

YONGDONG LIU

UCL School of Management
University College London
One Canada Square, London E14 5AA, UK

Phone: +44 (0)7719504233
Email: yongdong.liu@ucl.ac.uk
<https://www.mgmt.ucl.ac.uk/people/yongdongliu>

EDUCATION

Ph.D., Agricultural and Resource Economics, University of California, Berkeley, 2015
M.A., Statistics, University of California, Berkeley, 2011
M.S., Economics, Chinese Academy of Sciences, China, 2009
B.A., Economics & B.S., Statistics, Peking University, China, 2006

EMPLOYMENT

UCL School of Management, University College London
Assistant Professor, August 2015 - Present

FIELDS OF CONCENTRATION

Quantitative Marketing, Empirical Industrial Organization, Applied Microeconomics
Digital Markets, Platform, Sharing Economy, Economics of Innovation

Publications

“The Impact of COVID-19 on the Ride-Sharing Industry and Its Recovery: Causal Evidence from China”, with Yunfei Cao, Yiting Deng, Wei Miao and Wei Wang, 155(2022) *Transportation Research Part A: Policy and Practice*,

“Reassessing Collective Petitioning in Rural China: Civic Engagement, Extra-State Violence, and Regional Variation”, With William Hurst, Mingxing Liu, and Ran Tao, 46(2014), *Journal of Comparative Politics*

’ “Challenging, Complementing or Assuming ‘the Mandate of Heaven’? Political Distrust and the Rise of Self-Governing Social Organizations in Rural China”, With Vanesa Pesque-Cela, Ran Tao and Laixiang Sun, 37(2009), *Journal of Comparative Economics*

“A Comparative Study of International Insurance Markets”, With Wei Zheng and Yiting Deng, 34(2009), *The Geneva Papers on Risk and Insurance-Issues and Practice*

“The Chinese Insurance Market: Estimating its Long-Term Growth and Size”, With Wei Zheng and Gerry Dickson, 33(2008), *The Geneva Papers on Risk and Insurance-Issues and Practice*, 3, 489–506.

WORKING PAPERS

“Spillover Effects and Freemium Strategy in the Mobile App Market”, with Yiting Deng and Anja Lambrecht, minor revision, *Management Science*

“Invention Pledges: A Case Study of Open Disclosure at IBM”, with Yiting Deng, Ajay Bhaskarabhatla, under 2nd round review, *Research Policy*

“The Effects of Surge Pricing on Driver Behavior in the Ride-Sharing Market: Evidence from a Quasi-Experiment”, with Yiting Deng, Wei Miao, Chris Tang and Wei Wang, revising for 2nd round review, *Journal of Operations Management*

“Price Promotion and Online Product Evaluation”, with Anja Lambrecht and Yiting Deng

“Mobile App Platform Choice: An Application of Strategic Games on Big Data”

WORK IN PROGRESS

“The effect of subscriptions on service providers in the gig economy”, with Benedict Dallaert and Bhoomija Ranjan

“Spillovers effects between Online Marketplace and Online Store”, with Yiting Deng and Bilal Gokpina

“Information Acquisition in Online Marketplaces”, with Xiaogang Che and Zhuoqun Chen

PRESENTATIONS

“Spillovers effects between Online Marketplace and Online Store”

- ISMS Marketing Science Conference, 2021

“Spillover Effects and Freemium Strategy in the Mobile App Market”

- Department of Economics, City, University of London, 2020

“ Mobile App Platform Choice: An Application of Strategic Games on Big Data”

- Department of Marketing, Ivey Business School, Western University, 2019
- ISMS Marketing Science Conference, 2016
- 2016 Greater-China Conference on Mobile Big Data Marketing, Hong Kong, 2016
- NYU 2015 Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics, New York, 2015
- Leeds School of Business, University of Colorado, Boulder, 2016
- Mendoza College of Business, University of Notre Dame, 2015
- School of Economics and Political Science, University of St. Gallen, 2015
- Department of Economics, University of British Columbia, 2015
- Department of Management Science and Innovation, University College London, 2014
- Guanghua School of Management, Peking University, 2014

“Giving Up the Grand Bargain: Open Disclosure of Innovations and Reabsorption of Follow-on Innovations”

- European Policy for Intellectual Property (EPIP) 2019 Conference, ETH Zurich, 2019
- Strategic Management Society (SMS) Special Conference in Frankfurt, Frankfurt School of Finance of Management, 2019
- Tsinghua-Berkeley workshop on IPR and Innovation Policy, Tsinghua University, 2013

“Timely versus Quality Innovation: The Case of Mobile Applications on iTunes and Google Play” (with Denis Nekipelov and Minjung Park)

- Economics of Digitalization Conference, NBER, 2014, presented by Denis Nekipelov
- ISMS Marketing Science Conference, 2014

TEACHING EXPERIENCE

University College London

- Statistical Foundations of Business Analytics, MSc Business Analytics, Module leader, Fall 2021- Fall 2016; Best Teacher Award, 2019
- Marketing Science, MBA core, Instructor, Fall 2017

University of California, Berkeley

- Statistics, Department of Statistics, Teaching Assistant, Fall 2014
- Probability, Department of Statistics, Reader, Fall 2014
- Macroeconomic Analysis, Department of Economics, Teaching Assistant, Summer 2011

AWARDS AND GRANTS

UCL MSc Business Analytics Best Teacher Award (2019)

Chinese Government Award for Outstanding Students Abroad (2013)

IBER Mini Grant, UC Berkeley (2012)

Graduate Division Summer Grant, UC Berkeley (2012)

Liu Graduate Research Fellowship, UC Berkeley (2011)

PROFESSIONAL SERVICE

One of the two founding faculty members of Marketing & Analytics group at UCL School of Management. Built the marketing group with colleagues.

Steering Marketing & Analytics group faculty recruiting, 2016-2019

UCL School of Management research committee member, 2015-2018

UCL School of Management extenuation committee member, 2017-2018

UCL School of Management Athena SWAN committee member, 2018

Ad-hoc Reviewer, *European Economic Review*, *Operations Research*