

Yuping Liu's Curriculum Vitae

Associate Professor of Marketing & E. V. Williams Faculty Fellow
College of Business and Public Administration
Old Dominion University
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EDUCATION

Ph.D. in Management (Marketing Concentration), Rutgers University, 2002
M.B.A., Rutgers University, 2002
B.A., Marketing, Remin University of China, 1996

ACADEMIC POSITIONS

Associate Professor of Marketing, Old Dominion University, 2008-present
Assistant Professor of Marketing, Old Dominion University, 2002-2008

VISITING POSITIONS

METEOR Visiting Scholar, Department of Marketing and Supply Chain Management,
School of Business and Economics, Maastricht University, August 2009
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, December
2008
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, January
2008

HONORS AND AWARDS

E. V. Williams Faculty Fellow (2008-2011)
Old Dominion University 2007 CBPA Outstanding Faculty Research Award
Old Dominion University 2004 CBPA Outstanding Junior Researcher Award
Rutgers 2001 Business Plan Competition First Prize (\$20,000)
AMA-Sheth Doctoral Consortium Fellow, June 2001, Coral Gables, FL
AMA Faculty Consortium on E-Commerce Fellow, July 2001, College Station, TX

RESEARCH INTERESTS

Internet Marketing, Customer Relationship Management, and Organizational Innovation

TEACHING INTERESTS

Internet Marketing, Advertising, Marketing Research, and Consumer Behavior

COURSES TAUGHT

Current Issues and Topics in Marketing, Ph.D.
Advertising Strategy and Integrated Marketing Communications, MBA
Marketing on the Internet, Undergraduate and MBA
Advanced Marketing on the Internet, Undergraduate
Advertising Strategy, Undergraduate
Marketing Research, Undergraduate
International Marketing, Undergraduate
Evaluation of Information Systems, Master
Principles of Marketing, Undergraduate

PUBLICATIONS

DISSERTATION

Understanding the Interactive Media: Interactivity and Its Implications for Consumer Behavior

JOURNAL ARTICLES

Liu, Yuping and L. J. Shrum (2009), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*, Vol. 38 (2), 53-68.

Liu, Yuping and Rong Yang (2009), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," *Journal of Marketing*, Vol. 73 (1), 109-121.

Liu, Yuping and Yvette E. Pearson (2008), "Direct-to-Consumer Marketing of Predictive Medical Genetic Tests: Assessment of Current Practices and Policy Recommendations," *Journal of Public Policy & Marketing*, Vol. 27 (2), 131-148.

Liu, Yuping (2007), "Online Interaction Readiness: Conceptualization and Measurement," *Journal of Customer Behaviour*, Vol. 6 (3), 283-299.

Liu, Yuping (2007), "The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty," *Journal of Marketing*, Vol. 71 (4), 19-35.

Maurer, Steven and Yuping Liu (2007), "Developing Effective E-Recruiting Websites: Insights for Managers from Marketers," *Business Horizons*, 50 (4), 305-314.

Liu, Yuping (2003), "Developing a Scale to Measure the Interactivity of Web Sites," *Journal of Advertising Research*, 43 (2), 207-216.

Liu, Yuping and L. J. Shrum (2002), "What is Interactivity and is it Always Such a Good Thing? Implications of Definition, Person, and Situation for the Influence of Interactivity on Advertising Effectiveness," *Journal of Advertising*, 31 (4), 53-64.

BOOKS AND BOOK CHAPTERS

L. J. Shrum, Tina Lowrey, and Yuping Liu (2009), "Emerging Issues in Advertising Research," in *The SAGE Handbook of Media Processes and Effects*, eds. M. B. Oliver and R. Nabi, Thousand Oaks, CA: Sage Publications, p. 299-312.

Liu, Yuping and L. J. Shrum (2005), "Rethinking Interactivity: What It Means and Why It May Not Always Be Beneficial," in *Advertising, Promotion, and New Media*, eds. Marla Stafford and Ronald Faber, Armonk, NY: M. E. Sharpe, p. 103-124.

CONFERENCE PROCEEDINGS

Liu, Yuping (2001), "Interactivity and Its Measurement," in *Proceedings of the Experiential E-Commerce Conference*, ed. Frank Biocca [CD-ROM], East Lansing, MI: Michigan State University.

