

Liwu Hsu

University of Alabama in Huntsville
College of Business
Department of Marketing
301 Sparkman Drive, Huntsville, AL 35899
Phone: 256-824-6808
liwu.hsu@uah.edu

RESEARCH INTERESTS

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, 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 Walnd Shuba Srinivasan (2010),

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*