

Liye Ma

3323 Van Munching Hall
Robert H. Smith School of Business
University of Maryland
College Park, MD 20742-1815

Phone: (301)405-8982
E-mail: liyema@rhsmith.umd.edu

Academic Employment

Robert H. Smith School of Business, University of Maryland, College Park, MD

Associate Professor of Marketing (with tenure), *Aug. 2017 – present*

Assistant Professor of Marketing, *Jul. 2011 – Aug. 2017*

Cheung Kong Graduate School of Business, Beijing, China

Visiting Associate Professor of Marketing, *Aug. 2017 – May 2018*

Education

Ph.D., Industrial Administration, 2011, Carnegie Mellon University

Dissertation: “*Essays on Network-mediated Marketing Interactions*”

M.S., Machine Learning, 2011, Carnegie Mellon University

Sc.M., Computer Science, 2000, Brown University

B.E., Computer Science, 1998, Tsinghua University

Research Interest

Dynamic and Interactive Consumer Decisions, Internet/Social Media Marketing, Mobile Marketing, Omnichannel Marketing, Choice Models, Theory-Driven Econometric Models, Big Data, Machine Learning

Honors and Awards

2019 Finalist, Marketing Science Institute/H. Paul Root Award

2019 Best Reviewer Award, the Journal of Interactive Marketing.

2017 MSI Young Scholar

2015 Finalist, John D.C. Little Award

2013 MSI Research Grant #4-1818, Award for MSI Research Competition “Mobile Platforms, Location-Based Services, and their Impact on Consumers”

2011 William W. Cooper Doctoral Dissertation Award in Management or Management Science, Carnegie Mellon University

2011 WCAI Research Grant, “Modeling Mobile Customer Behavior”

2010 INFORMS ISMS Doctoral Consortium Fellow, Cologne, Germany

2006-2010 William Larimer Mellon Fellowship, Carnegie Mellon University

2006-2008 Graduate Student Research Grant, Carnegie Mellon University

Refereed Publications

1. Liye Ma and Baohong Sun, (2020), “Machine Learning and AI in Marketing - Connecting Computing Power to Human Insights,” *International Journal of Research in Marketing*, forthcoming
2. Gu, Xian, P.K. Kannan and Liye Ma, (2018), “Selling the Premium in Freemium,” *Journal of Marketing*, 82(6), 10–27
3. Michael Trusov, Liye Ma and Zainab Jamal, (2016), “Crumbs of the Cookie: User Profiling in Customer-Base Analysis and Behavioral Targeting,” *Marketing Science* Special Issue on Big Data, Vol. 35, No. 3, pp. 405-426.
4. Liye Ma, Baohong Sun and Sunder Kekre, (2015), “The Squeaky Wheel Gets the Grease - An Empirical Analysis of Customer Voice and Firm Intervention on Twitter,” *Marketing Science*, Vol. 34, No. 5, pp. 627-645.
Finalist, John D.C. Little Award
Lead Article
Selected for Marketing Science Press Release of the Issue
5. Liye Ma, Ramayya Krishnan and Alan Montgomery, (2015), “Latent Homophily or Social Influence? An Empirical Analysis of Purchase within a Social Network,” *Management Science*, 61(2) 454-473
6. Kinshuk Jerath, Liye Ma, and Young-Hoon Park, (2014), “Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity,” *Journal of Marketing Research*, Vol. 51, No. 4, pp. 480-486. (Equal Authorship)
7. Liye Ma, Alan Montgomery, Param Vir Singh, and Michael Smith, (2014), "An Empirical Analysis of the Impact of Pre-Release Movie Piracy on Box-Office Revenue," *Information Systems Research*, 25(3), 590-603.

8. S. Sriram, Puneet Manchanda, Mercedes Esteban Bravo, Junhong Chu, Liye Ma, Minjae Song, Scott Shriver, and Upender Subramanian, (2014), "Platforms: a multiplicity of research opportunities," *Marketing Letters*, 26(2), 141-152.
9. Kinshuk Jerath, Liye Ma, Young-Hoon Park and Kannan Srinivasan, (2011), "A 'Position Paradox' in Sponsored Search Auctions," *Marketing Science*, 30(4), 612-627.

