

Yuping Liu-Thompkins' Curriculum Vitae

Professor and Chair of Marketing
Strome College of Business
Old Dominion University
Norfolk, VA 23529
Phone: (757) 354-3171; Fax (757) 528-8871
Email: ping@yupingliu.com
Website: <http://www.yupingliu.com>

EDUCATION

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

ACADEMIC POSITIONS

Professor of Marketing and Director of Customer Analytics and Strategy Collaboratory,
Old Dominion University, 2017-present
Professor and Chair of Marketing, Old Dominion University, 2014-2017
Professor of Marketing, Old Dominion University, 2013-2014
Associate Professor of Marketing, Old Dominion University, 2008-2013
Assistant Professor of Marketing, Old Dominion University, 2002-2008

VISITING/GUEST POSITIONS

Guest Professor, School of Management and School of Electronic Commerce, Wuhan
Institute of Bioengineering, May 2016-present
Visiting Professor, Université de Lorraine (CEREFIGE), France, July 2015, May 2016, &
June 2017
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, Dec 2008
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, Jan 2008

HONORS AND AWARDS

Journal of Interactive Marketing Top 5 Highly Cited Research
Wharton Customer Analytics Initiative Lincoln Financial Group Research Opportunity
Winner
Emerald 2016 Citations of Excellence Award
Elsevier 2015 Outstanding Reviewer for *Journal of Interactive Marketing*
Wharton Customer Analytics Initiative BazaarVoice Research Opportunity Winner
Elsevier 2014 Top 25 Most Downloaded Marketing Articles (#6)
Journal of Interactive Marketing 2014 Best Paper Award Runner-Up
Wharton Customer Analytics Initiative Predicting Life Changes Opportunity Winner
Journal of Advertising Research 2013 Best Paper Award

Yuping Liu-Thompkins' Curriculum Vitae (Page 2 of 14)

Wharton Customer Analytics Initiative Coalition Loyalty Program Research Opportunity Winner
Old Dominion University 2012 Faculty Proposal Preparation Program Award Recipient
Wharton Customer Analytics Initiative SiriusXM Research Opportunity Winner
Marketing Science Institute Shopper Marketing Research Competition Winner
Empower MediaMarketing AAA Research Competition Winner
Society for New Communications Research 2010-2012 Fellow
Old Dominion University 2009 CBPA Outstanding Faculty Teaching Award
E. V. Williams Faculty Research Fellow (2008-2014)
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

RESEARCH INTERESTS

Consumer Loyalty and Habit, Loyalty Programs, and Digital Marketing

PUBLICATIONS

JOURNAL ARTICLES

Breugelmans, Els and Yuping Liu-Thompkins (in press), "The Effect of Loyalty Program Expiration Policy on Consumer Behavior," *Marketing Letters*.

*The authors contributed to the manuscript equally.

Liu-Thompkins, Yuping and Edward Malthouse (2017), "A Primer on Using Behavioral Data for Testing Theories in Advertising Research," *Journal of Advertising*, 46 (1), 213-225.

Judge, William Q., Yuping Liu-Thompkins, J. Lee Brown, and Chatdanai Pongpatipat (2015), "Differences in Corporate Entrepreneurship across Countries: How National-Level Institutions Affect Entrepreneurial Activity in Multinational Firms," *Entrepreneurship Theory and Practice*, 39 (2), 237-266.

Gensler, Sonja, Franziska Völckner, Yuping Liu-Thompkins, and Caroline Wiertz (2013), "Managing Brands in the Social Media Environment," *Journal of Interactive Marketing*, 27 (4), 242-256.

*Lead article in issue, winner of Emerald 2016 Citations of Excellence Award, Elsevier 2014 Top 25 Most Downloaded Marketing Articles (#6), and runner-up for *Journal of Interactive Marketing* 2014 Best Paper Award.

Liu-Thompkins, Yuping and Leona Tam (2013), "Not All Repeat Customers Are the Same: Effects of Attitudinal Loyalty and Habit," *Journal of Marketing*, 77 (5), 21-36.

Yuping Liu-Thompkins' Curriculum Vitae (Page 3 of 14)

Liu-Thompkins, Yuping (2012), "Seeding Viral Content: Lessons from the Diffusion of Online Videos," *Journal of Advertising Research*, 52 (4), 465-478.

*Winner of *Journal of Advertising Research* 2013 Best Paper Award

Liu-Thompkins, Yuping (2012), "Engaging Consumers in Online Advertising: The Central Role of Perceived Value," *Journal of New Communications Research*, 5 (2011 Anthology), 77-93.

