

Dr. Liguu Liu

Assistant Professor of Marketing
University of St. Thomas – Houston
Liguu.Liu@stthom.edu

EDUCATION

Doctor of Philosophy in Business Administration, Marketing, August 2019 – May 2024
West Virginia University, John Chambers College of Business and Economics, Morgantown, WV

Dissertation: *Resource Affluence and Sustainable Consumption Behavior*

Committee: Dr. Jody L. Crosno (Co-Chair)
Dr. Paula Fitzgerald (Co-Chair)
Dr. Julian Givi (Committee Member)
Dr. Traci Freling (University of Texas at Arlington) (Committee Member)

Doctoral Coursework, Department of Sociology and Anthropology, August 2017 – May 2019
West Virginia University, Eberly College of Arts and Sciences, Morgantown, WV

Master of Economics, Labor Economics, 2005
Nankai University, Tianjin, China

Bachelor of Law, Political Education, 2002
Hebei Normal University, Shijiazhuang, China

ACADEMIC EXPERIENCE

Assistant Professor of Marketing, August 2024 – Present
University of St. Thomas, Houston, TX

Teaching/Research Assistant, August 2017 – May 2024
West Virginia University, Morgantown, WV

Visiting Scholar, Social Science Workshop for Chinese Scholars, 2014 – 2015
Duke University, Durham, North Carolina

Instructor, August 2007 – July 2017
School of Business, Tianjin University of Education & Technology, China

Teaching Assistant, August 2005 – July 2007
School of Business, Tianjin University of Education & Technology, China

RESEARCH

Areas of Interest

Affluence–Scarcity Dynamics; Sustainable Consumption; International Marketing

Methods

Experimental Research, Marketing Analytics, Applied Econometrics

Publications

Liu, Ligu, Jody Crosno, Annie Cui, and Traci Freling (2026), “Unwrapping New Product Bias: Understanding and Measuring Consumers’ Implicit Preference for New Products.” *Journal of Business Research*, 203, 115800.

Wang, Xinchun, Annie Cui, **Ligu** **Liu**, and Lin Zhao (2025), “The Effects of Manager Market Human Capital on Learning from International Failures in Small to Medium-Sized Enterprises (SMEs).” *International Business Review*, 34(4), 102461.

Select Working Papers

Liu, Ligu, Jody Crosno, Traci Freling, “Toward an Asymmetry–Default Research Model for Affluence–Scarcity Research.” Status: Final draft revision.

Liu, Ligu, and Jody Crosno, “Thematic Trends and Impact in Sustainability Research: A Systematic Literature Review.” Status: Data collection.

Fender, Paige, **Ligu** **Liu**, Jody Crosno, “From Abundance to Innovation: Unpacking the Role of Opportunism and Power Distance in New Product Development.” Status: Data collection.

Liu, Ligu, Jody Crosno, and Annie Cui, “A Cross-cultural Examination of Social Value Uncertainty and Price Estimation of Second-hand Purchases.” Status: Data collection.

CONFERENCE PRESENTATIONS

Fender, Paige*, **Ligu** **Liu**, Jody Crosno, “From Abundance to Innovation: Unpacking the Role of Opportunism and Power Distance in New Product Development.” Presented at American Marketing Association Summer Educators’ Conference, August 2024.

Liu, Ligu*, Jody Crosno, Annie Cui, and Traci Freling, “Brand New Bias and Its Effect on Sustainable Consumption.” Presented at American Marketing Association Winter Marketing Educators’ Conference, February 2023 (In-person).

Liu, Ligu*, Jody Crosno, and Annie Cui, “A Cross-cultural Examination of Social Value Uncertainty and Product Devaluation of Second-hand Purchases.” Presented at American

Marketing Association Winter Marketing Educators' Conference, February 2022
(Virtual).

Liu, Yuerong, **Liguo Liu***, Annie Cui, and Jody Crosno, "Second-Hand Shopping in the Era of COVID-19 Pandemic: Balancing Environmental Benefits and Perceived Risks."
Presented at American Marketing Association Summer Marketing Educators' Conference, August 2021 (Virtual).

