

# Qihong Liu

Curriculum Vitae, December 2018

---

Department of Economics	Phone: (405) 325-5846
University of Oklahoma	Email: qliu@ou.edu
Norman, OK 73019	Web: <a href="http://qliu.oucreate.com">http://qliu.oucreate.com</a>
Naturalized U.S. Citizen	

---

## Education

Ph.D. Economics, State University of New York (SUNY) at Stony Brook, 2003.

M.S. Management, China University of Mining and Technology, Beijing, China, 1997

B.S. Management, Anhui University of Technology and Science, Wuhu, China, 1994.

## Appointments Held

Associate Professor (with tenure), Department of Economics, University of Oklahoma, July 2013 - Present

Assistant Professor, Department of Economics, University of Oklahoma, August 2005 - June 2013.

Postdoctoral Research Associate, Department of Resource Economics, University of Massachusetts Amherst, August 2003 - May 2005.

Instructor, SUNY Stony Brook, Summer 2002.

Teaching Assistant, SUNY Stony Brook, August 1998 - May 2003.

## Visits

New York University Shanghai (Business), May 28 - June 3, 2018.

University of Southern California (Marshall - Marketing), March 20-24, 2018.

Visiting Scholar, Department of Economics, University of Virginia, Spring 2014.

Northwestern University (Kellogg - Management and Strategy), April 10-14, 2008.

## Editorial Activity

Associate Editor, *Information Economics and Policy*, 2017 -

Special Issue Guest Editor for *China Economic Review*, in progress.

Special Issue Editor for *Journal of Economics, Race and Policy*, in progress.

## Other Affiliations

Board of Directors, Chinese Economists Society, 2016 - 2017.

### **Research Interests**

Pricing, Platform Competition, Two-Sided Markets, Airlines.

### **List of Courses Taught**

*University of Oklahoma:*

- Intermediate Microeconomic Theory, various semesters Spring 2006 - present.
- Industrial Organization (undergraduate), various semesters Fall 2010 - present.
- Mathematical Economics (Ph.D. core course), Fall 2005-Fall 2014.
- Microeconomics II (Ph.D. core course), Spring 2008, Spring 2015-present
- Industrial Organization (Ph.D.), Fall 2013, Fall 2015, Fall 2017

*University of Massachusetts Amherst:*

- Economics of Information Technology, Spring 2004.
- Industrial Organization in Resource Economics II (graduate course, co-taught with J. Caswell & N. Lavoie), Fall 2003.

*SUNY Stony Brook:*

- Intermediate Microeconomics, Summer 2002.

### **Publications in Refereed Journals** (in reverse chronological order):

24. “Competing with Complementors: An Empirical Look at Amazon.com,” (with Feng Zhu), forthcoming, *Strategic Management Journal*.  
**Featured** in “When Platforms Attack,” *Harvard Business Review*, October 2015; “When Hosts Attack: The Competitive Threat Of Online Platforms (Like The Apple App Store)”, *Forbes*, December 2015.
23. “Optimal product differentiation in a circular model,” (with Qiang Gong and Yi Zhang), *Journal of Economics* 119(3), 219-252 (2016).
22. “Price discrimination with varying qualities of information,” (with Jie Shuai), *B.E. Journal of Economic Analysis and Policy* (Topics) 16(2), 1093-1121 (2016).

21. "Customer poaching and coupon trading," (with Georgia Kosmopoulou and Jie Shuai), *Journal of Economics* 118(3), 219-238 (2016).
20. "Market Foreclosure and the Welfare Impacts of Price Discrimination," *Economics Bulletin* 36(1), 337-348 (2016).
19. "Reverse pricing and revenue sharing in a vertical market," (with Jie Shuai), *Managerial and Decision Economics* 36(5), 299-313 (2015).
18. "Private and Social Incentives for Vertical Contract Disclosure," (with X. Henry Wang), *Managerial and Decision Economics* 35(8), 567-573 (2014).
17. "Is the effect of competition on price dispersion non-monotonic? Evidence from the U.S. airline industry," (with Mian Dai and Konstantinos Serfes), *Review of Economics and Statistics* 96(1), 161-170 (2014).
16. "Multi-dimensional price discrimination," (with Jie Shuai), *International Journal of Industrial Organization* 31, 417-428 (2013).
15. "Price discrimination in two-sided markets" (with Konstantinos Serfes), *Journal of Economics & Management Strategy*, v22, 768-786 (2013).
14. "Tacit collusion with low-price guarantees," *Manchester School* 81(5), 828-854 (2013).
13. "Where do new economics Ph.D.s go? Evidence from recent initial job placements," (with Sherrilyn Billger and Susan Chen), *Journal of Labor Research* 34(3), 312-338 (2013).

