

Yitian (Sky) Liang

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EMPLOYMENT

- 2020 – present, Associate (untenured) Professor of Marketing, Tsinghua University
- 2017 – 2020, Assistant Professor of Marketing, Tsinghua University

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

PUBLICATIONS

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

- 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).
- **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* (Forthcoming).
- **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.
- **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.
- 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.
- 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.
- 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**.

- 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.
- 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 and Marketing, Marketing Analytics
- Master: Digital Marketing, Marketing Analytics
- MBA: Marketing Management, Advanced Pricing Strategy, Advanced Business Analytics
- EMBA: Big Data Marketing, Pricing Strategy
- Ph.D.: Marketing Models I, Marketing Models II
- Executive Education: Big Data Driven Marketing Decision

AWARDS

- Tsinghua University, Outstanding Faculty, 2024
- Tsinghua University, School of Economics and Management Outstanding Faculty, 2024
- Tsinghua University, School of Economics and Management Outstanding Teaching (2nd Prize), 2024
- Tsinghua University, School of Economics and Management Outstanding Research, 2022
- Tsinghua University, School of Economics and Management Outstanding Research, 2020
- Tsinghua University, School of Economics and Management Outstanding Teaching During Covid-19, 2020 Spring Semester
- Tsinghua University, School of Economics and Management Outstanding Faculty, 2018
- 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

INVITED TALKS

- University of International Business and Economics, Dec 2024.
- Xiamen University, Nov 2024.
- Peking University HSBC Business School, June 2023.
- Nankai University, May 2023.
- University of Science and Technology Beijing, May 2023.
- East China Normal University, Nov 2022.
- Chinese Marketing Association of Universities, 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.
- City University of Hong Kong, June 2020.
- Huazhong University of Science and Technology, Dec 2019.
- ANZMAC 2019, Dec 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.