

Chaoran Liu

London Business School

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EDUCATION

PhD Marketing London Business School	2025 (expected)
MRes, Marketing London Business School	2019-2021
MS, Marketing Columbia Business School	2012-2013
BA, Finance; Double Major, Arts Peking University	2008-2012

RESEARCH INTERESTS

Digital Marketing, Emerging Technology, Innovation, Generative AI

RESEARCH

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 UK Restaurant Industry

with S. Alex Yang and Tong Wang

Work in progress

ACADEMIC PRESENTATIONS

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

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

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

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

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

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

China

Indefinite Leave to Remain, United Kingdom

REFERENCES

Anja Lambrecht (Advisor)

Professor of Marketing
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Xu Zhang

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Bruce Hardie

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