

# QIANG LIU 劉強

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<b>CONTACT INFORMATION</b>	4039 Rawls Hall The Daniels School of Business Purdue University West Lafayette, IN 47906	Work: 765-496-6221 Email: liu6@purdue.edu
<b>PROFESSIONAL EXPERIENCE</b>	The Daniels School of Business, Purdue University Associate Professor of Management Assistant Professor of Management IQVIA Scientific Advisor	2017 - 2008 - 2017  2021 - 2023
<b>EDUCATION</b>	Cornell University, Ithaca, NY Ph.D. & MS in Management, University of California at Berkeley, Berkeley, CA MA in Statistics, Peking University, Beijing, China MA in Public Administration, BS in Information Management with Economics Double Major,	2008  2003  2001 1998
<b>SERVICES</b>	Acting Department Head Daniels School Curriculum Committee Purdue Graduate School Council The Head of Marketing Area, The Daniels School of Business Co-chair of The Track of Retailing, Service and Entertainment The AMA Summer Conference Building Committee, The Daniels School of Business Chair of The Sustainability Committee, Management Department	Spring 2026 2025 2022 - 2024 2023 - 2024  2023 2022 - 2022
<b>RESEARCH INTERESTS</b>	Choice Models; Structural Models; Bayesian Analysis in Marketing; Machine Learning in Marketing; Healthcare & Pharma Industry; Digital & Sharing Economy.	
<b>PUBLICATIONS</b>	<b>Liu, Q.</b> , Yu, S., Wen, S., and Cai, Y. (2026), "Pharmaceutical Pricing," in <i>Handbook of Pricing Research in Marketing</i> , edited by Rao, Vithala and Sudhir, K., forthcoming.  Chu, Y., Liu, H., Li, X., and <b>Liu, Q.</b> (2026), "Alleles of State Dependence on Digital Platforms: A Dynamic Path to Purchase with Variety Seeking and Inertia," forthcoming at <i>MIS Quarterly</i> .  Shin, S., <b>Liu, Q.</b> (co-first author), Lu, S., and Nelson, P. (2026), "Incorporating Switching Reasons into a Factor-Analytic Choice Model: A Study on Benefit Segmentation of Physicians," forthcoming at <i>Quantitative Marketing and Economics</i> .  Cai, Y., <b>Liu, Q.</b> , Wang, and Y., Zhang, F. (Equal Contribution) (2025), "Predicting Rare Events in Markets with Relational Data," <i>Quantitative Marketing and Economics</i> , vol. 23, 545-588.	

Cai, Y., Liu, Y., and **Liu, Q.** (2025), “Social Determinants of Health and 30-Day Readmission for Heart Failure Patients in U.S. Hospitals: Evidence from ICD-10 Z-Code Data,” *Healthcare*, 13(17), 2102.

Zhou, C., Gill, M., and **Liu, Q.** (2022), “Empowering Education with Crowdfunding: The Role of Crowdfunded Resources and Crowd Screening,” *Journal of Marketing Research*, 59(1), 97-117.

**Liu, Q.**, Liu, X., and Balachander, S. (2021), “Crowdfunding Project Design: Optimal Product Menu and Funding Target,” *Production and Operations Management*, 30 (10), 3800-3811.

**Liu, Q.**, Liu, H., and Kalwani, M. (2020), “‘See Your Doctor’: The Impact of Direct-to-Consumer Advertising on Patients with Different Affliction Levels,” *Marketing Letters*, 31(1), 37-48.

Ching, A., Hermosilla, M., and **Liu, Q.** (2019), “Structural Models of the Prescription Drug Market,” *Foundations and Trends® in Marketing*, Vol. 13, No. 1, pp 1–76.

Pareek, B., **Liu, Q.**, and Ghosh, P. (2019), “Ask Your Doctor whether This Product is Right for You: A Bayesian Joint Model for Patient Drug Requests and Physician Prescriptions,” *Journal of the Royal Statistical Society: Series A*, 182(1), 197-223.

Liu, H., **Liu, Q.**, and Chintagunta, P. (2017), “Promotion Spillovers: Drug Detailing in Combination Therapy,” *Marketing Science*, 36(3), 382 - 401.

Samel, K. (Student Author), Wang, X. and **Liu, Q.** (Mentors) (2017), “Predicting Advertisement Clicks Using Deep Networks: Interpreting Deep Learning Models,” *The Journal of Purdue Undergraduate Research*, Vol. 7, Article 8.