**Cited** as a further reading in American Economic Association's "Understanding the job market", accessed in May 2018.

12. "Information markets, product markets, and vertical merger," (with Susan Chen), *Journal of Economics and Finance*, v37, 33-61 (2013).
11. "The effect of most-favored customer clauses on prices," (with Susan Chen), *Journal of Industrial Economics*, v59, 343-371 (**lead article**), 2011.
10. "Loyalty rewards facilitate tacit collusion," (with Yuk-fai Fong), *Journal of Economics & Management Strategy*, v20, 739-775 (2011).

**Featured** in "Membership Has Its Punishments," *Kellogg Insight*, January 2010, and reprinted in *Morningstar*, January 4, 2010.

9. "Consumer sorting of vertically differentiated goods" (with Peyton Ferrier), *Economics Letters* 109, 11-13 (2010).
8. "Third-degree price discrimination," (with Konstantinos Serfes), *Journal of Industrial Organization Education* 5(1), 2010.

7. “Pricing-to-market: Price discrimination or product differentiation?” (with Nathalie Lavoie), *American Journal of Agricultural Economics* 89, 571-581 (2007).
6. “Product customization” (with Dan Bernhardt and Konstantinos Serfes), *European Economic Review* 51, 1396-1422 (2007).
5. “Market segmentation and collusive behavior” (with Konstantinos Serfes), *International Journal of Industrial Organization* 25, 355-378 (2007).
4. “Customer information sharing among rival firms” (with Konstantinos Serfes), *European Economic Review* 50, 1571-1600 (2006).
3. “Imperfect price discrimination, market structure and efficiency” (with Konstantinos Serfes), *Canadian Journal of Economics* 38, 1191-1203 (2005).
2. “Imperfect price discrimination in a vertical differentiation model” (with Konstantinos Serfes), *International Journal of Industrial Organization* 23, 341-354 (2005).
1. “Quality of information and oligopolistic price discrimination” (with Konstantinos Serfes), *Journal of Economics & Management Strategy* 13, 671-702 (2004).

#### **Working Papers:**

10. “Signaling through advertising when ad can be blocked,” (with Yuxin Chen), draft available soon.
9. “Interactive Advertising – The Case of Skippable Ads,” (with Anthony Dukes and Jie Shuai), revision requested, *Management Science*.
8. “When do Firms Offer Higher Product Quality? Evidence from the Allocation of Inflight Amenities,” (with Myongjin Kim and Nicholas Rupp), August 2018, under review.
7. “The Impact of Carry-On Baggage Fee and the Differential Burden on Regional Airlines,” (with Lei He and Myongjin Kim), April 2018.
6. “The impact of multi-homing in a ride-hailing market,” (with Oksana Loginova and X. Henry Wang), May 2017.
5. “Gender Gap in Tenure & Promotion: Evidence from the Economics Ph.D. Class of 2008,” (with Susan Chen and Myongjin Kim), February 2017.  

**Featured** in *Inside Higher Ed* and *Marginal Revolution*.
4. “Strategic agents and vertical relationship in two-sided markets,” (with Ji Gu and Daniel Nedelescu), January 2017.

3. “Behavior-Based Price Discrimination in a Multi-Dimensional Preferences Market,” (with Rosa-Branca Esteves and Jie Shuai), March 2016.

**Best Paper Award** at the International Workshop on Innovation and Industrial Economics, June 2016, Nanjing University, China,

2. “Multi-dimensional product differentiation,” (with Jie Shuai).
1. “‘Showrooming’ and price-matching guarantee,” 2013.

