

# ZHENQI (JESSIE) LIU

100 International Drive ◊ Baltimore, MD 21202

jzliu [at] jhu.edu

## EDUCATION

---

<b>University of Pennsylvania</b> Ph.D. in Economics	2014 - 2020
<b>Fudan University</b> B.A. in Mathematical Economics	2009 - 2013

## ACADEMIC POSITION

---

<b>Johns Hopkins Carey Business School</b> Assistant Professor	2020 - present
---	----------------

## RESEARCH INTERESTS

---

Information and Media Economics, Digital Marketing, Pricing, Empirical Industrial Organization

## PUBLICATION

---

- Less Is More: A Theory of Minimalist Luxury**  
with Pinar Yildirim and Z. John Zhang 2023
- Journal of Economics & Management Strategy, 33(1), pp.78-110.
  - Media Coverage: World Trademark Review, Knowledge@Wharton, QRIUS
- A Theory of Maximalist Luxury**  
with Pinar Yildirim and Z. John Zhang 2022
- Journal of Economics & Management Strategy, 31(2), pp.284-323.

## WORKING PAPERS

---

- How Allowing a Little Bit of Dissent Helps Control Social Media:  
Impact of Market Structure on Censorship Compliance**
- Media Coverage: ProMarket, The Print
- Asymmetric Impact of AI Matching on Influencer Marketing:  
Implications for Platform Revenue**  
with Yi Liu
- People Are More Likely to Believe and Share Fake News on Smartphones (vs. PCs)**  
with Minzhe Xu and Yang Yang

## RESEARCH IN PROGRESS

---

- Ideology and Identity Clashes amid Online Censorship**  
with Yuner Zhu

# How Pandemic Public Policies Impact Online Consumer Reviews

with Haiyang Yang

## INVITED PRESENTATION

---

### Conferences

#### “Impact of Market Structure on Censorship Compliance”

- International Association for Applied Econometrics Annual Conference, Oslo, Norway 2023
- ISMS Marketing Science Conference (Special Session), Virtual 2022
- NBER Summer Institute (Political Economy), Virtual 2021
- DC IO Conference, Virtual 2021
- International Industrial Organization Conference, Virtual 2021
- TSE Digital Economics Conference, Toulouse, France 2020
- Economics of Media Workshop, Kingston, Canada (postponed\*) 2020

#### “Asymmetric Impact of AI Matching on Influencer Marketing”

- 4th Invitational Pricing Symposium, London Business School, London, UK 2023
- INFORMS Annual Meeting on “Influencer Marketing,” Phoenix, AZ 2023
- Kiel Institute Conference on “Artificial Intelligence and the Economy,” Berlin, Germany 2023
- ISMS Marketing Science Conference, Miami, FL 2023
- EMAC Annual Conference, Odense, Denmark 2023
- POMS 33rd Annual Conference, Orlando, FL 2023
- International Industrial Organization Conference, Washington, DC 2023
- 17th Product and Service Innovation Conference, Virtual 2022
- INFORMS Annual Meeting on “Media and Social Media,” Virtual 2021

#### “People Are More Likely to Believe and Share Fake News on Smartphones”

- Society for Consumer Psychology (SCP) Conference, San Juan, Puerto Rico 2023
- INFORMS Annual Meeting on “Misinformation and Platform Design”, Indianapolis, IN 2022
- Association for Consumer Research (ACR) Conference, virtual 2022

#### “Less Is More: The Case of Minimalist Theory”

- Theory and Practice in Marketing (TPM) Conference, Lausanne, Switzerland 2023
- ISMS Marketing Science Conference (Special Session), Virtual 2022
- SCP Boutique Conference, Honolulu, HI 2022
- Monaco Symposium on Luxury, Monaco (canceled\*) 2021
- Frank M. Bass UTD FORMS Conference, Dallas, TX 2020
- ISMS Marketing Science Conference, Philadelphia, PA 2018

#### “Conspicuous Consumption on the Long Tail”

- Rutgers Mentor-Mentee Symposium, Newark, NJ 2018
- Frank M. Bass UTD FORMS Conference, Dallas, TX 2017

## Seminars

### “Impact of Market Structure on Censorship Compliance”

- University of California San Diego, 21st Century China Center 2021
- Johns Hopkins University, Carey Business School 2019
- University of Oxford, Saïd Business School 2019
- University of Hong Kong, HKU Business School 2019
- City University of Hong Kong, College of Business 2019
- University of Western Ontario, Ivey Business School 2019
- University of Illinois at Chicago, College of Business Administration 2019
- University of Delaware, Lerner Business School 2019

## GRANTS AND AWARDS

---

SNF Agora Faculty Grant Award, Johns Hopkins University	2022
Supplemental Research Support Award, Johns Hopkins University	2021, 2022
William Polk Carey Prize for Outstanding Economics Dissertation, University of Pennsylvania	2021
President Gutmann Leadership Award	2019
AMA Doctoral Consortium Fellow	2019
Mack Institute Research Fellowship	2019
Russell Ackoff Doctoral Student Fellowship Award	2019
The SAS Dean’s Travel Subvention	2019
The SASgov Travel Grant	2018
Xingmei Zhang and Yongge Dai Fellowship	2014-2015

## TEACHING

---

### Johns Hopkins University

<b>Instructor</b>	BU.450.760 Customer Analytics	2022, 2023
Topic:	Text Mining, Matching Methods, Natural Experiments, A/B Test	
<b>Instructor</b>	BU.410.620 Marketing Management	2021
Topic:	Two-sided Platform, Machine Learning & AI in Marketing Research	

## PROFESSIONAL SERVICES

---

<b>Reviewer</b>	Marketing Science Management Science Journal of Marketing Journal of Marketing Research International Economics Review Journal of Economics and Management Strategy Manufacturing and Service Operations Management Production and Operations Management International Journal of Research in Marketing Hong Kong Research Grants Council	
<b>Session Chair</b>	2022 INFORMS Annual Meeting – <i>Special Session: Misinformation and Platform Design</i> 2022 ISMS Marketing Science Conference Special Session (co-chair) – <i>Special Session: Politics, Ideology and Identity in Marketing</i> 2021 INFORMS Annual Meeting – <i>Special Session: Media &amp; Social Media</i>	