**Liu, Q.**, Gupta, S., Venkataraman, S., and Liu, H. (2016), “An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications,” *Management Science*, 62(8), 2321 - 2340.

**Liu, Q.**, Steenburgh, T., and Gupta, S. (2015), “The Cross Attributes Flexible Substitution Logit: Uncovering Category Expansion and Share Impacts of Marketing Instruments,” *Marketing Science*, 34(1), 144-159.

**Liu, Q.** and Gupta, S. (2014), “Direct-to-Consumer Advertising of Pharmaceuticals: An Integrative Review,” in *Innovation and Marketing in the Pharmaceutical Industry*, edited by Ding, M., Eliashberg, J. and Stremersch, S., 629 - 649, New York: Springer.

**Liu, Q.** and Gupta, S. (2012), “A Micro-level Diffusion Model for New Drug Adoption,” *Journal of Product Innovation Management*, 29(3), 372 - 384.

**Liu, Q.** and Gupta, S. (2011), “The Impact of Direct-to-consumer Advertising of Prescription Drugs on Physician Visits and Drug Requests: Empirical Findings and Public Policy Implications,” *International Journal of Research in Marketing*, 28(3), 205 - 217.

**WORKING PAPERS** Zhang, W., Liu, Q. and Liu, X. (2026) “Manufacturer’s Strategic Consumer Care: A Profit-Maximizing Strategy for Channel Governance under Contract Opacity.”

Yu, S., Liu, Q., Liu, H., and Cai, Y. (2026) “Contraceptive Service Mix After Dobbs: Heterogeneous Effects of Abortion Bans.”

Lu, S., Daisy, D., Liu, Q., and Cai, Y. (2026) “Evaluating Telehealth’s Role in Breast Cancer Care During the COVID-19 Pandemic.”

Liu, Q., Yoon, H., Liu, H. (2026), “Salesforce Targeting under Competitive Spillovers: Evidence from Pharmaceutical Detailing.”

Sun, W., Cai, Y., and Liu, Q. (2026) “Leverage Large Language Model in LSTM for Maximizing Treatment Fulfillment and Benefit in Patient Support Programs.”

Yu, S., Liu, H., Liu, Q., and Cai, Y. (2025) “How Organizational Structures Shapes Physicians’ New Drug Adoption: Evidence from a New Drug Launch.”

Qian, L., Liu, Q., Liu, H., and Li, X. (2025) “Effects of Review Deletion Policy Change on Hotels: A Study on Ctrip Platform.”

Yan, L., Liu, Q. Zhu, T.(2023), “Donors, Buyers, and Information Disclosure in Crowdfunding Markets: A Case of Platform Split-up.”

Liu, Q., Lei, M., Zhu, T.(2023), “The Impact of Expanding Public Health Insurance on Market-based Insurance Premiums: Roles of Risk Pool Composition and Size.”

Liu, Q., Kalwani, M., Shin, S., Hua, S. (2022), “Which Patients Get Their Prescription Drug Requests Fulfilled?”

#### INVITED TALKS

“Ask Your Doctor, Who Cares: Medium Types and Consumer Response to Pharmaceutical Direct-to-Consumer Advertising,” *The 12th China-R Conference and Business Big Data Analysis Conference (Harbin)*, Harbin University of Commerce, June 2019.

“Empowering Education with Crowdfunding: Empirical Evidence from California Public Schools,”  
– Peking University, May 2019.

“Discrete Choice Model in Marketing,”  
– ZUEL, June 2019.  
– Huaqiao University, May 2019.  
– SUFE, December 2016.

“Healthcare/Pharmaceutical Industry and Marketing,”  
– Peking University, May 2019  
– *China Marketing International Conference*, South China University of Technology, July 2019.  
– Harbin University of Commerce, June 2019.  
– University of Electronic Science and Technology of China, June 2019.  
– Southwest University, March 2019.

“Comparative Marketing Communication: The Case of Drug Detailing,”  
– *China Marketing International Conference*, Shanghai University of Finance and

Economics, July 2018.

- Wuhan University, May 2018.
- Zhongnan University of Economics and Law, May 2018.
- Tsinghua University, May 2018.
- Peking University, May 2018.
- North Carolina State University, January 2018.

“Spillovers of Marketing Instruments: Demand Estimation and Optimal Policy Implications,”

- Sichuan University, June 2019.
- Wuhan University, January 2017.
- Southwest Jiaotong University, December 2016.
- University of Electronic Science and Technology of China, December 2016.
- Southwestern University of Finance and Economics, May 2016.
- Zhongnan University of Economics and Law, June 2016.