## Grants and Awards

### *At University of Oklahoma*

- College of Arts & Sciences Classroom IT Grant, University of Oklahoma (with Gary Hoover), \$29920, Spring 2015.
- College of Arts & Sciences IT Grant Award, University of Oklahoma (with Alexander Holmes), \$4275, Fall 2008.
- Faculty Enrichment Grant, University of Oklahoma, Fall 2007, Fall 2008.
- Summer grant, Networks, Electronic Commerce, and Telecommunications (NET) Institute, New York University, 2007 (with Konstantinos Serfes, equal share).
- Research Council Funds - Small Grant, University of Oklahoma, Spring 2008.
- Outstanding Reviewer, *International Journal of Industrial Organization*, 2015.
- Excellence in Reviewing Award, *International Journal of Industrial Organization*, 2013.
- Presidential International Travel Fellowship, University of Oklahoma, Summer 2007, Summer 2011.
- College of Arts & Sciences Junior Faculty Research Fellowship, Summer 2006, 2008.

### *At University of Massachusetts Amherst*

- Department of Resource Economics Travel Grant, 2004, 2005.

### *At SUNY Stony Brook*

- Distinction in Ph.D. Qualifying Exam (Macroeconomics, 1999) and Field Exam (Industrial Organization, 2000).

**Recent Conference and Seminar Presentations** (P=presenter, PC=presentation by a co-author, D=discussant, O=session organizer, C=session chair, A=attender)

- 2019: Xiamen University (WISE), May 2019
- 2018: ZEW ICT Conference, Germany (P,D)  
Zhejiang University International Conference on Industrial Economics, China (P)  
International Industrial Organization Conference, Indianapolis (P, D (x2), PC)  
Frank M. Bass FORMS Conference (D)
- Xi'an Jiaotong University, June 2018  
Zhongnan University of Economics and Law, June 2018  
University of California Irvine, May 2018  
University of Southern California, Marshall - Marketing Ph.D. Seminar, March 2018
- 2017: Tenth Annual Searle Center Conference on Antitrust Economics and Competition Policy  
Chicago, (A)  
Chinese Economists Society Annual Conference, Nanjing University, China (P, C, O)  
Workshop on Antitrust and Industrial Organization, Shanghai (P)  
International Industrial Organization Conference, Boston (P, D (x2))  
Chinese Economists Society North American Conference, University of Alabama  
(P, D, C, O)  
AEA Annual Meeting, Chicago (PC, A)
- Peking University (NSD), June 2017  
Renmin University of China, June 2017  
China University of Mining and Technology (XuZhou), June 2017
- 2016: Southern Economic Association Meeting, Washington DC (P)  
International Workshop on Innovation and Industrial Economics,  
Nanjing University, China (PC). Received **Best Paper Award**  
China Meeting of the Econometric Society, Chengdu, China (P)  
Seventh Annual Searle Center Conference on Internet Commerce and Innovation,  
Chicago (D)  
International Industrial Organization Conference, Philadelphia (D)  
AEA Annual Meeting, San Francisco (PC)
- University of Nebraska Omaha, October 2016  
Zhongnan University of Economics and Law, July 2016  
Anhui Polytechnic University, July 2016  
China University of Mining and Technology (Beijing), June 2016  
HeFei University of Technology, June 2016

- 2015: WEAI Annual Conference, Honolulu (P, D)  
Sixth Annual Searle Center Conference on Internet Search and Innovation,  
Chicago (PC, A)  
International Industrial Organization Conference, Boston (P, PC, D)  
Second Annual TOM Alumni Research Workshop, HBS (PC)  
Wharton Technology and Innovation Conference (PC)  
OU Econ Club
- 2014: International Industrial Organization Conference, Chicago (P, D, C)  
Industrial Organization and Public Policy Biennial Conference, Chengdu, China(P, C)  
Western Economic Association International Conference, Denver (P,D)  
Southern Economic Association Meeting, Atlanta (D)  
Shanghai Economic Theory Workshop (PC)
- HeFei University of Technology, June 2014  
Southwestern University of Finance and Economics, May 2014  
University of Virginia, March 2014
- 2013: Industrial Organization Theory Workshop, China (P, C)  
The 8th Conference on Industrial Economics and Economic Theory, China (PC)  
China Meeting of the Econometric Society, Beijing, China (PC)  
Chinese Economists Society (CES) Annual Conference, Chengdu, China (PC)  
International Industrial Organization Conference, Boston (P, D)
- Indiana University-Purdue University Indianapolis, September 2013
- 2012: Southern Economic Association Meeting, New Orleans (P, D)  
The Fourth IEFS China Conference 2012, Tianjin China (PC)  
Midwest Economic Theory Meeting, Indiana University (P, C)  
Five Star Economics Forum (PC)  
International Industrial Organization Conference, George Mason University (P, D)
- 2011: Industrial Organization Theory Workshop, China (PC)  
International Economic Association World Congress, Beijing, China (P)  
Chinese Economists Society Meeting, Beijing, China (PC)  
International Industrial Organization Conference, Boston (P, D, PC)  
OU Econ Club
- Drexel University, October 2011  
University of Missouri, March 2011