Working Papers

10. Alice Hongshuang Li and Liye Ma, "Charting Path-to-Purchase using Topic Models"
Revising for invited 4th round review at *Journal of Marketing Research*
11. Marcel Goic and Liye Ma, "Location, Selection and Influence in Mobile Environments"
Revising for invited 2nd round review at *Journal of Marketing Research*
12. Liye Ma, Baohong Sun and Kunpeng Zhang, "Image Network and Interest Group – A Heterogeneous Network Embedding Approach to Analyze Social Curation on Pinterest"
Revising for invited 2nd round review at *Marketing Science*
13. Liye Ma, "'Only the Interested Learn': A Model of Proactive Learning of Product Reviews,"
14. Liye Ma and Baohong Sun, "An Integrated Analysis of Mobile Application Usage and In-App Advertising Response"
MSI Working Paper Series 2016 Report 16-112
MSI Research Grant #4-1818, Award for MSI Research Competition "Mobile Platforms, Location-Based Services, and their Impact on Consumers"
15. Lingling Zhang, Yiping (Amy) Song and Liye Ma, "Social Influence in Technology-Based Organizational Training: Theory and Practice for Online Employee Learning"
16. Liye Ma, "Modeling Latent Homophily in Large-Scale Social Networks – A Gaussian Markov Random Field Approach"
17. Liye Ma, Alan Montgomery and Michael Smith, "The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion"
18. Hai Che, Peng Liu, and Liye Ma, "The Role of Social Factors in Consumer's Product Purchase in Online Video-Game Community"
19. Liye Ma, Kannan Srinivasan and Baohong Sun, "Dynamics of Production and Linking at Content Websites"
20. Yogesh Joshi, Liye Ma, William Rand, and Louiqa Raschid, "Building the B[r]and: Using Social Media to Drive Customer Engagement and Sales"

MSI Working Paper Series 2013 Report 13-113.

Selected Work in Progress

21. “Social Influence and Educational Choice,” with Wei Shi and Amy Song

Invited Seminar Presentations

University of Toronto, December 2019

Georgia Institute of Technology, April 2019

Chinese University of Hong Kong, July 2018

Zhejiang University, April 2018

Meituan-Dianping Inc., April 2018

Central University of Finance and Economics, April 2018

Peking University, April 2018

Fudan University, January 2018

Nanjing University, January 2018

Tsinghua University, October 2017

Tsinghua Data Institute, October 2017

China India Insights Conference (Invited Discussant), September 2017

MSI Young Scholar Event, January 2017

University of Southern California, November 2016

University of Chile, September 2016

Cheung Kong Graduate School of Business, August 2016

Columbia University, July 2016

Google Inc., July 2016

University of Connecticut, April 2016

University of Chicago, April 2016

Indiana University, March 2016

Dartmouth College, January 2016

Texas A&M University (Dept. of Economics), December 2015

University of Maryland Research Camp, October 2015

University of Houston, October 2015

Temple University, October 2014

Johns Hopkins University, November 2010

University of Southern California, November 2010

Hong Kong University of Science and Technology, November 2010

National University of Singapore, November 2010

Washington University in St. Louis, November 2010

Dartmouth College, October 2010

University of British Columbia, October 2010

New York University, October 2010

University of Pennsylvania, October 2010

Northwestern University, October 2010

University of California, Berkeley, October 2010

University of Washington, October 2010

University of Maryland, September 2010

University of Toronto, September 2010

University of Colorado, September 2010

University of Michigan, September 2010

Selected Conference Presentations

“Image Network and Interest Group – A Heterogeneous Network Embedding Approach to Analyze Social Curation on Pinterest”

INFORMS Marketing Science Conference, Rome, Italy, June 2019

Digital Marketing and Machine Learning Conference, Pittsburgh, PA, December 2018

“Modeling Latent Homophily in Large-Scale Social Networks – A Gaussian Markov Random Field Approach”

INFORMS Marketing Science Conference, Shanghai, China, June 2016

“‘Only the Interested Learn’: A Model of Proactive Learning of Product Reviews”,

10th Invitational Choice Symposium, Lake Louise, Canada, May 2016

UTD FORMS Conference, Dallas, TX, February 2016

Winter AMA Conference, Las Vegas, NV, February 2016

Summer AMA Conference, Chicago, IL, August 2015

“An Integrated Model of Application Usage and Advertising Response on Mobile Phones,”