Pearson, Yvette and Yuping Liu-Thompkins (2012), "Consuming Direct-to-Consumer Genetic Tests: The Role of Genetic Literacy and Knowledge Calibration," *Journal of Public Policy & Marketing*, 31 (1), 42-57.

Liu-Thompkins, Yuping and Michelle Rogerson (2012), "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," *Journal of Interactive Marketing*, 26 (2), 71-82.

*Lead article in issue.

Liu, Yuping and L. J. Shrum (2009), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*, 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*, 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*, 27 (2), 131-148.

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

Liu, Yuping (2007), "The Long-Term Impact of Loyalty Programs on Consumer Purchase Behavior and Loyalty," *Journal of Marketing*, 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

Yuping Liu-Thompkins' Curriculum Vitae (Page 4 of 14)

Liu-Thompkins, Yuping (2012), "Online Advertising: A Cross-Cultural Synthesis," in *Handbook of Research in International Advertising*, ed. Shintaro Okazaki, Cheltenham, UK: Edward Elgar Publishing, p. 303-324.

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

Kordrostami, Elika, Liu-Thompkins, Yuping, and Vahid Rahmani (upcoming), "Investigating Online Reviews: The Moderating Role of Scarcity Appeal", 2017 Association for Consumer Research Annual Conference, San Diego, CA.

Kordrostami, Elika, Liu-Thompkins, Yuping, and Vahid Rahmani (2017), "Examining the Interaction Between Online Review Volume/Valence and Scarcity Appeal." AMA Summer Educator's Conference, San Francisco, CA.

Kordrostami, Elika, Liu-Thompkins, Yuping, and Vahid Rahmani (2017), "The Effects of Online Reviews on Purchase Intention: Investigating the Moderating Role of Regulatory Focus," AMA Summer Educator's Conference, San Francisco, CA.

Xu, Nuo, Yuping Liu-Thompkins, and Yi Zhao (2017), "Success Beyond Self-Performance: Collective Performance Lift from Inter-Agent Effects," 2017 Annual INFORMS Marketing Science Conference, Los Angeles, CA.

Zou, Yueming and Yuping Liu-Thompkins (2017), "Incentivizing Consumer Sharing in Social Media: The Role of Audience Size," 2017 Academy of Marketing Science Annual Conference, Coronado, CA.

Kordrostami, Elika, Yuping Liu-Thompkins, and Vahid Rahmani (2017), "Investigating Online Reviews – The Interaction Between Online Review Volume and Valence," 2017 Academy of Marketing Science Annual Conference, Coronado, CA.

Yuping Liu-Thompkins' Curriculum Vitae (Page 5 of 14)

Zou, Yueming and Yuping Liu-Thompkins (2017), "Incentivizing Consumer Sharing in Social Media: The Role of Brand Personality," 2017 American Marketing Association Winter Educators Conference, Orlando, FL.

Liu-Thompkins, Yuping and Tim Manoles (2016), "Loyalty Programs and Habit Development: The Effects of Individual and Program Design Factors," 2016 European Marketing Academy Annual Conference, Oslo, Norway.

Zou, Yueming and Yuping Liu-Thompkins (2015), "Incentivizing Consumer Sharing in Social Media: The Role of Customer Loyalty," 2015 American Marketing Association Summer Educators Conference, Chicago, IL.

Liu-Thompkins, Yuping, Leona Tam, and Nuo Xu (2015), "Habit Disruption and Consumer Attrition," 2015 INFORMS Marketing Science Conference, Baltimore, MD.

Hsu, Tommy, John B. Ford, Leona Tam, Yuping Liu-Thompkins, and Edward Markowski (2015), "Is Naming Your Competitor in the Comparative Ad a Good Idea? The Effects of Typicality and Alignability," American Marketing Association 2015 Winter Educators Conference, San Antonio, TX.

Hsu, Tommy, John B. Ford, Leona Tam, Yuping Liu-Thompkins, and Edward Markowski (2015), "Direct vs. Indirect Comparative Advertising: The Role of Valence and Message Claim Type," American Marketing Association 2015 Winter Educators Conference, San Antonio, TX.

Liu-Thompkins, Yuping and Tim Manoles (2014), "Habit Evolution under a Loyalty Program," 2014 INFORMS Marketing Science Conference, Atlanta, GA.

Pongpatipat, Chatdanai and Yuping Liu-Thompkins (2014), "Beyond Information: How Consumers Use Online Reviews to Manage Social Impressions," Academy of Marketing Science 2014 Annual Conference, Indianapolis, IN.

