

Sheng (Max) LIU

Department of Management and Marketing
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ACADEMIC POSITION

Research Assistant Professor of Marketing	2024-Present
➤ The Hong Kong Polytechnic University	Hong Kong

EDUCATION

Ph.D. in Marketing (Chief Supervisor: Victor Yiwei Li)	2020-2024
➤ Lingnan University	Hong Kong
M.S. in Marketing	2017-2018
➤ The Chinese University of Hong Kong	Hong Kong
B.A. in Public Administration	2013-2017
➤ Guangdong University of Foreign Studies	Guangzhou, China

RESEARCH INTERESTS

- Topics: Influencer Marketing, Crowdfunding, Social Network, Digital Marketing
- Methodologies: Field Experiments, Applied Econometrics, Bayesian Statistics, Machine Learning

PUBLICATIONS

- 1) Zhuanlan Sun*, C. Clark Cao*, **Sheng Liu***, Yiwei Li, and Chao Ma (2024), “Behavioral Consequences of Second-person Pronouns in Written Communications Between Authors and Reviewers of Scientific Papers”, *Nature Communications*, 15, 152. (* contributed equally)
- 2) Jayson S Jia, Yiwei Li, **Sheng Liu**, Nicholas A Christakis, and Jianmin Jia (2023), “Emergency Communications After Earthquake Reveal Social Network Backbone of Important Ties”, *PNAS Nexus*, 2(11), pgad358.
- 3) Zhuanlan Sun*, **Sheng Liu***, Yiwei Li, and Chao Ma (2023), “Expedited Editorial Decision in COVID-19 Pandemic”, *Journal of Informetrics*, 17(1), 101382. (* contributed equally)
- 4) Weiwei Cao, **Sheng Liu**, Yiwei Li, and Jianmin Jia (2020), “Travelling Companion Stimulates Consumption Upgrade: An Analysis Based on Railway Big Data”, *Journal of Management Sciences in China* (管理科學學報), 2, 18-38.

- 5) Yang Yang, **Sheng Liu**, Yiwei Li, and Jianmin Jia (2020), “Big Data Marketing: Review and Prospect”, *Systems Engineering - Theory & Practice* (系統工程理論與實踐), 40(8), 2150- 2158.

WORKING PAPERS

- 1) Chunyu Li, **Sheng Liu**, Yiwei Li, Xiangnan Feng, and Jianmin Jia, “More Engagement versus Higher Ratings: The Effectiveness of Management Response to Customer Reviews”, Revise and Resubmit at *Journal of Marketing Research*.
- 2) Yiwei Li, **Sheng Liu**, and Xian Gu, “Product Mix Strategies in Livestream Commerce: A Competition Perspective”, manuscript in preparation, target *Marketing Science*.
- 3) **Sheng Liu**, Yiwei Li, Lei Su, and Darren Dahl, “Donations or Rewards? Insights into Personal Pronoun Use in Crowdfunding”, manuscript in preparation, target *Journal of Marketing Research*.

TEACHING EXPERIENCE

Instructor at Lingnan University

Hong Kong

- E-Marketing (Course Code: MKT 3301)

2023/01-2023/04