CONFERENCE PRESENTATIONS

Pearson, Yvette and Yuping Liu (2009), "Direct-to-Consumer Marketing of Genetic Testing Services and Consumer Genetic Knowledge Gaps: Implications for Public Policy", 16th International Vincentian Business Ethics conference, Niagara Falls, NY.

Liu, Yuping and Els Breugelmans (2009), "Loyalty Program Time Horizon: Effects of Policy Change on Consumer Behavior", INFORMS 2009 Marketing Science Conference, Ann Arbor, MI.

Liu, Yuping and Rong Yang (2008), "Loyalty Program Rivalry and Its Impact on Firm and Customer Outcomes," INFORMS 2008 Marketing Science Conference, Vancouver, Canada.

Liu, Yuping and Rong Yang (2008), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," AMA 2007 Winter Educators' Conference, Austin, TX.

Pearson, Yvette and Yuping Liu (2007), "Unique Challenges of Marketing Genetic Testing Services Online: Perspectives from the Fields of Marketing and Bioethics," 14th International Vincentian Business Ethics Conference, Chicago, IL.

Liu, Yuping (2006), "Online Interaction Readiness: Measurement, Antecedents, and Consequences," The Academy of Marketing Science 2006 Annual Conference, San Antonio, TX.

Liu, Yuping (2004), "Objective vs. Subjective Interactivity: The Role of Interaction Readiness," American Academy of Advertising 2004 Pre-Conference Session on Interactivity, Baton Rouge, LA.

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Liu, Yuping and Steven Maurer (2003), "E-Recruiting Through a Marketing Lens: An Interdisciplinary Approach to a Job Marketing Innovation," Academy of Management 2003 Annual Conference, Seattle, WA.

Liu, Yuping (2003), "Generating Value through Online Interaction: Individual and Situational Differences," Academy of Marketing Science 2003 Annual Conference, Washington, D.C.

Liu, Yuping (2003), "Is Interactivity Always Desirable? Exploring the Effects of Individual Dimensions of Interactivity on Online Persuasion," American Academy of Advertising 2003 Annual Conference, Denver-Broomfield, CO.

GRANTS

- 2007 "Interactivity and Online Persuasion: The Moderating Role of Site Content". ODU CBPA Summer Research Grant, \$7,500.
- 2006 "Direct-to-Consumer Marketing of Genetic Tests & Services: Moral Perils and Practical Solutions" (with Dr. Yvette Pearson, Philosophy Department). Old Dominion University SEECR Grant, \$17,000.
- 2005 "Marketing Dynamics of Loyalty Programs." Old Dominion University Summer Research Fellowship, \$8,500
- 2005 "Database Marketing Course Development." ODU CBPA Small Business Grant, \$2,000
- 2005 "A Study of the Strategic Process Orientation of Firms" (with Anil Nair). College of Business and Public Administration Small Business Grant, \$2,000
- 2004 "Interaction Readiness: The Impact of Individual Differences on Web Browsing Behavior." College of Business and Public Administration Small Business Grant, \$2,000
- 2003 "One-to-One Interactive Marketing." Grant from Outsight Networks, \$2,400

CURRENT RESEARCH ACTIVITIES

PAPERS UNDER REVIEW

Liu, Yuping and Els Breugelmans, "The Effects of a Liability-Reducing Loyalty Program Policy Change on Consumer Purchase Behavior," under review at the European Marketing Academy 2009 Annual Conference.

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Liu, Yuping and Steven Maurer, "A Process Model of Online Job Marketing Source Effectiveness in High-Technology Labor Markets," being revised for 2nd-round review at *Journal of High Technology Management Research*.

ACTIVE RESEARCH PROJECTS

"Rising to Stardom: How Some User-Generated Contents Become Popular," with Michelle Rogerson, in data collection stage. Target Journal: *Marketing Science*.

"Not All Repeat Customers Are the Same: Brand Loyalty vs. Habit," with Leona Tam, data collection and analysis in progress. Target Journal: *Journal of Marketing Research*.

"Loyalty Program Time Horizon: Effects of Policy Change on Consumer Behavior," with Els Breugelmans, in conceptualization stage. Target Journal: *Journal of Marketing Research*.