Mann, Manveer K. and Yuping Liu-Thompkins (2014), "Designing Product Presentation Through Augmented Reality: The Role of Consumption Vision," 2014 SCP Advertising and Consumer Psychology Conference, Ann Arbor, MI.

Mann, Manveer K., Yuping Liu-Thompkins, Ginger S. Watson, and Yiannis E. Papelis (2013), "A Multidisciplinary Examination of 3D Virtual Shopping Environments: Effects on Consumer Perceptual and Physiological Responses," Academy of Marketing Science 2013 Annual Conference, Monterey, CA.

Liu-Thompkins, Yuping and Leona Tam (2012), "When Loyalty and Habit Collide," DC Marketing Colloquium, Fairfax, VA.

Tam, Leona and Yuping Liu-Thompkins (2011), "When Loyalty and Habit Collide," the Association for Consumer Research 2011 Annual Conference, St. Louis, MO.

Tung Cu, Yuping Liu-Thompkins, Kiran Karande, and Edward Markowski (2011), "Sense of Community: A Missing Link to Understand Users' Performance in Firm-hosted Online Communities," the Americas Conference on Information Systems (AMCIS), Detroit, MI.

Liu-Thompkins, Yuping and Leona Tam (2011), "Not All Repeat Purchases Are the Same: Attitudinal Loyalty and Habit," the American Marketing Association 2011 Summer Educators' Conference, San Francisco, CA.

Kungpo, Tao and Yuping Liu-Thompkins (2011), "Consumer Reaction to Failure in Time-Sensitive Services: The Role of Coping Strategies," the American Psychological Association 119th Convention, Washington, DC.

Judge, William Q., Yuping Liu-Thompkins, J. Lee Brown, and Chatdanai Pongpatipat (2011), "The National Antecedents of Corporate Entrepreneurship: An Empirical Study of Fortune's Global 500 Firms," the Academy of International Business 2011 Annual Meeting, Nagoya, Japan.

Liu-Thompkins, Yuping (2010), "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," Society for New Communications Research 5th Annual Research Symposium, Stanford, CA.

Breugelmans, Els and Yuping Liu-Thompkins (2010), "The Effects of a Liability-Reducing Loyalty Program Policy Change on Consumer Purchase Behavior," European Marketing Academy 2010 Annual Conference, Copenhagen, Denmark.

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.

Judge, William Q. and Yuping Liu (2009), "Antecedents of Corporate Innovation: The Case of Second Life," Strategic Management Society 2009 Annual International Conference, Washington, DC.

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

Yuping Liu-Thompkins' Curriculum Vitae (Page 7 of 14)

Expandability,” American Marketing Association 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.

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.

INVITED TALKS

Liu-Thompkins, Yuping (2018), “How to Build Customer Habits Through Customer Relationship Management,” Habit Summit, San Francisco, CA.

Liu-Thompkins, Yuping (2016), “Embarking on the Journey Towards Making an Impact: Practical Advice on Publication Strategies as a Doctoral Student,” Université catholique de Louvain, Louvain-La-Neuve, Belgium.

Liu-Thompkins, Yuping and Leona Tam (2016), “Is Loyalty+Habit Better? Exploring the Interference between Loyalty and Habit,” Université catholique de Louvain, Louvain-La-Neuve, Belgium.

Dang, Anh and Yuping Liu-Thompkins (2016), “He Yelled, She Smelled: The Role of Emotions in Consumer Reviews,” Wharton Customer Analytics Initiative Bazaarvoice Project Symposium, Philadelphia, PA.

Yuping Liu-Thompkins' Curriculum Vitae (Page 8 of 14)

Liu-Thompkins, Yuping (2015), "Do Loyalty Programs Foster Habit Formation? The Moderating Effects of Customer and Program Characteristics," North Carolina State University Marketing Area Research Seminar Series, Raleigh, NC.

Tang, Chuanyi, Yuping Liu-Thompkins, and Lin Guo (2015), "Predicting Significant Life Events through Financial Activities," Wharton Customer Analytics Initiative PLC Project Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2014), "Purchase Evolution under a Loyalty Program," Wharton Customer Analytics Initiative/BonusCard Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2014), "Insurance Customer Loyalty: Insights from Academic Research," The Lacek Group Loyalty Workshop, Minneapolis, MN.

Liu-Thompkins, Yuping and Leona Tam (2013), "Habit Dynamics and Customer Defection," Wharton Customer Analytics Initiative/SiriusXM Symposium, Philadelphia, PA.

