissertation Award, UIUC	<i>2024</i>
Robert Ferber Award, UIUC	<i>2024</i>

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	<i>San José State University</i>
Marketing Management (Undergraduate)	Fall 2025
Instructor	<i>University of Illinois at Urbana-Champaign</i>
International Marketing (Undergraduate) (4.1/5.0)	Fall 2023
Teaching Assistant	<i>University of Oklahoma</i>
Seminar-Macro & Growth Theory (Ph.D.)	Spring 2020
Intermediate Macroeconomic Theory (Undergraduate)	Spring 2020
Advanced Macro & Growth Theory (Ph.D.)	Fall 2019
Intermediate Macroeconomic Theory (Undergraduate)	Fall 2019
Behavioral and Experimental Economics (Undergraduate)	Spring 2019
Governmental Relations to Business (Undergraduate)	Spring 2019
Intermediate Microeconomics (Undergraduate)	Fall 2018
Managerial Economics (Undergraduate)	Fall 2018

PRESENTATIONS

“How E-Scooters Impact Shared Mobility and Consumer Safety”	
• 2025 AMA Winter Conference	Mar. 2025
• Binghamton University	Feb. 2025
• San José State University	Jan. 2025
• Bocconi University	Jan. 2025
• Syracuse University	Dec. 2024
• Rensselaer Polytechnic Institute	Nov. 2024
• University of Tulsa	Nov. 2024
• University of Detroit Mercy	Nov. 2024
• Xiamen University	Nov. 2024
• San Diego State University	Oct. 2024
• Tongji University	Sept. 2024
“The Dual and Asymmetric Impact of E-Scooters on Shared Mobility, Retailing, and Consumer Safety”	
• 2024 Theory + Practice of Marketing (TPM) Conference	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*

SERVICES

Session Chair/Moderator: 2025 AMA Winter Academic Conference, 2024 TPM Conference, 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: Chinese (Native), English (Fluent)

Last Updated: August 8, 2025