

BO LIANG

Alex G. McKenna School, Saint Vincent College
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EDUCATION

Ph.D. in Marketing, July 2014
David Eccles School of Business, University of Utah

M.B.A. (Major), Marketing (Minor), May 2009
College of Business and Behavioral Science, Clemson University

M.S., Information Management, June 2004
Renmin University, China

B.S., Information Management, June 2002
Hebei University, China

RESEARCH INTERESTS

Healthcare Marketing, Health Communication, Consumer Behaviors, Social Media

PUBLICATIONS

Liang, Bo and Debra L. Scammon (2015). The Role of Online Talking in Achieving Health Behavior Change. *The International Journal of Communication and Health*. Forthcoming.

Liang, Bo and Debra L. Scammon (2013). Incidence of Online Health Information Search: A Useful Proxy for Public Health Risk Perception. *Journal of Medical Internet Research*

Liang, Bo and Debra L. Scammon (2011), E-Word-of-Mouth on Health Social Networking sites: An Opportunity for Tailored Health Communication. *Journal of Consumer Behavior*

HONORS & AWARDS

Participant, Marketing and Public Policy Workshop and Doctoral Seminar, Georgia State University, 2012

Scholarship, College of Business and Behavioral Science, Clemson University, 2007-2009
Scholarship, College of Management, Hebei University, China, 1999-2004

RESEARCH IN PROGRESS/WORKING PAPERS

“A Relational View of Consumer Social Learning in Virtual Communities,” with Debra L. Scammon.

“Understand Information Seeking Behavior in the Wake of Disasters: The Case of the Food Contamination” with Debra L. Scammon

CONFERENCE PRESENTATIONS

Liang, Bo* (presenter) and Debra L. Scammon (2015), “A Relational View of Consumer Social Learning in Virtual Communities” at *2015 AMA Marketing and Public Policy Conference*, Washington, D.C., June.

Liang, Bo* (presenter) and Debra L. Scammon (2013), “The Role of Online Talking in Achieving Health Behavior Change” at *2013 AMA Marketing and Public Policy Conference*, Washington,

D.C., June.

Liang, Bo* and Debra L. Scammon (2012), “ A Conceptual Framework for Population Risk Perception”at2012 AMA Marketing and Public Policy Conference, Atlanta, Georgia,June.

Liang, Bo*andDebra L. Scammon(2011), “E-Word-of-Mouth on Health Social Networking Sites: Potential Benefits for Consumers, Policy Makers, and Marketers. 2011 AMA Marketing and Public Policy Conference, Washington, D.C., June.

Liang, Bo andDebra L. Scammon(2011), “Using Web Analytics to Understand Information Seeking Behavior in the Wake of Disasters: The Case of the Food Contamination”2011 AMA Marketing and Public Policy Conference, Washington, D.C., June.

GRANT PROPOSAL & REVIEWER

ReviewerforAMA Marketing and Public Policy Conference,*Journal of Research in Interactive Marketing, Journal of International Medical Research.*

Editorial board member for *International Journal of Marketing Studies.*

Grant proposal to Center of Aging, University of Utah, “Tailored Social Support in Advanced Directives via Social Networking Sites” with Debra Scammon, Robert Hill, Robert Zheng.

PROFESSIONAL AFFILIATIONS

American Marketing Association

BUSINESS EXPERIENCE

Business Analyst(8/2007-5/2009)

Spiro Institute for Entrepreneurial Leadership at Clemson University, Clemson, SC
– Responsible for conducting marketing research using secondary data (e.g., Nielson); developing business strategies (e.g., new product development) for client companies.

Product Manager(5/2004-5/2005)

Tom Online Inc. (NASDAQ: TOMO), Beijing, China
– Responsible for leading and managing a production team at the Department of Ringtone; negotiating contracts and copyrights with major record companies (e.g., Sony Music).

Market Analyst(5/2003- 4/2004)

Omnitel Inc. (KOSDAQ: 057680), Beijing, China

– Responsible for conducting marketing research to support decision-making.