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University of Alabama in Huntsville
College of Business
Department of Marketing
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RESEARCH INTERESTS

My research focuses on topics that intersect marketing strategy and finance performance. My broad domains of interest include the impact of branding, social media, and organizational form on shareholder value and firm performance. I concentrate on empirical work that helps inform strategic marketing practice.

EDUCATION

Ph.D.	Boston University, School of Management Concentration: Marketing	2012
MA	University of Pittsburgh Major: Applied Statistics	2006
MBA	National Dong-Hwa University	2002
BSBA	National ChengChi University	2000

ACADEMIC WORK EXPERIENCE

2018 – present	Associate Professor (tenured) of Marketing College of Business University of Alabama in Huntsville	Huntsville, AL
2012 – 2018	Assistant Professor of Marketing College of Business University of Alabama in Huntsville	Huntsville, AL

AWARDS AND HONORS

College of Business Faculty Award, University of Alabama in Huntsville, 2018
Richard A. Witmond Faculty Fellowship Award, 2017
Best Paper Award, International Society of Franchising, 2016
Best Paper Research Award, CBA, University of Alabama in Huntsville, 2015-2016
Mark McDaniel, Henri McDaniel & Robert "Bud" Cramer Faculty Award, 2015-2016; 2016-2017; 2022-2023
Outstanding Research by a Doctoral Student Award, Boston University – School of Management, 2012
Honorable Mention, Alden G. Clayton Doctoral Dissertation Proposal Competition, Marketing Science Institute, 2011
American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2011

JOURNAL ARTICLES

Lawrence, Benjamin, Jie J. Zhang, Liwu Hsu, and Sarah Zheng (2021), "Return on Investments in Hotel Franchising: Understanding Moderating Effects of Franchisee Dependence," *Production and Operations Management*, 30 (8), 2420-2440.

Hsu, Liwu, Jie J. Zhang, and Benjamin Lawrence (2020), "The Moderating Role of Hotel Type on Advertising Expenditure Returns in Franchised Chains," *Journal of Advertising*, 49 (5), 575-591.

Monga, Alokparna Basu, and Liwu Hsu (2018), "How Consumers' Styles of Thinking Can Control Brand Dilution," *GfK Marketing Intelligence Review*, 10 (1), 40-45.

Hsu, Liwu, Patrick Kaufmann, and Shuba Srinivasan (2017), "How Do Franchise Ownership Structure and Strategic Investment Emphasis Influence Stock Returns and Risks?," *Journal of Retailing*, 93 (3), 350-368.

Michael Giebelhausen, Benjamin Lawrence, Helen Chun, and Liwu Hsu (2017), "The Warm Glow of Restaurant Checkout Charity," *Cornell Hospitality Quarterly*, 58 (4), 329-341.

Kashmiri, Saim, Cameron Duncan Nicol, and Liwu Hsu (2017), "Birds of a Feather: Intra-industry Spillover of the Target Customer Data Breach and the Shielding Role of IT and Marketing Factors," *Journal of the Academy of Marketing Science*, 45 (2), 208-228.

Hsu, Liwu and Benjamin Lawrence (2016), "The Role of Social Media and Brand Equity During a Product Recall Crisis: A Shareholder Value Perspective," *International Journal of Research in Marketing*, 33 (1), 59-77.

Hsu, Liwu, Susan Fournier, and Shuba Srinivasan (2016), "Brand architecture strategy and firm value: how leveraging, separating, and distancing the corporate brand affects risk and returns," *Journal of the Academy of Marketing Science*, 44 (2), 261-280.

- Finalist for the Best Paper published in the *Journal of the Academy of Marketing Science* for 2016.

BOOKS AND BOOK CHAPTERS

Srinivasan, Shuba, Liwu Hsu, and Susan Fournier (2012), "Branding and Firm Value," *The Handbook of Marketing and Finance*, Shankar Ganesan (ed.), Northampton, MA: Edward Elgar Publishing, 155-203.

SELECTED WORK IN PROGRESS

Hsu, Liwu, Elten D. Briggs, and Olamide Olajuwon-Ige, "The Influence of Attribute Displacement Performance on Customer Evaluation of Service Experiences."

Markin, Erik, Jennifer Sexton, and Liwu Hsu, "Managerial Bias, Firm Performance, and the Mediating Role of Organizational Structure: Evidence from Franchising."

Hsu, Liwu, "The Role of Franchise Structure on Firm Performance During the COVID-19 Pandemic."

Hsu, Liwu and Benjamin Lawrence, "The Fit Between Brand Portfolio Strategy and Marketing Capabilities on Firm Value."

Hsu, Liwu, "Space Marketing."

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Hsu, Liwu, Markin, Erik, and Jennifer Sexton (2024), "Managerial Overconfidence, Firm Performance, and the Mediating Role of Organizational Structure: Evidence from Franchising," Presented at 2024 International Society of Franchising Conference, Boston, MA.

