ZEKUN LIU

1309 E 10th Street, Bloomington, IN 47405

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PROFESSIONAL EXPERIENCE

Kelley School of Business, Indiana University   July 2024 – Present
Assistant Professor of Marketing

EDUCATION

New York University   January 2025
Ph.D. in Marketing

Washington University in St. Louis   May 2019
M.S. in Business Administration

Peking University   July 2015
B.S. in Information and Computing Science
B.S. in Computer Softwares

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.

WORKING PAPERS

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

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*

The Power of Livestream Shopping: Boosting Revenues and Catalyzing Spillovers
Weiqing Zhang, Zekun Liu, Xiao Liu, and Eitan Muller
Risky Revision at *Journal of Marketing Research*

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.

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

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT	2024
ISMS Marketing Science Conference, Sydney, Australia*	2024
Marketing Dynamics Conference, Santorini, Greece*	2024
Interactive Marketing Research Conference, Boston, MA*	2024
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

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

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

Ad-hoc Reviewer: Management Science, MIS Quarterly, Production and Operations Management, Marketing Letters, Naval Research Logistics, Conference on Information Systems and Technology

INDUSTRY 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 January 2025