

Yuping Liu's Curriculum Vitae

Marketing Area
College of Business and Public Administration
Old Dominion University
Norfolk, VA 23529
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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

SHORT-TERM VISITING POSITIONS

Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, January 2008

HONORS AND AWARDS

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
Dissertation Fellowship, 2001-2002, Rutgers University
Graduate Student Travel Award, Rutgers University

RESEARCH INTERESTS

Internet Marketing, Customer Relationship Management, and Consumer Behavior

TEACHING INTERESTS

Internet Marketing, Advertising, Marketing Research, and Consumer Behavior

COURSES TAUGHT

Current Issues and Topics in Marketing, Ph.D.

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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 Rong Yang (forthcoming), "Assessing Loyalty Program Effects in a Competitive Setting: Impact of Market Saturation, Market Share, and Category Expandability," *Journal of Marketing*.

Liu, Yuping and L. J. Shrum (forthcoming), "A Dual-Process Model of Interactivity Effects," *Journal of Advertising*.

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 (forthcoming), "Current issues in advertising research," in *Handbook of Media Effects*, eds. M. B. Oliver and R. Nabi, Thousand Oaks, CA: Sage Publications.

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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, 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.

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

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- 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, “Integrating Consumer Preferences into Online Advertising: Drivers of Consumer Tendency to Engage in Online Interaction,” conditionally accepted by *Journal of Advertising Research*.

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*.

Liu, Yuping and Yvette Pearson, “Direct-to-Consumer Marketing of Medical Genetic Tests: Assessment of Current Practices and Policy Recommendations,” under 2nd-round review at *Journal of Public Policy & Marketing*.

CURRENT RESEARCH PROJECTS

Liu, Yuping and Rong Yang, “Does Order of Entry Matter in the Success of Loyalty Programs?” in data analysis stage. Target journal: *Management Science*.

Liu, Yuping, “Managing Loyalty Programs: The Impact of Organizational Factors on Loyalty Program Success,” data collection complete. Target journal: *Journal of the Academy of Marketing Science*.

Liu, Yuping, "The Effect of Consumer Shopping Traits on Loyalty Program Response," data collection complete. Target journal: *Journal of Retailing*.

Nair, Anil and Yuping Liu, "A Study of the Strategic Process Orientation of Firms," in data collection stage. Target journal: *Strategic Management Journal*.

Liu, Yuping and Guohua Wu, "Interactivity and the Nature of Flow: Moderating Effect of Browsing Goal", in study design and pretest stage. Target journal: *Journal of Consumer Research*.

Liu, Yuping, "Beyond the Website: Capturing Interactivity in Online Communities," in conceptualization stage. Target journal: *Journal of Marketing Research*.

REVIEWING ACTIVITIES

AD HOC REVIEWER

Journal of the Academy of Marketing Science

Journal of Advertising

Journal of Business Research

Journal of Computer-Mediated Communication

Journal of Marketing

Media Psychology

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

Journal of Interactive Advertising (special issue on interactivity)

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

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

Applied Research in Quality of Life

CONFERENCE AND COMPETITION REVIEWER

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

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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 Tung Cu

Committee member for Dung Vu

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 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 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-current

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

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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 **Instructor**
Department of Marketing, Rutgers University

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

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