

Yuping Liu-Thompkins' Curriculum Vitae

Society for New Communications Research 2010 Fellow
Associate Professor of Marketing & E. V. Williams Faculty Fellow
College of Business and Public Administration
Old Dominion University
Norfolk, VA 23529
Phone: (757) 683-6551; Fax (757) 683-5639
Email: YXXLiu@odu.edu
Homepage: <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

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, Dec 2008
Visiting Scholar, Department of Logistics, Hong Kong Polytechnic University, Jan 2008

HONORS AND AWARDS

Empower MediaMarketing AAA Research Competition Winner
Society for New Communications Research 2010 Fellow
Old Dominion University 2009 CBPA Outstanding Faculty Teaching Award
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

RESEARCH INTERESTS

Internet Marketing, Customer Relationship Management, and Loyalty Programs

TEACHING INTERESTS

Internet Marketing, Advertising and Integrated Marketing Communications, 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.

Yuping Liu-Thompkins' Curriculum Vitae (Page 3 of 9)

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

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 Expandability," AMA 2007 Winter Educators' Conference, Austin, TX.

Yuping Liu-Thompkins' Curriculum Vitae (Page 4 of 9)

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.

MEDIA APPEARANCES

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

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, Philosophy Department). Old Dominion University SEECR Grant, \$17,000.

2005 "Marketing Dynamics of Loyalty Programs." Old Dominion University Summer Research Fellowship, \$8,500

Yuping Liu-Thompkins' Curriculum Vitae (Page 5 of 9)

- 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

CURRENT RESEARCH ACTIVITIES

PAPERS UNDER REVIEW

Liu-Thompkins, Yuping, "Engaging Consumers in Online Advertising: The Central Role of Perceived Value," under 1st review at *Journal of New Communications Research*.

Liu-Thompkins, Yuping and Leona Tam, "Not All Repeat Purchases are the Same: Attitudinal Loyalty and Habit," under review at the Association for Consumer Research 2010 Annual Conference.

Liu-Thompkins, Yuping and Michelle Rogerson, "Rising to Stardom: An Empirical Investigation of the Diffusion of User-Generated Content," under 1st review at *Marketing Science*.

Yvette Pearson and Yuping Liu-Thompkins, "Consuming Direct-to-Consumer Genetic Tests: The Role of Genetic Literacy and Knowledge Calibration," under 1st review at *Journal of Public Policy & Marketing*.

ACTIVE RESEARCH PROJECTS

"The Effects of a Liability-Reducing Loyalty Program Policy Change on Consumer Purchase Behavior," with Els Breugelmans, in manuscript writing stage. Target Journal: *Journal of Marketing Research*.

"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*.

"Antecedents of Corporate Innovation Across the Globe: The Case of Second Life," with Bill Judge, in data analysis stage. Target Journal: *Journal of International Business Studies*.

"When Loyalty and Habit Collide," with Leona Tam, in conceptualization stage. Target Journal: *Journal of Consumer Research*.

“Consumer-to-Consumer Interactivity and Firm-Level Outcomes,” with Amanda Johnson, in data collection and analysis stage. Target Journal: *Journal of Interactive Marketing*.

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

Marketing Letters

Journal of Computer-Mediated Communication

Journal of Interactive Advertising

Media Psychology

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)

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

CONFERENCE AND COMPETITION REVIEWER

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 grant proposal for the Social Sciences and Humanities Research Council of Canada, 2009

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 chair for Chatdanai Pongpatipat

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

Chair, Marketing Promotion & Tenure Committee, 2008-2009

Marketing Recruiting Committee, 2005-2007

Marketing Internship Chief Advisor, Fall 2006

Marketing Recruiting Committee Co-Chair, 2004

Faculty Marshal, December 2002 and December 2003

SERVICE TO THE COLLEGE

Dean Search Advisory Committee, 2010

CBPA Undergraduate Curriculum Committee, 2008-2009 & Spring 2010-current

CBPA Strategic Planning Committee, 2009

CBPA Promotion & Tenure Committee, 2008-2009

Yuping Liu-Thompkins' Curriculum Vitae (Page 8 of 9)

CBPA Information Technology Committee, 2002-2009
CBPA Internet Marketing Project, 2003
Ph.D. comprehensive exam (written and oral) committee, 2003-current

SERVICE TO THE UNIVERSITY

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 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

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

RELEVANT WORK EXPERIENCE

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

1998-1999 **Data Analyst**

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

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