

Liuyi Ye

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EDUCATION

University of Rochester	2021 - 2027 (Expected)
Ph.D. Quantitative Marketing	
M.S. Business Research	
Tufts University , M.S. Data Analytics	2021
Kyoto University , M.A. Economics	2018
Nanjing University , B.A. Business Administration	2016

RESEARCH INTERESTS

Digital platforms, Creator economy

WORKING PAPERS

Sales Display and Consumer Choice: Evidence from Amazon.com with Takeaki Sunada

We study the impacts of sales display on consumer and seller decisions. We exploit a phased design change on Amazon.com that allows consumers to observe historical sales, and provide empirical evidence on the positive effect of sales display on future sales. The increased sales for well-sold products were driven by consumers' shifting away from less-sold products, which suggests potential adverse effects on small and medium-sized sellers. Our findings indicate that consumers utilize this sales data as a quality proxy, leading to greater satisfaction when presented with more information. Exploiting the mechanic reset of Prime Day sales, we find consistent evidence that supports our findings. Finally, our findings also offer insights into how this platform-imposition of the design affect competition and shape the distribution of market power within this marketplace.

WORK IN PROGRESS

Creator Co-Creation Strategy: A Dynamic Treatment Analysis of TikTok Influencer Collaborations with Zeng Guang and Yulin Hao

Influencers often collaborate to co-create content, aiming to boost engagement and expand their follower base. Yet, identifying the "right" collaboration strategy—determining with whom, when, and on what content to partner—remains challenging for creators. These decisions not only shape the growing creator economy but also have downstream implications for influencer marketing. To investigate optimal co-creation strategies, we construct a novel dataset tracing the complete content co-creation trajectories of 3,000 TikTok influencers. A static, one-off analysis of collaboration choices would overlook how earlier partnerships influence subsequent decisions and outcomes. Therefore, we adopt a dynamic treatment framework to capture the sequential and interdependent nature of co-creation. Our findings offer empirical insights into how influencers can strategically time and select collaborations to maximize engagement and revenue potential, providing actionable guidance for creators and marketers alike.

Naming Strategies Under Economic Nationalism: Evidence from Amazon.com with Fiona Yao and Xin Wang

We study how third party Amazon sellers use product naming and other non-pricing tactics to establish credibility in markets where nationalistic sentiment significantly shape consumer perceptions and expectations. We analyze the impacts of an incident, where human rights concerns led to a consumer boycott. We show that this information transparency shock significantly impacted firm strategy and consumer behavior. The policy change revealed the underlying premium for obfuscation, causing it to disappear as consumers could now easily identify the products' origin.

PRESENTATIONS AND CONFERENCES

2025: Marketing Science

2024: Platform Symposium Doctoral Consortium

TEACHING EXPERIENCE

MKT 421: Advanced Marketing Strategy, 25S, Teaching Assistant to Prof. Mitchell Lovett

GBA 462: Core Statistics using Python, 23F/24F, Lab Instructor to Prof. Paul Ellickson and Prof. Tianli Xia

MKT 439: Advanced Pricing, 23S, Teaching Assistant to Prof. Jeanine Miklós-Thal

MKT 414: Pricing policies, 22F/23F/24F, Lab Instructor to Prof. Greg Shaffer

RESEARCH EXPERIENCE AND OTHER EMPLOYMENT

Research Assistant, Department of Economics, Tufts University, 2020 - 2021

Visiting Scholar, Department of Politics and Public Administration, The University of Hong Kong, 2019

Research Assistant, Graduate School of Economics, Kyoto University, 2018 - 2019.

HONORS AND AWARDS

Graduate Fellowship, Simon Business School, University of Rochester, 2021 - Present

Asian Future Leaders Scholarship, BXA Institute (Hong Kong), 2016 – 2018

Last updated: September 10, 2025