Susie Liu

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I am currently a 3rd year PhD Student in Quantitative Marketing at Stanford Graduate School of Business. I have completed the following courses during the past two years (not an exhaustive list):

* Microeconomic theory
* Econometrics
* Industrial Organization
* Advanced Econometrics courses
* Quantitative Research in Marketing (seminar based literature class)
* Empirical Analysis of Dynamic Decision Contexts
* Bayesian Inference: Methods and Applications
* Behavior Research in Marketing: Consumer Behavior
* Behavioral Decision Making
* Topics in Social Network Analysis: Structure and Dynamics

I am broadly interested in how information (through advertising or other medium) is communicated and how much can consumers derive useful contents from corporate (often exaggerated) communications. Furthermore, I think quantifying consumer behavior (especially those well documented in behavioral research) through data is useful for both researchers and corporations in making key decisions on the supply side.

In my current research, I’m exploring a novel dataset on the Chinese movie market to examine whether theaters accommodate local demand and consumer variety seeking behavior in making key decisions in movie screen and show time allocation. Before I can go into the supply side decisions, I first need to confirm that consumers indeed seek variety. Thus, I’m looking at the restaurant/dining context as a good setting to quantify such behavior. Furthermore, with the Chinese movie data mentioned above, I am investigating other key issues in the movie market, such as regulatory changes, emergence of online video platforms, etc. Lastly, I am working with a faculty member to look at app diffusion within a network using a unique telecommunication dataset.

I was able to attend last year’s Digitization Tutorial and have benefited greatly from the conversations with both students and faculty members who were there. I’d appreciate the opportunity to attend again.

Thank you.