“Using Social Media for Small Business,” Tippecanoe County Public Library, October 2012.

“A Micro-level Diffusion Model for New Drug Adoption,” invited presentation at International Marketing Research Consortium (Tianjin, China), December 2009.

“Pharmaceutical Marketing: Detailing and DTCA,” invited presentation at Guanghua School of Management, Peking University (Beijing University), December 2009.

“The Dynamics of Drug Detailing Oligopoly,” invited seminar presentations in 2007.

- The University of California at Berkeley
- The University of Chicago
- Purdue University

“The Restructuring of China’s Higher Education: Experiences in the Transition to a Market Economy,” Invited Presentation, *China Center for Economic Research, Peking University*, November 1999.

**CONFERENCE  
PRESENTATIONS**

“Leveraging Large Language Models Integrated with Long Short Term Memory Architectures to Optimize Ozempic Patient Support Program,” *INFORMS Marketing Science Conference*, Washington DC, June 2025.

“Optimizing Patient Support Service Resources: When to Scale Back Engagement Efforts for Patients Never Convert to the Brand?,” *American Marketing Association Summer Academic Conference*, San Francisco, August 2023.

“Investigating Pharmaceutical Detailing as a Personal Selling Process,” *INFORMS Marketing Science Conference*, Fudan University, June 2016.

“Ask Your Doctor, Who Cares: Medium Types and Consumer Response to Pharmaceutical Direct-to-Consumer Advertising,” *INFORMS Marketing Science Conference*, John Hopkins University, June 2015.

“Measuring How Different Marketing Instruments Affect Competition: The Role of Choice Model Specification,” *INFORMS Marketing Science Conference*, Rice University, June 2011.

“The Dynamics of Drug Detailing Oligopoly,” *INFORMS Marketing Science Conference*, University of Pittsburgh, June 2006.

<b>TEACHING</b>	Digital Marketing (Online)	Fall, 23-25
	Digital Marketing Strategy, MBA & MS	Spring, 15-21
	Digital Marketing Strategy, MBA & MS	Fall, 12-13,17-25
	Digital Marketing Application, MBA& MS	Spring, 17-18,20-25
	Digital Marketing Strategy, UG	Spring, 15-19
	Digital Marketing Strategy, UG	Fall, 20-21
	Marketing Management, UG Core	Spring, 09-13, 15; Fall, 13
	Marketing Model, PhD	Spring, 09
	Marketing Management, UG, Cornell University	Fall, 06

<b>AD HOC REVIEWER</b>	Journal of Marketing Research	Marketing Science
	Journal of Marketing	Management Science
	Production and Operations Management	Marketing Letters
	Manufacturing and Service Operations Management	Review of Industrial Organization
	Journal of Business Research	BMC Health Services Research
	International Journal of Health Policy and Management	Journal of Strategic Marketing
	Journal of Systems Science and Systems Engineering	Telematics and Informatics
	International Small Business Journal	Soft Computing
	Plos One	

<b>HONORS &amp; GRANTS</b>	Winner of Krannert Post-Doctoral Fellows Funding Competition	2023
	Outstanding & Distinguished Teacher List, Krannert	2010-2023
	Purdue Research Foundation summer faculty research grant	2015
	Google AdWords Social Impact Global Finalist (GOMC), Team Professor	2016
	The 2nd Place Winner of Soybean Competition, Team Business Advisor	2013
	AMA Doctoral Consortium Fellow	2005
	Graduate Scholarship, Cornell University	2003-2007
	CAESL Fellowship, National Science Foundation	2002

<b>STUDENT COMMITTEES</b>	Alex Kim, Assistant Professor, Long Island University
	Ho Jung Yoon (Co-chair), Assistant Professor, Sejong University
	Sun Ah Kim, Assistant Professor, Concordia University
	Wanqing Zhang, Lecturer (Assistant Professor), Cass Business School, CUL
	Xing Fang, Visiting Assistant Professor, Tulane University
	Tianfu Wang, Assistant Professor, Montclair State University
	Ming Lei (Chair), Visiting@Tulane /Assistant Professor, St. Mary’s College of Maryland
	Lu Yan, Assistant Professor, The Hong Kong Polytechnic University
	Rajan Mishra Assistant Professor, California State University
	Siyun Lu (Chair), Capital One
Arindam Roy Chowdhury	
Zhexi Zhang	