

QIANG LIU 劉強

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Purdue University https://qiangliu.org
West Lafayette, IN 47906

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
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

RESEARCH INTERESTS Discrete Choice Models; Dynamic Structural Models; Bayesian Analysis in Marketing;
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*.

Shin, S., Liu, Q. (Co-first Author), Lu, S., Nelson, P. (2025). "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. (Student Author), Wang, X. (Mentors), **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., 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**

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

Yu, S., Liu, Q., Liu, H., Cai, Y. (2026). “Contraceptive Service Mix After Dobbs: Heterogeneous Effects of Abortion Bans,” under review at *M&SOM*.

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

Kim, S., Park, S., Yu, S., Liu, Q., Cai, Y. (2026). “Demand Displacement in the GLP-1 Market: Descriptive Evidence and Within-Patient Analysis.”

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

Sun, W., Cai, Y., Liu, Q. (2025). “Maximizing Treatment Fulfillment in Patient Support Programs: The Significance of Early Program Engagements.”

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

Qian, L., Liu, Q., Liu, H., 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

“Demand Displacement in the GLP-1 Market: Descriptive Evidence and Within-Patient Analysis,” University of Illinois Urbana-Champaign, Fall 2026 (Scheduled).

“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.*

TEACHING	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, 17-18,20-26
	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.	

HONORS & GRANTS	SPARK Research Grant (\$60,000), Purdue University	2024
	Winner of Krannert Post-Doctoral Fellows Funding Competition (\$180,000)	2023
	Outstanding & Distinguished Teacher List, Krannert	2010-2023
	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
	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)