Dr. Feng “Oliver” Liu

Position: Associate Professor
Discipline: Marketing
Final Degree: PhD, University of Wisconsin- Milwaukee

Faculty Contact Info
Office  Tahoe Hall
Phone  916-278-7106
Email  liu@csus.edu

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


Other Intellectual Contributions