INFORMS Marketing Science Conference, Baltimore, MD, June 2015

“Analyzing Mobile Application Usage and Ad Response for Optimal Targeting,”

INFORMS Annual Meeting, San Francisco, CA, November 2014

“‘Only the Interested Learn’: A Model of Proactive Learning of Product Reviews”,

China India Customer Insights Conference, Lijiang, China, July 2014

INFORMS Marketing Science Conference, Atlanta, GA, June 2014

“Production and Linking Decisions of Internet Content Developers – A Dynamic Competitive Analysis”,

9th Invitational Choice Symposium, Rotterdam, the Netherlands, June 2013

“Consumer Click Behavior at a Search Engine: The Role of Keyword Popularity”

Yale Customer Insights Conference, New Haven, CT, May 2013

"Do Customers Always Mean What They Say? - An Empirical Analysis of Voices on Twitter"

INFORMS Marketing Science Conference, Boston, MA, June 2012

“A ‘Position Paradox’ in Sponsored Search Auctions”

INFORMS Marketing Science Conference, Cologne, Germany, June 2010

External Service

Editorial Review Board Member at Journal of Marketing Research, 2017 -

Editorial Review Board Member at Journal of Marketing, 2020 -

Ad-hoc Reviewer for:

European Journal of Marketing

Information Retrieval Journal
Information Systems Research
International Journal of Research in Marketing
Journal of Interactive Marketing
Management Information Systems Quarterly
Management Science
Marketing Science
Production and Operations Management
Review of Economics and Statistics

Doctoral Student Mentorship

Dissertation Co-Chair

Xian Gu, 2019

Dissertation Committee Member

Ai Ren, 2020 (Expected)

Hui Shen, 2019

Seoungwoo Lee, 2017

Committee Member, Second Year Research Paper

Kalinda Ukanwa Zeiger, 2015

Yue Dong, 2013

Teaching

Big Data and AI for Business, OMSBA, Summer 2020

Data Science, MSMA, Spring 2020

Action Learning Project, MSMA, Spring 2020

Data Science, MSMA, Spring 2019

Action Learning Project, MSMA, Spring 2019

Marketing Research Methods, MBA, Spring 2019

Doctoral Seminar on Structural Models, Spring 2019

New Retail, EMBA & EE, CKGSB 2017-2018
OmniChannel Marketing, MBA, CKGSB 2017-2018
Strategic Marketing in China, MBA, CKGSB 2017-2018
Marketing Research Methods, MBA, Spring 2017
Data Science, MSMA, Spring 2017
Action Learning Project, MSMA, Spring 2017
Doctoral Seminar on Structural Models, Spring 2017
Marketing Research Methods, UG, Spring 2016
Data Science, MSMA, Spring 2016
Marketing Research Methods, UG, Spring 2015
Data Science, MSMA, Spring 2015
Marketing Research Methods, UG, Spring 2014
Data Science, MSMA, Spring 2014
Marketing Research Methods, UG, Spring 2013
Marketing Research Methods, UG, Spring 2012

University and Department Service

PhD Coordinator, Marketing Area, 2019 -
Member, Smith School MS Oversight Committee, 2018 -
Member, Smith School Research Computing Committee, 2014 - 2016
University Senate Representative, 2015
Member, Marketing Department Recruiting Committee, 2015
Organizer, Marketing Department Annual Research Camp, 2015
Organizer, Marketing Department Research Seminar Series, 2013 - 2014
Member, Marketing Department PhD Admissions Committee, 2013
Member, Banneker/Key Scholarship Committee, 2013

Member, Committee for the Selection of the AMA Student Representatives, 2012

Other Professional Experiences

Team Lead, *Wellington Management Company LLP*, Boston, MA 2003-2006

Responsible for the development work of the portfolio accounting and client administration systems of the firm. Managed a team of software engineers.

Senior Project Leader, *Oracle Corporation*, Redwood Shores, CA 2000-2003

Led various software development projects for the Oracle E-Business Suite, focusing on manufacturing and supply chain management applications.