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Dr Rui LIU

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Email Address:

Teaching Courses:

International marketing; Marketing management.

Research Interests: Responsible AI, digital health, customer engagement, AI ethics, social media.

Rui focuses on the responsible initiatives of organizations in applying new technologies and AI ethics in social media. She has recent publications in several journals, including *Journal of business research*, *Information Systems Frontiers*, *Technological Forecasting & Social Change*. Her research concentrates on business practices in applying AI technologies in the social media context, and the role of responsible AI principles and practices in customer engagement and the digital health realm. Furthermore, Rui has been dedicated to applying other various advanced technologies into consumer behavior analysis.

Educational Background:

2019.9-2024.3, PhD in Marketing, Newcastle University, UK

2015.9-2018.6, Master of business administration, Yunnan University, China

2008.9-2012.6, Bachelor in Marketing, HuaQiao University, China

Publications:

Kanungo, R. P., Liu, R*, & Gupta, S. (2024). Cognitive analytics enabled responsible artificial intelligence for business model innovation: A multilayer perceptron neural networks estimation. *Journal of Business Research*, 182, 114788. (SSCI-Q1 top)

Liu, R*, Gupta, S., & Patel, P. (2023). The application of the principles of responsible AI on social media marketing for digital health. *Information Systems Frontiers*, 1-25. (EI,SSCI-Q2)

Kanungo*, R. P., Gupta, S., Patel, P., Priksat, V., & Liu, R. (2022). Digital consumption and socio-normative vulnerability. *Technological Forecasting and Social Change*, 182, 121808.(SSCI-Q1 top)

Liu, R. & Gupta, S. (2022). The novel antecedents and consequences of AI-driven social media effectiveness. *4th Annual Conference of Aston India Centre for Applied Research*, Birmingham, UK.

Liu, R. & Gupta, S. (2021). Unpacking the impact of organizational agility on customer engagement and brand performance in the social media context. *5th International Conference of Marketing, Strategy & Policy*, London, UK.

Liu, R. Gupta, S. & Patel, P. (2020). How artificial intelligence is reshaping social media marketing: from organizational perspectives. *4th International Conference of Marketing, Strategy & Policy*, London, UK.

Liu, R. Gupta, S. & Patel, P. (2020). A mixed study of the impact of digital brand strategy on customer brand loyalty. *32nd Eurasia Business and Economics Society Conference*, ISTANBUL, Turkey.