* Denotes presenter

HONORS AND AWARDS

Marketing PhD Student Outstanding Teaching Award, West Virginia University, 2023
Marketing PhD Student Outstanding Teaching Award, West Virginia University, 2022

TEACHING EXPERIENCE

Courses Taught at the University of St. Thomas

Semester	Courses	Level	Format	Rating / 5
Fall 2025	Foundations of Prof Sales	Undergrad	Hybrid	4.6
	Business Communications		Lecture	4.7
	Business Communications		Asynchronous	4.5
Spring 2025	Marketing Strategy	MBA	Hybrid	4.7
	Salesforce Management	Undergrad	Hybrid	4.6
	Business Communications		Hybrid	4.7
	Business Communications		Asynchronous	4.5
Fall 2024	E-Business Strategies	MBA	Hybrid	5.0
	E-Commerce	Undergrad	Hybrid	5.0
	Principles of Marketing		Hybrid	4.8

Courses Taught at West Virginia University:

Semester	Courses	Level	Format	Rating / 5
Spring 2024	Integrated Promotions	Undergrad	Lecture	4.5
Fall 2023	Product and Brand Management	Undergrad	Asynchronous	4.9
	Buyer Behavior	Undergrad	Asynchronous	4.7
Spring 2023	Integrated Promotions	Undergrad	Lecture	4.6
Fall 2022	Buyer Behavior	Undergrad	Asynchronous	4.8
Spring 2022	Integrated Promotions	Undergrad	Lecture	4.4
Fall 2021	Integrated Promotions	Undergrad	Lecture	4.5

TEACHING INTERESTS

Principles of Marketing, Buyer Behavior, Integrated Promotions, Marketing Research, Marketing Strategy, Digital Marketing, Professional Selling, Marketing Management

SKILLS AND PROFESSIONAL DEVELOPMENT

Methodology Courses at WVU

Data Analysis-1; Data Analysis-2; Big Data Social Sciences; Applied Univariate Statistics; Multivariate Methods; Survey Research Methods; Research Methods; Structural Equation Modeling; Advanced Marketing Research

Online Professional Courses (Coursera)

- *Introduction to Machine Learning*, Duke University
- *Marketing Analytics: Know Your Customers*, Macquarie University
- *Specialization in E-Marketing* (University of California, Irvine):
 - *Identifying, Attracting, and Growing Your Digital Audience*
 - *Strategies for Converting and Retaining Customers Online*
 - *Mobile Marketing, Optimization Tactics, and Analytics*

Software Proficiency

- SPSS/AMOS, Mplus, SmartPLS, EVIEWS, R, SAS, Stata, and LIWC

CONSULTING EXPERIENCE

Marketing Consultant (January 2025 – Present)

Western Inn Houston, Houston, TX

- Provide strategic marketing consulting for a local hospitality business, focusing on market positioning, customer targeting, and digital promotion strategies.

Marketing Consultant (June 2024 – Present)

Kangjiajia (Tianjin) Apparel Company, Tianjin, China

- Advise on branding strategies and support international marketing expansion for a Chinese apparel company.

SERVICE

Faculty Advisor, Beta Gamma Sigma, University of St. Thomas (March 2026 – Present)

Faculty Advisor, Student Marketing Club, University of St. Thomas (April 2025 – Present)

Invited Reviewer, Book Proposal for *The AI Bubble: Beyond the Hype* by Rae Yule Kim, Cambridge University Press (May 2025)

Ad-hoc Reviewer

- *Society for Marketing Advances* (2021)
- *Society for Marketing Advances* (2022)
- American Marketing Association Winter Academic Conference (2022)
- American Marketing Association Summer Academic Conference (2023)
- American Marketing Association Winter Academic Conference (2025)

Administrative Service

- *Director, Social Welfare Department, June 2012 – June 2014*
School of Business, Tianjin University of Education & Technology, China

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Judgment and Decision Making