Hsu, Liwu, Elten Briggs, and Olamide Olajuwon-Ige (2022), "The Asymmetric Influence of Attribute Displacement Performance on Customer Evaluation of Service Experiences," Presented at 2022 Marketing Dynamics Conference, Atlanta, GA.

Markin, Erik, Jennifer Sexton, and Liwu Hsu (2022), "Managerial Bias, Firm Performance, and the Mediating Role of Organizational Structure: Evidence from Franchising," Presented at 2022 Southern Management Association Annual Meeting, Little Rock, AR.

Hsu, Liwu, Benjamin Lawrence, and Jie J. Zhang (2017), "The Impact of Marketing Expenditures on Outlet Performance in Franchised Channels," Presented at the 39th INFORMS Marketing Science Conference, Los Angeles, CA.

Hsu, Liwu, Elten Briggs, and Timothy Landry (2016), "The Influence of Attribute Displacement Performance on Customer Evaluation of Service Experiences," in *Proceedings of 2016 Academy of Marketing Science Conference*, Orlando, FL.

Lawrence, Benjamin, Liwu Hsu, and Jie J. Zhang (2016), "The Impact of Marketing Expenditures on Outlet Performance in Franchised Channels", in *Proceedings of the 30th International Society of Franchising Conference*, Groningen, Netherlands.

Winner: International Society of Franchising 2016 Best Paper Award

Kashmiri, Saim, Cameron Duncan Nicol, and Liwu Hsu (2015), "Protecting Retailers against Contagion: Shielding Role of Marketing Factors in the Negative Spillover of the Target Customer Data Breach," Presented at 2015 AMA Summer Marketing Educators' Conference, Chicago, IL.

Hsu, Liwu and Shuba Srinivasan (2013), "Online Word-of-Mouth During a Product Recall Crisis: A Shareholder Perspective," Presented at the 35th INFORMS Marketing Science Conference, Istanbul, Turkey.

Hsu, Liwu and Shuba Srinivasan (2013), "Online Word-of-Mouth During a Product Recall Crisis: A Shareholder Perspective," Presented at Marketing Strategy Meets Wall Street III Conference, Frankfurt, Germany.

Hsu, Liwu, Susan Fournier, and Shuba Srinivasan, (2011), "How Do Brand Portfolio Strategies Affect Firm Value," MSI Report No. 11-003, Cambridge, MA: Marketing Science Institute.

Hsu, Liwu, Patrick Kaufmann, and Shuba Srinivasan (2011), "Firm Value and Risk in Franchised Channels," in *Proceedings of the International Society of Franchising Meeting*, Boston, MA.

Hsu, Liwu, Shuba Srinivasan, and Susan Fournier (2011), "Gossip: Can It Kill a Giant?" Presented at the 33rd INFORMS Marketing Science Conference, Houston, TX.

Hsu, Liwu, Patrick Kaufmann, and Shuba Srinivasan (2011), "Firm Value and Risk in Franchised Channels," Presented at Marketing Strategy Meets Wall Street II Conference, Boston, MA. (Attendance: MSI Member Workshop on Linking Marketing to Firm Performance and Financial Value.)

Hsu, Liwu, Patrick Kaufmann, and Shuba Srinivasan (2010), "Firm Valuation and Risk with Application to Dual Distribution in Franchised Channels," Presented at the 32nd INFORMS Marketing Science Conference, Cologne, Germany.

Hsu, Liwu, Shuba Srinivasan, and Susan Fournier (2009), "Does Brand portfolio strategy affect firm value and risk?" Presented at the 31st INFORMS Marketing Science Conference, Ann Arbor, MI.

Hsu, Liwu, Shuba Srinivasan, and Susan Fournier (2009), "Does Brand portfolio strategy affect firm value and risk?" Presented at the 6th Annual Marketing Dynamics Conference, New York City, NY.

PROFESSIONAL SERVICE

Ad-hoc Reviewer for *Industrial Marketing Management*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Journal of Business Research*, *Journal of Advertising*, *Journal of Social Psychology*, *European Business Review*, *Electronic Commerce Research and Applications*, *Cornell Hospitality Quarterly*

Ad-hoc Reviewer for Mary Kay Inc. Doctoral Dissertation Competition, 2017

Vice President of Communications, American Marketing Association, Doctoral Student SIG Group (DocSIG), 2010 – 2011

TEACHING EXPERIENCE

Marketing Strategy and Analysis (graduate), University of Alabama in Huntsville

Principles of Marketing (undergraduate), University of Alabama in Huntsville

Marketing Research (undergraduate), University of Alabama in Huntsville

Buyer Behavior (undergraduate), University of Alabama in Huntsville

Statistical and Economic Decision Making (undergraduate), Boston University