Qiang Liu 劉強

Contact Information

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Professional Experience

The Daniels School of Business, Purdue University
- Associate Professor of Management — 2017 -
- Assistant Professor of Management — 2008 - 2017

IQVIA
- Scientific Advisor — 2021 - 2023

Education

Cornell University, Ithaca, NY
- Ph.D. & MS in Management, — 2008

University of California at Berkeley, Berkeley, CA
- MA in Statistics, — 2003

Peking University, Beijing, China
- MA in Public Administration — 2001
- BS in Information Management with Economics Double Major — 1998

Services

Acting Department Head	Spring 2026
Daniels School Curriculum Committee	2025 -
Purdue Graduate School Council	2022 - 2025
Marketing Area Head, The Daniels School of Business	2023 - 2024
Co-chair of The Track of Retailing, Service, and Entertainment, The AMA Summer Conference	2023
Building Committee, The Daniels School of Business	2022 -
Chair of The Sustainability Committee, Management Department	2022 - 2023

Research Interests

Discrete Choice Models; Dynamic Structural Models; Bayesian Analysis in Marketing; Analytical Models; Healthcare & Pharma Industry; Digital & Sharing Economy.

Publications

Liu, Q., Yu, S., Wen, S., Cai, Y. (forthcoming). "Pharmaceutical Pricing,"in Handbook of Pricing Research in Marketing, edited by Rao, Vithala and Sudhir, K.

Chu, Y., Liu, H., Li, X., **Liu, Q.** (forthcoming). "Alleles of State Dependence on Digital Platforms: A Dynamic Path to Purchase with Variety Seeking and Inertia," *MIS Quarterly*.

> Best Paper Award (1/380) at the 2021 Annual Conference of the Chinese Marketing Association of Universities (CMAU)

Shin, S., **Liu, Q.** (Co-first Author), Lu, S., Nelson, P. (2026). "Incorporating Switching Reasons into a Factor-Analytic Choice Model: A Study on Benefit Segmentation of Physicians," *Quantitative Marketing and Economics*, Vol 24, 4.

Cai, Y., **Liu, Q.**, Wang, Y., Zhang, F. (Equal Contribution) (2025). "Finding A Needle in A Haystack: Predicting Extremely Imbalanced Classes in Markets with

Relational Data," *Quantitative Marketing and Economics*, Vol 23, 545-588.

Cai, Y., Liu, Y., **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., **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., Balachander, S. (2021). "Crowdfunding Project Design: Optimal Product Menu and Funding Target," *Production and Operations Management*, 30 (10), 3800-3811.

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

Samel, K. (Mentors: Wang, X. and **Liu, Q.**) (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., Liu, H. (2016). "An Empirical Model of Drug Detailing: Dynamic Competition and Policy Implications," *Management Science*, 62(8), 2321 - 2340.

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

Liu, Q., 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

Yu, S., Liu, Q., Liu, H., Cai, Y. (2026). "Contraceptive Service Mix After Dobbs: Heterogeneous Effects of Abortion Bans," Reject and resubmit invited at *M&SOM*.

Liu, Q., Yoon, H., Liu, H. (2026). "Salesforce Targeting under Competitive Spillovers: Evidence from Pharmaceutical Detailing," Reject and resubmit invited at *QME*.

Liu, Q., Zhang, W., Liu, X. (2026). "When Is Consumer-Care Pricing Authentic? Retailer Concealment and Assurance in Opaque Channels. "

Kim, S., Park, S., Yu, S., Liu, Q., Cai, Y. (2026). "Growing Markets, Shrinking Access: Regressive Rationing in the GLP-1 Shortage."

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

Yu, S., Liu, H., Liu, Q., Cai, Y. (2025). "Impeding Drug Newcomers? The Impact of Integrated Delivery Networks on Physician New Drug Adoption."

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?"

Research In Progress

Qian, L., Liu, Q., Liu, H., Li, X. "Effects of Review Deletion Policy Change on Hotels: A Study on Ctrip Platform."

Sun, W., Cai, Y., Liu, Q. "Maximizing Treatment Fulfillment in Patient Support Programs: The Significance of Early Program Engagements."

Liu, Q., Ran, Y., Xiang, L., and Yu, S. "AI-Mediated Marketing Systems: The AIC^2 Framework for Research and Practice."

Liu, Q., Zhang, W., Liu, X. "Train Later or Pay More? AI Training Rights and Creator Incentives on Digital Platforms."

Invited Talks

"Growing Markets, Shrinking Access: Regressive Rationing in the GLP-1 Shortage,"
- – John Hopkins University, Feb 2027 (scheduled)
- – University of Illinois Urbana-Champaign, Spring 2027 (Planned).

"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,"
- North Carolina State University, January 2018.
- *China Marketing International Conference*, Shanghai University of Finance and Economics, July 2018. Best Paper Award.
- Wuhan University, May 2018.
- Zhongnan University of Economics and Law, May 2018.
- Tsinghua University, May 2018.
- Peking University, May 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.

Teaching

Digital Marketing (Online)	Fall, 23-26
Digital Marketing Strategy, MBA & MS	Spring, 15-21
Digital Marketing Strategy, MBA & MS	Fall, 12-13,17-26
Digital Marketing Application, MBA& MS	Spring, 17-18,20-26
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, 23-26
Marketing Model, PhD	Fall, 23
Marketing Management, UG, Cornell University	Fall, 06

Ad Hoc Reviewer

Journal of Marketing Research	Marketing Science
Journal of Marketing	Management Science
Production and Operations Management	Marketing Letters
Manufacturing & Service Operations Management	Telematics and Informatics
Journal of Business Research	BMC Health Services Research
Review of Industrial Organization	Journal of Strategic Marketing
Journal of Systems Science & Systems Engineering	PLOS One
International Small Business Journal	Soft Computing
Int. J. Health Policy Manag.	J. Prim. Care Community Health

Honors & Grants

SPARK Research Grant ($60,000), Purdue University	2024
Winner of Krannert Post-Doctoral Fellows Funding Competition ($180,000)	2023
Best Paper Award (1/380) at the Annual Conference of the Chinese Marketing Association of Universities (CMAU)	2021

Best Paper Award at CMIC	2018
NVIDIA GPU Grant (Titan Xp)	2017
Google AdWords Social Impact Global Finalist (GOMC), Team Professor	2016
Purdue Research Foundation summer faculty research grant	2015
The 2nd Place Winner of Soybean Competition, Team Business Advisor	2013
Outstanding & Distinguished Teacher List, Krannert	Multiple Years
AMA Doctoral Consortium Fellow	2005
Graduate Scholarship, Cornell University	2003-2007
CAESL Fellowship, National Science Foundation	2002

Student Committees

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 Assistant Professor, Tulane University
Lu Yan Assistant Professor, The Hong Kong Polytechnic University
Siyun Lu (Chair), Capital One
Arindam Roy Chowdhury (Ongoing)
Austin R Sky-Kappler (Polytech, Ongoing)