"Customer Co-Creation and Organizational Learning Outcomes," with Mike Lai and Christina Wong, in conceptualization stage. Target Journal: *Journal of Marketing*.

"Antecedents of Corporate Innovation: The Case of Second Life," with Bill Judge, in data collection stage. Target Journal: *Academy of Management Journal*.

REVIEWING ACTIVITIES

EDITORIAL REVIEW BOARD

Journal of Marketing Communications

AD HOC REVIEWER

Journal of Marketing

Journal of the Academy of Marketing Science

Journal of Advertising

Journal of Business Research

Journal of Computer-Mediated Communication

Journal of Interactive Advertising

Media Psychology

Applied Research in Quality of Life

Journal of Electronic Commerce Research (special issue on mobile advertising)

International Marketing Review (special issue on Cross-Cultural Research in Services Marketing)

Academy of Marketing Science Review (special issue on Culture and Marketing)

CONFERENCE AND COMPETITION REVIEWER

Reviewer of competitive papers for the American Marketing Association 2009 Winter Educators' Conference

Reviewer of competitive papers for the Academy of Marketing Science 2006 Annual Conference

Reviewer of competitive papers for the World Marketing Congress 2004 Annual Conference

Reviewer of competitive papers for the Academy of Marketing Science 2004 Annual Conference

Reviewer for the Society for Consumer Psychology 2003 Doctoral Dissertation Proposal Competition

Reviewer of competitive papers for the Academy of Marketing Science 2003 Annual Conference

Reviewer of competitive papers for the Academy of Marketing Science 2003 World Congress

Reviewer for the Society for Marketing Advances 2002 Doctoral Dissertation Proposal Competition

Reviewer of competitive papers for American Marketing Association 2002 Summer Marketing Educators' Conference

GRADUATE STUDENT SUPERVISION

DOCTORAL DISSERTATION COMMITTEES

Committee member for Kung Po

Committee member for Tung Cu

Committee member for Dung Vu (graduated in August 2008)

Committee member for Han Liu (Urban Education, graduated in December 2004)

Committee member for Ceyhan Kilic (graduated in August 2004)

PROFESSIONAL SERVICES

SERVICE TO THE AREA

Chair, Marketing Promotion & Tenure Committee, 2008-current

Marketing Recruiting Committee, 2005-2007

Marketing Internship Advisor, Fall 2006

Marketing Recruiting Committee Co-Chair, 2004

Faculty Marshal, December 2002 and December 2003

SERVICE TO THE COLLEGE

CBPA Promotion & Tenure Committee, 2008-current
CBPA Undergraduate Curriculum Committee, 2008-current
CBPA Information Technology Committee, 2002-current
CBPA Internet Marketing Project, 2003
Ph.D. comprehensive exam (written and oral) committee, 2003-current

SERVICE TO THE UNIVERSITY

Commonwealth of Virginia Community Campaign Committee, 2004-2008
University Web Site Ad Hoc Committee, 2004

SERVICE TO THE COMMUNITY

Sentara Healthcare Internet Marketing Project, Fall 2007
American Red Cross Marketing Research Project, Fall 2006
Interview with WTKR, Fall 2006
Azar's Advertising Project, Spring 2006
Norfolk Florist Internet Marketing Project, 2004-2005
Watters and Martin Inc. Internet Marketing Project, 2003
Action Habit Internet Marketing Project, 2003
William E. Wood Company Internet Marketing Project, 2002

SERVICE TO PROFESSIONAL ASSOCIATIONS

Program committee, 21st Annual Advertising and Consumer Psychology Conference,
New York, NY, May 2002

Session chair, "The Impacts of Personality," Association for Consumer Research Annual
Conference, Salt Lake City, UT, October 2000

PROFESSIONAL MEMBERSHIP

American Academy of Advertising
Institute for Operations Research and the Management Sciences

RELEVANT WORK EXPERIENCE

1998-1999 **Data Analyst**
New Jersey Institute of Technology, Department of Computer and
Information Science, Virtual Classroom Project

1999-2001 **Adjunct Instructor**
Department of Marketing, Rutgers University

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1997-1999 **Teaching Assistant**
Department of Marketing, Rutgers University

1996-1997 **Assistant Editor**
China Price Publishing, Beijing, China