

Dr. Feng “Oliver” Liu

Position: Associate Professor

Discipline: Marketing

Final Degree: PhD, University of Wisconsin- Milwaukee

Faculty Contact Info

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Biography

Dr. Feng “Oliver” Liu is an Associate Professor of Marketing at CBA. He obtained his Ph.D. in Marketing with a Minor in Econometrics from the University of Wisconsin- Milwaukee. He has taught Principles of Marketing, Marketing Research, Marketing Management, and Big Data Analysis related courses domestically and internationally, at both undergraduate and graduate level. His research focuses on the application of Bayesian Modeling and Data Mining methods in mobile marketing, online retailing, branding, fashion marketing, advertising and other marketing practices. He has published papers in *Journal of Business Research*, *Journal of Retailing and Consumer Service*, and *Marketing Management Journal*, among others. He has presented in numerous academic conferences and higher education institutions. He also works with companies and non-profit organizations through research relationships. Dr. Liu is a member of the Institute of Operations Research and Management Sciences, the American Marketing Association, and the Decision Sciences Institute.

Areas of Interests

Teaching

Principles of Marketing, Marketing Research, Marketing Management, Marketing Analytics, Business Intelligence, and Data Mining

Research

Bayesian Modeling in Marketing, Data Mining for Marketing Decisions, Mobile Marketing, Online Retailing, Branding, Fashion Marketing, and Advertising.

Faculty Scholarship

Refereed Journal Articles

- Liu, F., Zhao, S., Li, Y. (2017). How Many, How Often, and How New? A Multivariate Profiling of Mobile App Users. *Journal of Retailing and Consumer Services*, 38(3), 71–80.
- Zhang, Y., Liu, F. (2017). The Formation of Brand Loyalty: A Partial Dual-factor Explanation. *Journal of International Consumer Marketing*, 30(1), 1-11.
- Liu, F. (2015). Online Product Reviewers: Their Motivation and Reliability. *Journal of Business and Economics*, 6(1), 59-76.
- Shen, D., Richards, J., Liu, F. (2013). Consumers' Awareness of Sustainable Fashion. *The Marketing Management Journal*, 23(2), 134-147.
- Liu, F. (2013). Price or Proficiency? A Household Production Explanation on Consumers' Choice of Online Retailer. *Journal of Business and Economics*, 4 (12), 1248-1264.
- Fan, X., Liu, F., Zhang, J. (2013). To Be Familiar or To Be There? The Roles of Brand Familiarity and Social Presence on Web Store Image and Online Purchase Intention Development. *International Journal of Electronic Marketing and Retailing*, 5(3), 199-221.
- Papatla, P., Liu, F. (2009). Google or Bizrate? How Search Engines and Comparison Sites Affect Unplanned Choices of Online Retailers. *Journal of Business Research*, 62 (11), 1039-1045.

Other Intellectual Contributions