2010: Five Star Economics Forum (PC)  
International Industrial Organization Conference, Vancouver (P, D)  
Chinese Economists Society (CES) Meeting, Xiamen, China (PC)  
Southern Economic Association Meeting, Atlanta (P, D)  
Industrial Organization Theory Workshop, China (PC)  
Hong Kong Economic Association Biennial Conference, Tianjin, China (PC)

## **Student Advising**

### Ph.D.:

Donggeun Kim (Co-chair, in progress)  
Lei He (Co-chair, in progress, expected graduation: May 2019)  
Ji Gu (Chair, 2018, Florida International University, visiting)  
Long Shi (Co-chair, 2017, Xi'an Jiaotong University, China)  
Zexuan Liu (Chair, 2016, Tianjin University of Finance and Economics, China)  
Yunsung Hwang (Outside member, Meteorology, 2014-2015)  
Lingxiao Zhao (Member, 2015, Southwestern University of Finance and Economics, China)  
Jia Wang (Member, 2015, Sewanee University of the South, visiting)  
Chengrui Xiao (Member, 2014, Southwestern University of Finance and Economics, China)  
Hojin Jung (Member, 2014, Illinois State University, visiting)  
Michael Walker (Member, 2013, United States Military Academy at West Point)  
Chenhao Hu (Member, 2012-2013)  
Li Su (Member, 2013, Capital University of Economics and Business, China)  
Chintamani Jog (Member, 2012, University of Central Oklahoma)  
Xueqi Zhou (Member, 2011, Langston University)  
Jie Shuai (Co-Chair, 2009, Nankai University, China)

### Master:

Yang Yang, Econ5940 Research in Economic Problems, Fall 2018.  
Michael Mann, Econ5940 Research in Economic Problems, Fall 2017.  
Weibo Zhou, Econ5940 Research in Economic Problems, Spring 2014.

### Undergraduate:

Josh Stewart, Honors Research, Spring 2019 (scheduled).  
Armand Ghosh, Honors Research, Fall 2018, "Stock market outcomes and financial reports".

Geoffrey Ferrer, Honors Research, Spring 2017, “Financial industry and technology sector”.

Steven Kappen, Directed Readings, Spring 2017, “Impacts of the MAPS programs in Oklahoma City”.

Alex Frazier, Directed Readings, Spring 2016, “Financial Outlook on Regulation, Tech Innovation, and Industry Analysis”.

Rayce Coyne, Honors Research, Spring 2015, “Mexico Airline Industry”.

Dong Chen, Directed Readings, Spring 2014, “Evolution and Strategies of Sony”.

Kiley Foster, Honors Research Assistant Program (HRAP), Spring 2014.

Michael Pilcher, Honors Research, Fall 2012, “Economic Crisis in Spain”.

Cullen Munger, Honors Research, Fall 2011, “Shale Natural Gas”.

Aubrey Gamble, Presentation at Undergraduate Research Day, Spring 2011.

Project was funded by Undergraduate Research Opportunity Program (UROP).

Aubrey Gamble, Honors Research Assistant Program (HRAP), Spring 2011.

Ally La Rocque, Directed Readings, Spring 2011, “NBA Salary Cap”.

Lyubomira Popov, Directed Readings, Spring 2011, “Eastern European Countries after Joining the European Union”.

Aubrey Gamble, Honors Research, Fall 2010, “Increasing Student Participation in the Performing Arts”.

Tim Buckman, Directed Readings, Summer 2010, “Fiscal Policy, Financial Regulation and Financial Crisis”.

Stephanie Holliman, Honors Research Assistant Program (HRAP), Fall 2009.

William Bowersox, Honors Research, Summer 2009, “Mergers and Acquisitions”.

Meredith Willinger, Honors Research Assistant Program (HRAP), Fall 2007.

