

# ZEKUN LIU

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## EDUCATION

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<b>New York University</b> Ph.D. in Marketing	2024 (Expected)
<b>Washington University in St. Louis</b> M.S. in Business Administration	2019
<b>Peking University</b> B.S. in Information and Computing Science B.S. in Computer Softwares	2015

## RESEARCH INTERESTS

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Digital Platforms, Edtech Industry, E-commerce, Structural Model, Causal Inference, Field Experiment, Machine Learning

## PUBLICATIONS

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From High Bar to Uneven Bars: The Impact of Information Granularity in Quality Certification  
Xiang Hui\*, Zekun Liu\*, and Weiqing Zhang\*  
*Management Science* 69.10 (2023): 6109-6127.

Information Sharing on Retail Platforms  
Zekun Liu, Dennis J. Zhang, and Fuqiang Zhang  
*Manufacturing & Service Operations Management* 23.3 (2021): 606-619.

\* = Equal Contribution

## WORKING PAPERS

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The Usage and Impact of Differentiation: Evidence from an Online EdTech Platform  
Zekun Liu, Tülin Erdem, and Masakazu Ishihara

**Job Market Paper**

Success and Survival in Livestream Shopping  
Zekun Liu, Weiqing Zhang, Xiao Liu, Eitan Muller, and Feiyu Xiong  
Major Revision at *International Journal of Research in Marketing*

Doubling Revenues by Adopting Livestream Shopping: A Synthetic DiD Approach  
Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller  
Major Revision at *Marketing Science*

The Effect of Acquisitions on Product Innovativeness, Quality, and Sales Performance: Evidence from the Console Video Game Industry (2002-2010)  
Masakazu Ishihara, Zekun Liu, and Joost Rietveld

## OTHER PUBLICATIONS

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The Impact of Differentiated Assignments on Student Learning  
Tülin Erdem\*, Masakazu Ishihara\*, and Zekun Liu\*  
ReadWorks White Paper (2022)

The Impact of the Covid-19 Pandemic on Student Performance and Assessing the Impact among  
Different Socioeconomic Groups  
Tülin Erdem\*, Masakazu Ishihara\*, and Zekun Liu\*  
ReadWorks White Paper (2022)

A Real-Time Access Control of Patient Service in the Outpatient Clinic  
Jie Song, Yunzhe Qiu, and Zekun Liu  
*IEEE Transactions on Automation Science and Engineering* 14.2 (2016): 758-771.

A simulation optimisation on the hierarchical health care delivery system patient flow based on multi-  
fidelity models  
Yunzhe Qiu, Jie Song, and Zekun Liu  
*International Journal of Production Research* 54.21 (2016): 6478-6493.

Integrating Optimal Simulation Budget Allocation and Genetic Algorithm to Find the Approximate  
Pareto Patient Flow Distribution  
Jie Song, Yunzhe Qiu, and Zekun Liu  
*IEEE Transactions on Automation Science and Engineering* 13.1 (2016): 149-159.

\* = Equal Contribution

## INVITED PRESENTATIONS

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London Business School	2023
School of Business, Stevens Institute of Technology	2023
Kelley School of Business, Indiana University	2023
The Wharton School, University of Pennsylvania	2023
Sauder School of Business, University of British Columbia	2023
Fisher College of Business, The Ohio State University	2023
Naveen Jindal School of Management, University of Texas at Dallas	2023
Carroll School of Management, Boston College	2023
HKUST Business School, The Hong Kong University of Science and Technology	2023
College of Business, City University of Hong Kong	2023
CUHK Business School, The Chinese University of Hong Kong	2023
NUS Business School, National University of Singapore	2023

## CONFERENCE PRESENTATIONS

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ISMS Marketing Science Conference, Miami, FL	2023
Marketing Science: Diversity, Equity and Inclusion Conference, Dallas, TX	2023
Workshop on Information System and Economics, Copenhagen, Denmark*	2022
Conferences on Digital Experimentation, Boston, MA*	2022
Theory + Practice in Marketing, Atlanta, GA	2022
ISMS Marketing Science Conference, Virtual*	2022
Virtual Quant Marketing Seminar, Virtual*	2021
Workshop on Information System and Economics, Virtual*	2020
Conferences on Digital Experimentation, Virtual*	2020

\* = presented by coauthors

## TEACHING EXPERIENCE

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### Instructor

Introduction to Marketing, NYU Stern Summer 2021  
– Undergraduate Core  
– Course Evaluation: Mean: 5/5; Median: 5/5

Basics of SAS Programming, WashU Olin Summer 2018  
– MS in Business Analytics  
– Course Evaluation: Mean: 9.3/10; Median: 10/10

### Teaching Fellow

Data-Driven Decision Making (MBA) NYU Stern 2023  
Intro to Marketing (MBA) NYU Stern 2022  
Data-Driven Decision Making (Undergraduate) NYU Stern 2022  
Causal Inference (Specialized Masters) WashU Olin 2019  
Intro to Python and Data Science (Specialized Masters) WashU Olin 2018  
Stochastic Models for Production and Service Systems (PhD) WashU Olin 2018  
Quantitative Decision Making (EMBA) WashU Olin 2017  
Managing the Innovation Process (EMBA) WashU Olin 2016  
Operations Management (Undergraduate, PMBA and MBA) WashU Olin 2016-2018

## HONORS & AWARDS

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New York University Center for Global Economy and Business Research Grant 2022  
New York University Stern Robert Shoemaker Award 2022  
INFORMS Marketing Science Doctoral Consortium Fellow 2022  
Henry Assael Marketing Research Grant 2021  
Teaching Award Summer 2021  
New York University Stern Doctoral Fellowship 2019-2024  
Washington University in St. Louis Olin Doctoral Fellowship 2015-2019

## PROFESSIONAL SERVICE

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**Ad-hoc Reviewer:** Marketing Letters

## INDUSTRY EXPERIENCE

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### Project Consultant

MilliporeSigma 2019  
Anheuser-Busch InBev 2017-2018  
Express Script 2016

## SKILLS

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Languages: English (fluent), Chinese (native)  
Programming: R, C, Python, Matlab, Mathematica, SAS, Latex