Liu-Thompkins, Yuping (2012), "Demonstrating Loyalty Program Effects: Challenges and Solutions," The Lacek Group, Minneapolis, MN.

MEDIA APPEARANCES

Interview for *New York Times* on cultivating brand loyalty, June 2016

Interview for *Colloquy* on loyalty program analytics and personalization, March 2014

Interview on unethical telemarketing practice with WVEC, June 2012

Interview for *Colloquy* cover story on social media and customer loyalty, February 2011

Interview on social media marketing with *With Good Reason* public radio program, Spring 2010

Invited contribution to the ODU Quest Research Magazine, Spring 2010

Interview on search engine marketing with WTKR, Fall 2006

GRANTS

2014 "Consumption Visions: Augmented Reality and Impulse Buying," (with Dr. Manveer Mann). Old Dominion University SEECR Grant, \$17,000.

2010 "When Loyalty and Habit Collide," (with Dr. Leona Tam). Marketing Science Institute Research Grant, \$7,550

2010 "Understanding the Viral Diffusion of Brand Messages Online," American Academy of Advertising Empower MediaMarketing Research Grant, \$5,000.

2007 "Interactivity and Online Persuasion: The Moderating Role of Site Content". ODU CBPA Summer Research Grant, \$7,500.

Yuping Liu-Thompkins' Curriculum Vitae (Page 9 of 14)

- 2006 “Direct-to-Consumer Marketing of Genetic Tests & Services: Moral Perils and Practical Solutions” (with Dr. Yvette Pearson). 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 Outside Networks, \$2,400

TEACHING INTERESTS

Internet/Digital Marketing, Marketing Analytics, Marketing Research, Consumer Behavior, and Advertising

COURSES TAUGHT

Advanced Research Methodology, Ph.D.
Current Issues and Topics in Marketing, Ph.D.
Social Media Marketing, MBA
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

REVIEWING ACTIVITIES

EDITORSHIP AND EDITORIAL REVIEW BOARD

Journal of Advertising, Associate Editor
Journal of Interactive Marketing, Editorial Review Board Member
Journal of Marketing Communications, Editorial Review Board Member
SageOpen, Editorial Review Board Member

AD HOC REVIEWER

Journal of Marketing
International Journal of Research in Marketing
Journal of the Academy of Marketing Science
Journal of Retailing
Journal of Interactive Marketing
Journal of Advertising
Journal of Service Research
Marketing Letters
Journal of Advertising Research
Journal of Computer-Mediated Communication
Journal of Interactive Advertising
Journal of Marketing Management
Journal of Retailing and Consumer Services
Electronic Commerce Research and Applications
Media Psychology
Electronic Commerce Research
Applied Research in Quality of Life
Service Industries Journal
Journal of Electronic Commerce Research (special issue on mobile advertising)
International Marketing Review (special issue on Cross-Cultural Research in Services Marketing)
Journal of Business Research
Academy of Marketing Science Review (special issue on Culture and Marketing)
Journal of International Consumer Marketing
Electronic Commerce Research Journal
Electronic Commerce Research and Applications

CONFERENCE AND COMPETITION REVIEWER

Reviewer of competitive papers for the 2017 European Marketing Academy (EMAC) Conference

Reviewer of competitive papers for the Academy of Marketing Science 2016 World Marketing Congress

Reviewer of competitive papers for the American Academy of Advertising 2016 Conference

Reviewer of competitive papers for the American Academy of Advertising 2015 Conference

Reviewer of competitive papers for the Society for Consumer Psychology 2014 Winter Conference

Reviewer of competitive paper for the doctoral student track of the Academy of Marketing Science 2012 Conference

Reviewer of competitive paper for the 2011 Conference on Social Media in Hospitality and Tourism

Reviewer of competitive paper for the doctoral student track of the Academy of Marketing Science 2011 World Marketing Congress

Reviewer of competitive paper for the doctoral student track of the Academy of Marketing Science 2011 Annual Conference

Reviewer of proposal for the Marketing Science Institute 2010 Alden G. Clayton Doctoral Dissertation Proposal Competition

Reviewer of grant proposals for the Social Sciences and Humanities Research Council of Canada, 2009 and 2010

Reviewer of competitive papers for the Combi 2010 Conference

Reviewer of competitive papers for the doctoral student track of the Academy of Marketing Science 2010 Conference

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

Yuping Liu-Thompkins' Curriculum Vitae (Page 12 of 14)

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 chair for Leila Khoshghadam

