RUICHUN LIU

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EDUCATION

University of Illinois at Urbana-Champaign *2020 - 2025 (expected)*
Ph.D. Candidate in Quantitative 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, Societal Impact of Marketing
Methodological: Causal Modeling, Applied Econometrics, Machine Learning, Deep Learning

PAPERS UNDER REVIEW/REVISION

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

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

Narang, Unnati, Vishal Sachdev, and Ruichun Liu "When AI Wears Many Hats: The Role of Generative Artificial Intelligence in Marketing Education," conditionally accepted, *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

Finalist of ISMS Doctoral Dissertation Award *2024*
Business for a Better World Dissertation Proposal Competition Winner, Colorado State University *2024*
2024 AMA-Sheth Doctoral Consortium Fellow, University of Manchester *2024*
Robert Ferber Dissertation Award, UIUC *2024*
Robert Ferber 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 (Undergraduate) (4.1/5.0)	*Fall 2023*

Teaching Assistant	***University of Oklahoma***
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

"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*

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/Moderator: 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: 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
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Unnati Narang (Co-Chair)
Assistant Professor of Marketing
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Yunchuan (Frank) Liu
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Daniel M. McCarthy
Associate Professor of Marketing
Robert H. Smith School of Business
University of Maryland, College Park
College Park, MD 20742
Email: danielmc999@gmail.com

1. **How E-Scooters Impact Shared Mobility and Consumer Safety**
   Status: Invited for 3rd round review, *Journal of Marketing*

   Abstract: Shared micromobility services that comprise small lightweight vehicles, such as electric scooters (i.e., e-scooters) are growing rapidly. While e-scooters can offer several benefits (e.g., higher mobility, equitable access), they can also have potential downsides (e.g., risk of injury, reckless behavior). Research on micromobility in marketing shows that e-scooters boost restaurant spending, but it does not examine their effects on important economic and societal outcomes beyond the food sector. Similarly, research on the sharing economy rarely focuses on micromobility services or on demand interactions between shared platforms. Therefore, our paper examines the effects of the entry of e-scooters on other incumbent shared mobility services in the sharing economy (i.e., ridesharing and bikesharing) and on overall consumer safety (i.e., crimes and crashes). Using the entry of e-scooters in parts of Chicago in 2019 and a difference-in-differences analysis with propensity score matching, our results reveal a dual effect of e-scooters. First, the entry of e-scooters increases the number of short rideshare trips by 4.79%, but decreases the number of bikeshare trips by 13.53%. Our results on the complementary effect for ridesharing and the substitution effect for bikesharing can be explained by e-scooters' relative advantages and disadvantages, depending on the timing and type of usage. Second, the entry of e-scooters increases the number of crimes (e.g., vehicle break-ins) by 9.78% and crashes (e.g., bike crash) by 56.23%. The increase in crimes and crashes is explained by street and vehicle crimes, and by crashes involving micromobility vehicles. Importantly, the effects are heterogeneous and asymmetric by the age and racial composition of a neighborhood. Overall, e-scooters contribute about $4.7 million in ridesharing revenues but they also have an unintended negative environmental effect amounting to about 510 metric ton carbon emissions per year. Our research offers key implications and includes an *app companion* for stakeholders.

2. **When AI Wears Many Hats: The Role of Generative Artificial Intelligence in Marketing Education**
   Status: Conditionally accepted, *Journal of Public Policy & Marketing*

   Abstract: Generative Artificial Intelligence (GenAI) is transforming marketing education and the nature of marketing jobs. A few emerging papers have documented the use of GenAI by marketing educators in their course design and delivery, highlighting its promise and perils. We build on this nascent literature and propose a broader framework for the role of GenAI in marketing education by integrating multiple theoretical perspectives. Specifically, we draw on Role Theory and the Community of Inquiry model, widely recognized in education research, to propose that GenAI can assume the role of a marketing *tutor*, *teammate*, or *tool* and in turn, amplify or diminish *teaching*, *social*, and *cognitive* presence in marketing courses depending on the learning objective and marketing topic. By influencing the educational experience, GenAI can impact students' learning outcomes and work readiness in terms of their acquired competencies in marketing courses. Our research has practical implications for marketing educators, policymakers, and those working 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: February 21, 2025