QIANG LIU 劉強

CONTACT INFORMATION	4039 Rawls Hall The Daniels School of Business Purdue University West Lafayette, IN 47906	Work: 765-496-6221 Email: liu6@purdue.edu

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

Daniels School Curriculum Committee — 2025
Graduate School Council — 2022 - 2024
The Head of Marketing Area, 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

Choice Models; Structural Models; Bayesian Analysis in Marketing; Machine Learning in Marketing; Healthcare & Pharma Industry; Digital & Sharing Economy.

PUBLICATIONS

Chu, Y., Liu, H., **Liu, Q.**, and Li, X. (2026), "Alleles of State Dependence on Digital Platforms: A Dynamic Path to Purchase with Variety Seeking and Inertia," minor revision at *MIS Quarterly*.

Shin, S., **Liu, Q.** (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 *Quantitative Marketing and Economics*.

Cai, Y., **Liu, Q.**, Wang, Y., Zhang, F. (Equal Contribution) (2025), "Predicting Rare Events 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. 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., 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. 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) "Strategic Consumer Care: A Profit-Maximizing Strategy under Contract Opacity."

Yu, S., Liu, Q., Liu, H., and Cai, Y. (2026) "The Birth Control Service Mix Post-Dobbs: How Abortion Bans Heterogeneously Reshape the American Contraceptive Procedure Landscape."

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

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

Sun, W., Cai, Y., and Liu, Q. (2025) "Leverage Large Language Model in LSTM for Maximizing Treatment Fulfillment and Benefit in Patient Support Programs."

Liu, Q., Chu, Y., Yoon, H., Liu, H. (2025), "Intended Denigration or Unsolicited Free-exposure: Asymmetric Effects of Comparative Advertising and Marketing Communication."

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.

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, 17-18,20-25

	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

AD HOC REVIEWER

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	

HONORS & GRANTS

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

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@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