

## **Research Profile**

Qihong Liu's research focuses on modeling firms' pricing and product strategies. His recent research includes pricing, ad avoidance and airlines. He is a leader in modeling strategic interactions between consumers and firms, facilitated by the availability of consumer information. Professor Liu has published over 30 articles, and his research has been cited in various media including Bloomberg, Forbes, Wall Street Journal etc. He is an Associate Editor of *Information Economics and Policy* and serves on the editorial board of *Marketing Science* and *Journal of Media Economics*.