

## Yitian (Sky) Liang

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### EMPLOYMENT

- 2020 – present, Associate (untenured) Professor of Marketing, Tsinghua University
- 2017 – 2020, Assistant Professor of Marketing, Tsinghua University

### EDUCATION

- **Ph.D., Business Administration (Marketing)**  
University of British Columbia, 2011 – 2017
- **M.S., Statistics**  
University of British Columbia, 2009 – 2011
- **M.S., Applied Economics**  
City University of Hong Kong, 2008 – 2009
- **B.S., Statistics**  
Jinan University, 2004 – 2008

### PUBLICATIONS

- Yitian (Sky) Liang, Xinlei (Jack) Chen, Yuxin Chen, Ping Xiao, Jinglong Zhang (2023). Mobile Ad Fraud: Empirical Patterns in Publisher and Advertising Campaign Data. *International Journal of Research in Marketing* (Forthcoming).
- Yitian (Sky) Liang, Zhongqiang (Tak) Huang, Lei Su (2023). Too Time-Crunched to Seek Variety: The Influence of Parenting Motivation on Consumer Variety Seeking. *Journal of Marketing Research*, 60(4): 812–833.
- Shaohui Wu, Yong Tan, Yubo Chen, Yitian (Sky) Liang (2022). How Is Mobile User Behavior Different?—A Hidden Markov Model of Cross-Mobile Application Usage Dynamics. *Information Systems Research*, 33(3): 1002–1022.
- Ping Xiao, Ruli Xiao, Yitian (Sky) Liang, Xinlei (Jack) Chen, Wei Lu (2020) “The Effect of the Government’s Subsidy Program: Accessibility Beyond Affordability.” *Management Science*, 66(7): 3211-3233.
- Tak Huang, Yitian (Sky) Liang, Charles Weinberg, Gerald Gorn (2019) “The Sleepy Consumer and Variety Seeking.” *Journal of Marketing Research*, 56(2): 179-196, Lead Article.
- Jason Ho, Yitian (Sky) Liang, Charles Weinberg, Jing Yan (2018) “An Empirical Study of Uniform and Differential Pricing in the Movie Theatrical Market.” *Journal of Marketing Research*, 55(3): 414-431. (Equal Contribution)
- Xinlei (Jack) Chen, Yitian (Sky) Liang (2018) “A Review and Reflection On the Analysis of China Questions in Marketing.” *Journal of Marketing Science*, 13(4): 124-131, (in Chinese).

## **WORKING PAPERS**

- “Technology-enabled Incentive and Prosocial Behavior—An Empirical Study of Safe Driving with Telematics Monitoring”, with Xinlei (Jack) Chen and Rui (Juliet) Zhu.
- “Economic Design in the Virtual World: The Fee Structure in the Player-to-Player (P2P) Trading Market in Online Video Games,” with Xinlei (Jack) Chen, Charles Weinberg, Xiaohua Zeng and Cheng Zhang.
- “Insufficient Sleep and Price Sensitivity”, with Zining Wang, Tak Zhongqiang Huang, Gerald Gorn and Charles Weinberg.
- “Does Pandemic Leads to More Exercise? An Empirical Investigation Using Online Yoga Exercise Data,” with Xinlei (Jack) Chen, Yuxin Chen and Rui (Juliet) Zhu.
- “Individual Fundraising in Online Charitable Giving,” with Xinlei (Jack) Chen and Rui (Juliet) Zhu.
- “Fighting for Help: Why Don’t People Donate to Critical Illness Causes?” with Yuanjie Zhao and Jingjing Ma.

## **AWARDS**

- Tsinghua University, School of Economics and Management Outstanding Research, 2020
- Tsinghua University, School of Economics and Management Outstanding Teaching During Covid-19, 2020 Spring Semester
- Tsinghua University, School of Economics and Management Outstanding Faculty, 2017–2018
- Social Science and Humanities Research Council of Canada (SSHRC), Doctoral Fellowships, 2014–2016
- Killam Doctoral Scholarship at UBC, 2012–2014
- Four Year Fellowship at UBC, 2011–2014
- Chinese National Scholarship, 2006

## **INVITED TALKS**

- Peking University HSBC Business School, June 2023.
- Nankai University, May 2023.
- University of Science and Technology Beijing, May 2023.
- East China Normal University, Nov 2022.
- Chinese Marketing Association of Universities, July 2022.
- Guanghua School of Management, Peking University, May 2022.
- Beijing Technology and Business University, Dec 2021.
- Renmin University of China, May 2021.
- Hong Kong University of Science and Technology, May 2021.
- City University of Hong Kong, June 2020.
- Huazhong University of Science and Technology, Dec 2019.

- ANZMAC 2019, Dec 2019.
- Shanghai University of Finance and Economics, May 2019.
- JMS 2018 Doctoral Consortium, Oct 2018.
- NUS-Tsinghua Digital Economy Conference, June 2018.
- The 11<sup>th</sup> China R-Language Conference, May 2018.
- The 3rd China Marketing Summit, Apr 2018.
- The 6<sup>th</sup> Marketing Knowledge Innovation Forum, Mar 2018.
- Tsinghua University, Nov 2016.
- University of Texas at Dallas, Nov 2016.
- Baruch College, City University of New York, Oct 2016.
- University of Georgia, Oct 2016.
- University of College London, Oct 2016.
- University of Buffalo, Sep 2016.
- Guanghua School of Management, Peking University, Sep 2016.
- National School of Development, Peking University, Sep 2016.
- Hong Kong Polytechnic University, Sep 2016.
- University of Hong Kong, Sep 2016.
- University of Colorado at Boulder, Aug 2016.