

# Yuping Liu-Thompkins' Curriculum Vitae

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Professor and Chair of Marketing & E. V. Williams Faculty Research Fellow  
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## 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 and Chair of Marketing, Old Dominion University, 2014-present  
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 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, Dec 2008  
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, Jan 2008

## HONORS AND AWARDS

*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  
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 Internet Marketing

### TEACHING INTERESTS

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

### 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

#### JOURNAL ARTICLES

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

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 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.

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

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.

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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

Liu-Thompkins, Yuping, Leona Tam, and Nuo Xu (forthcoming), "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, Chattdanai 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.

## Yuping Liu-Thompkins' Curriculum Vitae (Page 5 of 13)

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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 119<sup>th</sup> Convention, Washington, DC.

Judge, William Q., Yuping Liu-Thompkins, J. Lee Brown, and Chattdanai 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 5<sup>th</sup> 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.

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Liu, Yuping and Rong Yang (2008), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category 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," 14<sup>th</sup> 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 (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.

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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 *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.
- 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



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- 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

### CURRENT RESEARCH ACTIVITIES

#### PAPERS UNDER REVIEW

Breugelmans, Els and Yuping Liu-Thompkins, "The Effects of a Liability-Reducing Loyalty Program Policy Design on Consumer Behavior," being revised for resubmission to *Journal of Retailing*.

Zou, Yueming and Yuping Liu-Thompkins, "Incentivizing Consumer Sharing in Social Media: The Role of Customer Loyalty," under review at the 2015 American Marketing Association Summer Educators Conference.

#### ACTIVE RESEARCH PROJECTS

"Predicting Significant Life Events through Financial Activities," with Chuanyi Tang and Lin Guo, in data analysis stage. Target Journal: *Journal of the Academy of Marketing Science*.

"Habit Evolution under a Loyalty Program," with Tim Manoles, in data analysis stage. Target Journal: *Marketing Science*.

"When Loyalty and Habit Collide," with Leona Tam, in manuscript preparation stage. Target Journal: *Journal of Marketing Research*.

"Habit Dynamics and its Role in Predicting Customer Attrition," with Leona Tam and Norah Xu, in data analysis stage. Target Journal: *Journal of Marketing Research*.

"Empirical Generalizations about Loyalty Programs: A Meta-Analysis," with Chun-Kai Hsu and Ceren Ekebas, in data collection stage. Target Journal: *Journal of Retailing*.

"Firm Return on Interactivity: Business-to-Consumer versus Consumer-to-Consumer Interactivity," with Rong Yang and Amanda Johnson, in data analysis stage. Target Journal: *Journal of Interactive Marketing*.

"Understanding the Viral Diffusion of Brand Messages Online," in data analysis stage. Target Journal: *Journal of Marketing*.

"Consumption Visions: Augmented Reality and Impulse Buying," with Manveer Mann, in data analysis stage. Target Journal: *Journal of Consumer Psychology*.



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“Emic or Etic? An Empirical Investigation of Cross-Cultural Scale Development Practices,” with Altaf Merchant, John Ford, Jean-Luc Herrmann, and Christian Diannoux, in conceptualization stage. Target Journal: *Journal of Marketing Research*.

### REVIEWING ACTIVITIES

#### EDITORIAL REVIEW BOARD

*Journal of Advertising*, Associate Editor  
*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 Service Research*  
*Marketing Letters*  
*Journal of Advertising Research*  
*Journal of Computer-Mediated Communication*  
*Journal of Interactive Advertising*  
*Journal of Retailing and Consumer Services*  
*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*

#### CONFERENCE AND COMPETITION REVIEWER

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

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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

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

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

### **GRADUATE STUDENT SUPERVISION**

#### **DOCTORAL DISSERTATION COMMITTEES**

Committee member for Chung-Kai Hsu  
Committee chair for Yueming Zou  
Committee chair for Chatdanai Pongpatipat (proposal defended in June 2012)  
Committee co-chair for Gulfem Kutlu  
Committee member for Tung Cu (graduated in August 2009)  
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**

Marketing Department Chair, August 2014-present  
Marketing Department Website Content Contributor, 2013-present  
Marketing Promotion & Tenure Committee, 2009-current  
Chair, Marketing Promotion & Tenure Committee, 2008-2009  
Co-Chair, Marketing Recruiting Committee, 2004 and 2012  
Marketing Recruiting Committee, 2005-2007  
Marketing Internship Chief Advisor, Fall 2006  
Ph.D. comprehensive exam (written and oral) committee, 2003-current  
Faculty Marshal, December 2002 and December 2003

#### **SERVICE TO THE COLLEGE**

College Website Redesign Advisor, 2013-present  
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**

Vice President for Research Search Committee, 2013-2014

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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

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

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

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

## Yuping Liu-Thompkins' Curriculum Vitae (Page 13 of 13)

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- 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