## **Professional Service**

Associate Editor, *Information Economics and Policy*, 2017 -

Special Issue Guest Editor for *China Economic Review*, in progress.

Special Issue Editor for *Journal of Economics, Race and Policy*, in progress.

Reviewer for: *American Economist* (2017), *B.E. Journal of Economic Analysis & Policy* (2012-2013, 2015), *Canadian Journal of Economics* (2012-2014, 2016), *China Economic Review* (2005), *Economic Inquiry* (2006), *Economic Theory* (2008), *Economica* (2011), *Economics Bulletin* (2011 (x3), 2012), *European Economic Review* (2005, 2008-2009, 2012, 2016), *Frontiers of Economics in China* (2017), *Games and Economic Behavior* (2014), *Information System Research* (2017), *International Economic Review* (2015), *International Journal of Health Economics and Management* (2018), *International Journal of Industrial Organization* (2008-2012, 2013 (x3), 2015 (x4), 2016 (x2), 2017 (x5), 2018 (x3)), *Journal of Economic*

*Behavior & Organization* (2013, 2015, 2018), *Journal of Economic Policy Reform* (2012), *Journal of Economics* (2011, 2016, 2017), *Journal of Economics & Management Strategy* (2004, 2007 (x2), 2009, 2010 (x2), 2012, 2013 (x2), 2014 (x2), 2016-2018), *Journal of Industrial Economics* (2016), *Journal of Industrial Organization Education* (2011, 2012), *Journal of Industry, Competition and Trade* (2010 (x2)), *Journal of Institutional and Theoretical Economics* (2012), *Journal of Labor Research* (2015), *Journal of Mathematical Economics* (2014), *Journal of Money, Credit, and Banking* (2012), *Journal of Regulatory Economics* (2017), *Manchester School* (2012, 2013, 2015), *Management Science* (2007, 2010, 2014, 2017 (x2)), *Managerial and Decision Economics* (2010, 2016), *Marketing Science* (2017-2018), *Mathematical Social Sciences* (2013), *Production and Operations Management* (2016), *Quantitative Marketing and Economics* (2017), *Rand Journal of Economics* (2008, 2016, 2018), *Research in Economics* (2009, 2011), *Review of Economics and Statistics* (2017), *Review of Industrial Organization* (2015), *Review of Network Economics* (2012), *Scandinavian Journal of Economics* (2011), *Southern Economic Journal* (2013). National Science Foundation (2013, 2014, panelist (2015)).

External evaluation for faculty promotion: 4 (2014, 2015, 2017 (x2)).

## **Department Service**

Member of the Core Exam/Field Exam Committee:

Microeconomics (Ph.D.): 2008-2009; Spring 2015 - present.

Mathematical Economics/Econometrics (Ph.D. and M.A.): Spring 2006 - Spring 2016.

Industrial Organization: 2014, 2016.

Faculty recruiting committee: 2005-2006 (Any Field), 2006-2007 (Industrial Organization), 2013-2014 (Micro-econometrics), 2014-2015 (Visiting position).

Committee A: 2017-2018, 2018-2020.

Ph.D. Admission Committee: 2007-2008, 2012-2016.

Class scheduling committee: Fall 2016, Fall 2017.

Undergraduate Econ students mentoring, 2015 - present.

Liaison for graduate student English certification: July 2013 - December 2015.

Business Continuity Plans ad hoc committee (2015-present),

Review applications for Chong Liew Summer Research Awards (2011-2013).

## **University Service**

Faculty Advisory Council (Office of Undergraduate Research), Fall 2015 - present

Faculty Senate, 2014-2015.

Faculty recruiting committee: 2015-2016 (RRT, Finance, external member), 2017-2018 (Tenure Track, Finance, external member), 2018-2019 (Assistant/Associate Professor, Finance, external member).

Conduct Study Abroad Interviews as faculty interviewer: Spring 2007, Fall 2007.

Affiliated Faculty, The Institute for US-China Issues and the Confucius Institute, University of Oklahoma, 2006-present.

### **Public Service**

Norman Chinese School: Member of Executive Committee (Fall 2015 - Present); Vice Principal (Fall 2018 - Present).

Truman Elementary Third Grade Career Day: Discussing the Economics profession, May 2, 2018.

**References furnished upon request**