Liye Ma

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Robert H. Smith School of Business   E-mail: liyema@rhsmith.umd.edu
University of Maryland
College Park, MD 20742-1815

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*

Education

Ph.D., Industrial Administration, 2011, Carnegie Mellon University
Dissertation: "*Essays on Network-mediated Marketing Interactions*"
Advisors: Kannan Srinivasan and Baohong Sun

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, Choice Models, Theory-Driven Econometric Models, Big Data, Machine Learning

Honors and Awards

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. 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. (Equal Authorship; Authors Listed Reverse Alphabetically)

2. 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

3. 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 (Dissertation Essay 2)

4. 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)

5. 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.

6. 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.

7. Kinshuk Jerath, Liye Ma, Young-Hoon Park and Kannan Srinivasan, (2011), "A 'Position Paradox' in Sponsored Search Auctions," *Marketing Science*, 30(4), 612-627. (Equal Authorship, Dissertation Essay 1)

Working Papers

8. Liye Ma, "'Only the Interested Learn': A Model of Proactive Learning of Product Reviews,"

Revising for invited 2nd round review at *Marketing Science*

9. Liye Ma and Baohong Sun, "An Integrated Analysis of Mobile Application Usage and In-App Advertising Response"

   Revising for invited 2nd round review at *Marketing Science*

   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"

10. Alice Hongshuang Li and Liye Ma, "Charting Path-to-Purchase using Topic Models"

11. Marcel Goic and Liye Ma, "Location, Selection and Influence in Mobile Environments"

12. Xian Gu, P.K. Kannan and Liye Ma, "Selling Premium in the Presence of Free Products: Impact of Product Line Extensions"

13. Liye Ma, Alan Montgomery and Michael Smith, "The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion"

14. Liye Ma, "Modeling Latent Homophily in Large-Scale Social Networks – A Gaussian Markov Random Field Approach"

15. Hai Che, Peng Liu, and Liye Ma, "The Role of Social Factors in Consumer's Product Purchase in Online Video-Game Community"

16. Liye Ma, Kannan Srinivasan and Baohong Sun, "Dynamics of Production and Linking at Content Websites"

17. 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

18. "The Effect of Product Reviews on Dynamic Competition of Hotels," with Baohong Sun

19. "Understanding Market Structure using Topic Models," with Yang Li and Baohong Sun

20. "The Value of Learning and Acting upon Customer Information," with Henry H. Cao and Baohong Sun

Invited Seminar Presentations

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

"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 -

Ad-hoc Reviewer for:

European Journal of Marketing

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 Committee Member

Seoungwoo Lee, 2017

Committee Member, Second Year Research Paper

Kalinda Ukanwa Zeiger, 2015

Yue Dong, 2013

Teaching

Marketing Research Methods (BUSM701), Spring 2017

Data Science (BUMK758W), Spring 2017

Action Learning Project (BUMK758Q), Spring 2017

Doctoral Seminar on Structural Models, Spring 2017

Marketing Research Methods (BMGT452), Spring 2016

Data Science (BUMK758W), Spring 2016

Marketing Research Methods (BMGT452), Spring 2015

Data Science (BUMK758W), Spring 2015

Marketing Research Methods (BMGT452), Spring 2014

Data Science (BUMK758W), Spring 2014

Marketing Research Methods (BMGT452), Spring 2013

Marketing Research Methods (BMGT452), Spring 2012

University and Department Service

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.