

# Chaoran Liu

## London Business School

Regent's Park, London NW1 4SA, United Kingdom

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### EDUCATION

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<b>PhD Marketing</b> London Business School	2025 (expected)
<b>MRes, Marketing</b> London Business School	2019-2021
<b>MS, Marketing</b> Columbia Business School	2012-2013
<b>BA, Finance; Double Major, Arts</b> Peking University <i>Exchange study at ESSEC Business School in Fall 2010</i>	2008-2012

### RESEARCH INTERESTS

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Digital Marketing, Emerging Technology, Innovation, Generative AI

### RESEARCH

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#### **Seller Experience and Transaction Prices on a Blockchain-Enabled Marketplace**

with Xu Zhang and Anja Lambrecht

*Reject & Resubmit at Marketing Science, Frontiers*

#### **Sales Manipulation on a Blockchain-Enabled Marketplace**

with Anja Lambrecht

*Work in progress*

#### **How Gen AI Affects Marketing Content: Evidence from the Restaurant Industry**

with S. Alex Yang and Tong Wang

*Work in progress*

### ACADEMIC PRESENTATIONS

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London Quantitative Marketing Conference, 2024

INFORMS Marketing Science Conference, 2023

EMAC Doctoral Colloquium, 2023

Transatlantic Doctoral Conference, 2023

Conference on Artificial Intelligence, Machine Learning, and Business Analytics, 2022

International Conference on Crypto-Marketing, 2022

## TEACHING EXPERIENCE

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**Teaching Interest:** Digital Marketing, Social Media, Marketing Technology

**Digital Deep Dive** by S. Alex Yang (London Business School) 2024  
Delivered guest lecture on blockchain's marketing application.

**Measuring Impact in the Digital Economy** by Anja Lambrecht (London Business School) 2022 - 2024  
Helped prepare course materials for case studies. Assisted students with in-class quantitative analyses using R and Excel.

**Digital Marketing** by Xu Zhang (London Business School) 2022 - 2024  
Conducted tutorial sessions on digital marketing simulations, focusing on search and display advertising campaigns.

**Channel and Sales Force Management** (Anja Lambrecht), **Marketing Core** (Nicolas Padilla), **Luxury Strategy** (Stefano Turconi)

## GRANTS & FELLOWSHIPS

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2024 ISMS Doctoral Consortium Fellow

2023 AMA-Sheth Doctoral Consortium Fellow

2023 ISMS Doctoral Consortium Fellow

2023 EMAC Doctoral Colloquium Fellow

2022 ISMS Doctoral Consortium Fellow

2019 - 2024 PhD Program Financial Award (\$140,000), tuition and stipend

## SERVICE

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**Trans-Atlantic Doctoral Conference - Marketing Track** 2020 - 2021  
Co-Chair London Business School  
Liaised within marketing department to review submissions. Arranged conference schedule.

**Trans-Atlantic Doctoral Conference** 2020  
Conference Organizer London Business School  
Built conference website and designed conference submission survey.

## PROFESSIONAL EXPERIENCE

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**Alibaba** July - Dec 2021  
Research Intern, Ad Algorithm Team Beijing, Shenzhen  
Analyzed advertiser data and designed experiments to test incentive strategies for new advertisers on the platform.

**Liu Xiaomian** 2018- 2021  
Co-Founder London  
Founded the first Chongqing Noodle bar (Liu Xiaomian) in London. Featured in the Sunday Times, Evening Standard and on BBC MasterChef.

## **MarketShare, now part of TransUnion**

2013- 2019

Manager

New York, London, Hamburg

Led a multidisciplinary team of data scientists, statisticians, and consultants. Delivered marketing optimization projects to clients across various industries, including technology, consumer electronics, automotive and retail.

## **PHD COURSEWORK**

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### **Quantitative Marketing Courses**

Analytical and Empirical Models	X. Zhang (London Business School), P. Manchanda (University of Michigan)
Probability Models	B. Hardie (London Business School)
Marketing Management and Development	R. Chandy (London Business School), O. Narasimhan (LSE)
Marketing Pro-Seminars	A. Lambrecht (London Business School)

### **Econometrics and Research Method Courses**

Econometrics	A. Onatskiy (University of Cambridge)
Statistical Research Models 2	K. Ramdas (London Business School)
Machine Learning	X. Qiao (LSE), R. Silva (UCL)

### **Economics Courses**

Microeconomics II Part I	P. Eso (University of Oxford)
Microeconomics II Part II	A. Galeotti, E. Ozdenoren (London Business School)
The Economics of Industry	J. Sutton, P. Schiraldi, M. Pesendorfer (LSE)
Political Economy	R. Durante (NUS)

### **Consumer Behaviour Courses**

Judgement and Decision Making	S. Botti, D. Faro, J. Berman (London Business School)
Consumer Behaviour	S. Chen (London Business School)

### **Workshops**

Geographic Information System (GIS) Methods in Business Research Workshop	G. Chiovelli, S. Hohmann (Wheeler Institute for Business and Development)
Causal Inference with Cross-Sectional Data Workshop	J. Wooldridge (Economists for Ukraine)

## NATIONALITY

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China

Indefinite Leave to Remain, United Kingdom

## VOLUNTEER EXPERIENCE

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### **Museum of London**

2015 - 2016

Volunteer of Family Activities

London

Guided visitors in handling real archaeological artifacts and shared the stories behind these objects, with a special focus on engaging families and children.

## REFERENCES

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### **Anja Lambrecht (Advisor)**

Professor of Marketing

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### **Xu Zhang**

Assistant Professor of Marketing

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### **Bruce Hardie**

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