

Yitian (Sky) Liang
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EMPLOYMENT

Tsinghua University, School of Economics and Management

- 2026 – present, Associate (with tenure) Professor of Marketing
- 2026 – present, Assistant Dean
- 2026 – present, Academic Director, Excellent Managers Development Program, Executive Education
- 2021 – present, Ph.D. Program Coordinator, Department of Marketing
- 2020 – 2025, Associate Professor of Marketing
- 2017 – 2020, Assistant Professor of Marketing

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

RESEARCH FUNDING

- NSFC Excellent Young Scientists Fund: Marketing Decision Models, *Principal Investigator*, 2023–2025.
- NSFC Young Scientists Fund: The Empirical Economic Design of Player-to-Player Trading Market in Online Video Games, *Principal Investigator*, 2020–2022.
- NSFC Major Program: Service Operations and Risk Management of Sharing Economy Platforms, *Substantial Contributor*, 2020–2024.
- NSFC Integrated Project of Major Research: Integrated Big Data Platform for Business Applications, *Substantial Contributor*, 2018–2021.
- Research on Marketing Science Topics, *Principal Investigator*, 2021–2022.

PUBLICATIONS

*: corresponding author; #: Ph.D. under my supervision

1. Jingjing Ma, Yuanjie Zhao, **Yitian (Sky) Liang**^{*} (2025). Too Painful to Donate: Why Don't People Donate to Critical Illness Campaigns? *Journal of Marketing*, (Forthcoming). (<https://doi.org/10.1177/00222429251365531>)
2. **Yitian (Sky) Liang**^{*}, Xinlei (Jack) Chen, Shengnan Han, Jinglong Zhang[#], Yubo Chen (2025). Is the Money Spent on Short-Form Video Social Platforms Worth It? The Role of Advertising Spillover in a Large-Scale Randomized Field Experiment on ByteDance. *Marketing Science*, 44(5): 1125–1144. (<https://doi.org/10.1287/mksc.2023.0575>)
3. **Yitian (Sky) Liang**^{*}, Xinlei (Jack) Chen, Yuxin Chen, Ping Xiao, Jinglong Zhang[#] (2024). Mobile Ad Fraud: Empirical Patterns in Publisher and Advertising Campaign Data. *International Journal of Research in Marketing*, 41(2): 265–281. (<https://doi.org/10.1016/j.ijresmar.2023.09.003>)
4. **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. (*Equal Contribution*, <https://doi.org/10.1177/00222437221136491>)
5. 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. (<https://doi.org/10.1287/isre.2021.1093>)
6. 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. (<https://doi.org/10.1287/mnsc.2019.3334>)
7. Zhongqiang (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**. (<https://doi.org/10.1177/0022243718811334>)
8. 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*, <https://doi.org/10.1509/jmr.14.0632>)
9. Weiguo Zhong, Ning Jia, **Yitian (Sky) Liang**, Xuan Tian et al. (2024). Business Administration Research in the Age of Artificial Intelligence—An Academic Review of the Business Administration Development Seminar Based on Artificial Intelligence Technology. *Bulletin of National Natural Science Foundation of China*, 53(38): 794 – 805, (in Chinese).
10. 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).

TEACHING

- Undergraduate: *AI Marketing, Marketing Analytics, Global Perspectives—Management and Innovation of German Firms*
- Digital Economics Master: *Digital Marketing*
- BA Master: *Marketing Analytics*
- PhD: *Marketing Models I, Marketing Models II*
- MBA: *Marketing Management, Advanced Pricing Strategy, Advanced Business Analytics, Leading Applications of Big Data Analytics in Marketing, Insight of China*
- EMBA: *Strategic Pricing, Digital Marketing*
- Executive Education: *Big Data Driven Business Decision*

AWARDS

- Tsinghua University Outstanding Faculty (2024)
- Tsinghua University SEM Outstanding Faculty (2018, 2024)
- Tsinghua University SEM Research Excellence (2020, 2022)
- Tsinghua University SEM Teaching Excellence 1st Prize (2025)
- Tsinghua University SEM Teaching Excellence 2nd Prize (2024)
- Tsinghua University SEM Excellent Online Teaching During Covid-19 (2020)
- 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

DOCTORAL STUDENT SUPERVISION (ACADEMIC PLACEMENT)

- Zequn Li (2024), Jinan University, Assistant Professor
- Jinglong Zhang (2025), University of Science and Technology of China, Associate Professor

AWARDS FROM STUDENTS UNDER MY SUPERVISION

- Tsinghua University Outstanding Graduate (once)
- Beijing Outstanding Graduate (once)
- Tsinghua University Outstanding Thesis (four times)

- Tsinghua University Sailing Award (once)
- Tsinghua SEM Sailing Award (once)
- Tsinghua SEM Chen Xiaoyue Scholarship (twice)
- Tsinghua SEM Greenberg Award (once)

ACADEMIC SERVICES

- Associate Editor, *Journal of Marketing Science* (in Chinese)
- Ad hoc reviewer: *Marketing Science*, *Management Science*, *Information Systems Research*, *Review of Industrial Organization*, *Journal of Management Sciences in China* (in Chinese), *Journal of Systems & Management* (in Chinese)

INVITED TALKS

- Workshop on the Development Strategy and 15th Five-Year Plan for the Business Administration Discipline (Marketing Track), Department of Management Science, National Natural Science Foundation of China, Sep 2025.
- University of International Business and Economics, Dec 2024.
- Xiamen University, Nov 2024.
- Peking University HSBC Business School, June 2023.
- Shuangqing Forum (Session 338): Behavioral Science and Economic Policy Design, May 2023.
- Nankai University, May 2023.
- University of Science and Technology Beijing, May 2023.
- East China Normal University, Nov 2022.
- 2022 CMAU Annual Conference and Doctoral Consortium, 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.
- 2020 CMAU Annual Conference and Doctoral Consortium, Oct 2020.
- City University of Hong Kong, June 2020.
- Huazhong University of Science and Technology, Dec 2019.
- ANZMAC 2019 Conference – Winds of Change, Dec 2019.
- 2019 China Marketing International Conference And China Creation Exhibition, July 2019.
- Shanghai University of Finance and Economics, May 2019.

- JMS 2018 Doctoral Consortium, Oct 2018.
- NUS-Tsinghua Digital Economy Conference, June 2018.
- The 11th China R-Language Conference, May 2018.
- The 3rd China Marketing Summit, Apr 2018.
- The 6th 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.