

ZEKUN LIU

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EDUCATION

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

RESEARCH INTERESTS

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

PUBLICATIONS

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

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

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.

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INVITED PRESENTATIONS

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

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

HONORS & AWARDS

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

TEACHING EXPERIENCE

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

PROFESSIONAL EXPERIENCE

Project Consultant

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

SKILLS

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

Updated November 2023