Committee chair for Junzhou (Jonas) Zhang

Committee member for Virginie Bruneau at Université catholique de Louvain, Louvain-La-Neuve, Belgium

Committee chair for Anh Dang (proposal defended in June 2017)

Committee chair for Hamid Abbassi (proposal defended in July 2016)

Committee member for Vahid Rahmani (graduated in 2017)

Committee chair for Elika Kordrostami (graduated in 2016)

Committee chair for Yueming Zou (graduated in 2016)

Committee chair for Chatdanai Pongpatipat (graduated in 2014)

Committee co-chair for Gulfem Kutlu (graduated in 2015)

Committee member for Ceren Ekebas-Turedi (graduated in 2015)

Committee member for Chung-Kai Hsu (graduated in 2014)

Committee member for Tung Cu (graduated in 2009)

Committee member for Dung Vu (graduated in 2008)

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

Committee member for Ceyhan Kilic (graduated in 2004)

PROFESSIONAL SERVICES

SERVICE TO THE AREA

Director, Customer Analytics and Strategy Collaboratory, Fall 2016-present

Research Mentor to Nuo (Norah) Xu, Fall 2016-present

Creator and Maintainer, Strome Marketers Career Blog, Fall 2015-present

Chair, Marketing Lecturer Recruitment Committee, Spring 2016 and Fall 2014

Co-Chair, Marketing Recruiting Committee, 2004, 2012, and 2015

Marketing Department Chair, August 2014-present

Marketing Department Website Content Contributor, 2013-present

Marketing Promotion & Tenure Committee, 2009-July 2014

Chair, Marketing Promotion & Tenure Committee, 2008-2009

Marketing Recruiting Committee, 2005-2007

Marketing Internship Chief Advisor, Fall 2006

Ph.D. comprehensive exam (written and oral) committee, 2003-present

Faculty Marshal, December 2002 and December 2003

SERVICE TO THE COLLEGE

College Advisory Council, August 2014-present
College Website Redesign Advisor, 2013
College Teaching Award Committee, 2010-2015
College Strategic Planning Committee, 2009 and 2012
Dean Search Advisory Committee, 2010
College Undergraduate Curriculum Committee, 2008-2009 & Spring 2010-Spring 2014
College Promotion & Tenure Committee, 2008-2009
College Research Award Committee, 2007-2013
College Information Technology Committee, 2002-2009
College Internet Marketing Project, 2003

SERVICE TO THE UNIVERSITY

Presentation on Engaging Students Through Experiential Learning as part of the Provost's Conversation Series on Teaching, Spring 2017
Panelist for New Chairs' Orientation Budget Session, June 2016
Panelist for the Movin' On Up to Full Professor Workshop by Women's Caucus, Spring 2016
Vice President for Research Search Committee, 2013-2014
Presentation on the Role of Social Media in Learning at the Prepare Future Faculty event, Fall 2011
Presentation on Using Social Media in Teaching as part of the Provost's Conversation on Teaching Series, Spring 2011
Invited contribution to the ODU Quest Research Magazine, Spring 2010
University Outstanding Graduate Teaching Assistant Award Selection Committee, 2010
University Strategic Planning Committee Research Subcommittee, 2009
Commonwealth of Virginia Community Campaign Committee, 2004-2008
University Web Site Ad Hoc Committee, 2004

SERVICE TO THE COMMUNITY

Dominion Enterprises Web Analytics Project, Fall 2016
Invited doctoral student mentoring session on publication strategy at Université catholique de Louvain, Louvain-La-Neuve, Belgium.
Interview for Colloquy story on loyalty program analytics, March 2014
Interview on unethical telemarketing practice with WVEC, June 2012
Interview for *Colloquy* cover story on social media and customer loyalty, February 2011
Girl Scouts of Colonial Coast Integrated Marketing Communications Project, Fall 2010
Young Audiences of Virginia Integrated Marketing Communications Project, Fall 2010
Interview on social media marketing with *With Good Reason* public radio program, Spring 2010
Optima Health Internet Marketing Project, Spring 2009
Skin, the Medical Spa IMC Project, Fall 2008
Fleet Family & Support Center Marketing Research and IMC Project, Fall 2008

Yuping Liu-Thompkins' Curriculum Vitae (Page 14 of 14)

Sentara Healthcare Internet Marketing Project, Fall 2007
American Red Cross Marketing Research Project, Fall 2006
Interview on search engine marketing 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

Social Media Track Co-Chair, Academy of Marketing Science World Marketing Congress, July 2016.

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

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

RELEVANT WORK EXPERIENCE

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

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

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

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