

Jiancai Liao, Ph.D. candidate, Aalto University

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EDUCATION

M.S., Marketing, Sun Yat-Sen University, Top 10 university in China, QS rank 260 2017-2020

Main courses: *Intermediate Microeconomics, Intermediate Econometrics, Managerial Research Methods, Organization behavior, Frontiers in Consumer behavior/Marketing* **GPA 85.1/100**

B.S., Marketing, Chongqing University, Top 30 university in China, QS rank 651-700 2013-2017

Main courses: *Advanced Mathematics, Statistics, Probability Theory, Computer and Programming Technology, Logics, Social Psychology, Sociology, Management, Marketing, Consumer behavior, Advertisement Theory, Pricing Strategy, Marketing Channel, Brand management* **GPA 3.82/4.0**

PROFESSIONAL EXPERIENCE

Research Assistant, School of Business, Hong Kong Baptist University Jun 2020-Jun 2021

Under the guidance of Professor Su Lei, for the projects focusing on consumer behavior

- Responsible for survey implementation in Prolific, Amazon Mechanical Turk, etc.
- Responsible for collecting secondary data from authoritative database
- Responsible for data analysis, writing analysis, and searching for supported literature
- Responsible for reviewing journal articles, summarizing hot topic literature, etc.

Research Assistant, National School of Development, Peking University Jan 2018- Sept 2019

Under the guidance of Professor Ma JingJing, for the projects focusing on consumer behavior

- Served as a WeChat administrator for survey implementation, fee payment, etc.
- Contributed to searching and organizing documents, data, text materials, and web materials
- Contributed to several research projects for the coding process of qualitative data

Research Assistant, School of Business, Sun Yat-Sen University Sept 2018 - May 2020

Under the supervision of Professor Wang Haizhong, for the projects on health marketing

- Responsible for connecting medical companies, maintaining the relationship and obtaining data
- Responsible for patient compliance projects collaborating with American scholars
- Responsible for proposing ideas, analyzing data, running lab experiments, conducting field studies

PUBLICATION AND WORKING PROJECTS

2. **Jiancai Liao**, Haizhong Wang*, Jian Ni, Chuhan Liu. How drug availability affects consumer adherence: a difference-in-difference approach. (*Ongoing project, Target Journal of Marketing*)

Abstract: Based on the “4+7” procurement policy in China, this study used DID approach to demonstrate that for hyperlipidemia and mental illness, the higher the availability of the drug, the lower the level of medication adherence; while for liver disease and heart disease, the effect is reversed.

1. Rahim, A., Wang, H., **Liao, J *** (corresponding author), Khan, S. Does dignity matter? A study of donors' behavior. *Current Psychology* (2022). <https://doi.org/10.1007/s12144-022-02768-x>

3. **Jiancai Liao**, Jingya Huang. Virus anthropomorphism intensifies consumers' stigma toward the patients (*Under review in Journal of the Association for Consumer Research*)

Abstract: Four experiments reveal that virus anthropomorphism can increase consumers' stigma toward patients. This effect arises because consumers' attribution bias.

4. **Jiancai Liao**, Jingya Huang. Think Like a Robot: How the Interaction with Humanoid Service Robots Affects Consumer Decision Strategy (*Under review in Journal of Service Management*)

Abstract: Four experiments reveal that humanoid service robots (vs. human employee) cause a higher level of emotion unconsciousness, which in turn increases reason-based consumption.

5. **Jiancai Liao***, Petra Paasonen, Sanna-Katriina Asikainen, Tomas Falk. A meta-analysis of when and how co-creation practice works on consumer adherence. (Ongoing project)

Abstract: This meta-analysis will tell managers which value co-creation practice is a better predictor of consumer adherence. The six value co-creation practices include knowledge sharing, equity, interaction, experience, relationship, and personalization.

6. **Jiancai Liao***. What breeds the liminality of medication compliance? An actor-network theory perspective. (Ongoing project)

Abstract: Based on an ethnographic approach, this work argues that patient compliance is a liminal experience rather than an anchored state. Medication compliance is a temporary, context-dependent process that does not have a fixed behavioral pattern.

WORKSHOP AND CONFERENCE

Python Language & Text Analysis Workshop *October 2019, three days, Hangzhou*

- learning how to master Python language, Data mining, Text analysis etc.

Journal of Marketing – PolyU Research Development Workshop *March 2019, two days, Hongkong*

- Generating Ideas from Marketing Data; Share Current Research for Feedback

ACR Conference 2021 *what the world needs now* *October 28 - 30, 2021, Seattle, USA*

- presenting working paper “How the Interaction with HSRs Affects Consumer Decision Strategy”

The 14th (2019) Chinese Academy of Management Annual Meeting *November 2019, Suzhou*

- presenting the working paper “How drug purchase quantity affects consumer compliance”

FELLOWSHIPS AND AWARDS

Graduate student research fellowship (First-class) in SYSUBS *Sept. 2017- Jun. 2019*

The honor of Excellent Student of Chongqing University *Summer, 2017*

National Encouragement Scholarship *2014, 2015, 2016*

TECHNICAL SKILLS

Data analysis: Proficient in using data analysis software such as STATA, R and SPSS; able to write various commands of STATA and R; proficient in using SPSS to analyze experimental data

Meta-analysis: Presides over several meta-analysis projects at Aalto University, City University of

Hong Kong respectively.

Experiment training: Familiar with various experimental skills in consumer behavior, such as designing questionnaires in Qualtrics; collecting data in Prolific and M-turk; designing laboratory experiments; designing and executing field experiments, etc.

qualitative research skills: course experience in qualitative method, doing a qualitative project

Language: IELTS (overall score: 7.0); GRE (overall score: 320, verbal 157; Quantitative 163)

RECOMMENDATION LETTERS

Asikainen Sanna-Katriina (sanna-katriina.asikainen@aalto.fi, +35850 475 033) Supervisor, Professor

Haizhong Wang (wanghz@mail.sysu.edu.cn, 84112603) Supervisor, Chair Professor

Jian Ni (jni@jhu.edu, 410-234-9430) Collaborator, Associate professor

Lei Su, (lsu@hkbu.edu.hk, +852 341118050) Collaborator, Associate professor

Zhongqiang(Tak),Huang (takhuang@hku.hk, +852 39171612) Collaborator, Associate professor

Xijing Wang (xijiwang@cityu.edu.hk, +852 3442-8262) Collaborator, Assistant professor