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QIANG XU

PhD Candidate in Quantitative Marketing

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ACADEMIC EMPLOYMENT

Research Assistant in the Department of Management and Marketing, The Hong Kong Polytechnic University, 22 April 2024 to 31 December 2024

Supervisor: Prof. Dai YAO

Research Assistant at the HKU Business School, The University of Hong Kong, 20 January 2025 to 31 December 2025

Supervisor: Prof. Junhong CHU

EDUCATIONS

Ph.D. candidate 2023 University of Science and Technology of China, Management Science and Engineering

B.S. 2017 Liaoning Technical University, Industrial Engineering

RESEARCH INTERESTS

Substantive: Digital Economics, Digital Platforms, Creator Economy

Methodological: Structural Models, Machine Learning, Causal Inference

MANUSCRIPTS UNDER REVIEW [‡] correspondence

Qiang Xu, Junhong Chu “The Effect of FGUC on Sales” Target: Marketing Science.

Conceptual Phase

OTHER PUBLICATIONS

Qiang Xu, Yilong Liang; Impacts of product presentation duration on livestream efficiency: evidence from the largest Chinese livestream platform. *European Journal of Marketing* 2025; <https://doi.org/10.1108/EJM-11-2023-0863> (AJG/ABS3; JCR Q1; Australian Business Deans Council Journal Quality List - A* ranking)

RESEARCH IN PROGRESS

Qiang Xu “Disclosing Inventory-scarcity Messages in Live Streaming” Target: Marketing Science. Conceptual Phase

Qiang Xu “policy non-compliance” Target: Production and Operations Management.

Conceptual Phase

CONFERENCE PRESENTATIONS

Impacts of product presentation duration on livestream efficiency: evidence from the largest Chinese livestream platform

- 2025 International Conference of Marketing Science and Innovation, Chengdu, Sichuan, April 2025
- Asia-Pacific Marketing Academy Annual Conference, Shenzhen, May 2025

AWARDS AND HONNORS

Academic Frontier Award, 2025 International Conference of Marketing Science and Innovation

Graduate Coursework

“Summer Workshop in Marketing Science (2025)”, Summer 2025, Tat Chan, Sridhar Moorthy, Sudhir K., Ganesh Iyer

SERVICE

Ad hoc reviewer for journals:

Marketing Science

Journal of Marketing Research

Management Science

International Journal of Research in Marketing

Journal of Interactive Marketing

INDUSTRIAL EXPERIENCE

Data Analyst Intern, sanzhiyang 2023

Sales, kuaishou 2021

SKILLS

Programming Languages: STATA, R, Python, SQL