

Qiao Liu

Alberta School of Business | University of Alberta
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EDUCATION

University of Alberta Ph.D. Candidate in Marketing Committee: Noah Castelo (Advisor), Sarah G. Moore, Jennifer Argo	Expected 2026
University of Chicago M.A. in Social Sciences, Psychology	2019
The Chinese University of Hong Kong, Shenzhen B.B.A in Economics	2018

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision Making, Psychology of Technology

PUBLICATIONS & MANUSCRIPTS UNDER REVIEW

Liu, Qiao, Gerald Häubl, and Noah Castelo, “Algorithmic Gatekeepers: Why Stronger Applicants Prefer Algorithms and Weaker Applicants Prefer Humans,” invited for second round review at the *Journal of Consumer Research*.

Wei, Sarah, Nahid Ibrahim, Rajen Anderson, John Rudd, and **Qiao Liu**, “The ‘I’ in AI Collaborations: Self-Other Asymmetry in Credit Attribution,” invited for second round review at the *Management Science*.

CONFERENCE PRESENTATIONS (* Denotes presenter)

“Consumer Preference for Algorithmic vs. Human Evaluation,”

*Poster presented at the *Society for Judgment and Decision-Making*, New York, NY (November 2024).

*Talk presented at the *Behavioral Decision Research in Management conference*, Chicago, IL (June 2024).

*Talk presented at the *Association for Consumer Research*, Seattle, WA (October 2023).

*Talk presented at Business Research Conference, University of Alberta (November 2022).

“Who gets the credit? Self-other differences in evaluating workplace collaboration with generative AI,”

Talk presented at the *Behavioral Decision Research in Management conference*, Chicago, IL (June 2024).

“Scheduling for self vs. others,”

*Talk presented at Business Research Conference, University of Alberta (November 2023).

“I guess you are satisfied with it, given that it was a fast decision,”

*Poster presented at Business Research Conference, University of Alberta (November 2021).

GRANTS

SSHRC, Insight Development Grant	2025-2027
<i>Consumer preference for algorithmic vs. human evaluation</i> (\$70,579; student co-author of grant application)	
Business Ph.D. Program Scholarship and Fellowships, Alberta School of Business	2020-2025
Social Sciences Scholarship, University of Chicago (\$19,332)	2018-2019
The Chinese University of Hong Kong SZ Admission Scholarship (¥190,000)	2014-2018

TEACHING EXPERIENCE

Instructor, Alberta School of Business, University of Alberta

Consumer Behavior (Undergraduate): Winter 2024

Course Delivery Score: 4.5/5

Introduction to Marketing (Undergraduate): Fall 2022

Teaching Assistant, Alberta School of Business, University of Alberta

Consumer Behavior (Undergraduate; Sarah G. Moore): Winter 2022

Introduction to Marketing (Undergraduate; Jim Swaffield): Fall 2021

Teaching Assistant, Chicago Booth, University of Chicago

Managerial Decision Making (MBA; Christopher Hsee): Fall 2019

TEACHING INTERESTS

Consumer Behavior, Consumer Insights, Introduction to Marketing, Digital Marketing, Judgment and Decision-Making, Artificial Intelligence, Marketing Research, Marketing Strategy, Brand Management, Consuming Happiness, The Psychology of AI in Marketing, Ethics and Bias in the Algorithmic Marketplace

GRADUATE COURSEWORK

University of Alberta

Research Methodology in Marketing

Marketing Models

Human Judgment and Decision Making

Experimental Methods for Behavioral Science

Marketing Theory

Individual Research

Design and Analysis of Experiments

Consumer Behaviour

Design and Analysis in Psychological Research I

Memory and Cognition

Advanced Cultural and Experimental Social Psychology I

Individual Research

Kangkang Wang

Paul Messinger

John Pracejus

Gerald Häubl

Robert Fisher

Jennifer Argo

Adam Kashlak

Gerald Häubl

Sandra Wiebe

Peter Dixon

Jeff Schimel

Gerald Häubl

University of Chicago

Perspectives in Social Science Analysis

Statistical Applications

Processes: Judgement/Decisions

Behavioral Economics

Data Science

Behavioral Science Research Methods in Marketing

Seminar: Topics in Judgment and Decision Making

Multiple Instructors

Robert Gibbons

William Goldstein

Devin G. Pope

Samantha Fan

Oleg Urminsky

William Goldstein

SERVICE

Häubl Research Camp Lead Organizer, Alberta School of Business

2022-2024

Gerald's Lab Coordinator, Alberta School of Business

2021-2024

Ualberta Behavioral Lab Coordinator

2022-current

PROFESSIONAL DEVELOPMENT

Powerful Public Speaking Workshop with Alyson Connolly

2024

Workplace Violence and Harassment Prevention Training, University of Alberta

2022

Professional Development, University of Alberta

2022

3MT Part 1: How to Hook the Audience in 30 seconds

3MT Part 2: The Structure and Delivery of a Good 3MT

Innovation Bridge: Building a Team for Success

Innovation Bridge: Accelerators, Incubators, Scale-up and Seed Stage Start-Ups

Design Thinking: Mapping your Academic Journey to Enhance the Experience?

Academic Integrity and Ethics Training, University of Alberta

2021

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Judgement and Decision-Making

Society for Consumer Psychology

PRE-DOCTORAL EXPERIENCES

Graduate Research Assistant, Chicago Booth

2018-2020

Exchange Program, University of Sussex

2016-2017