

Li (Lily) Liu

Research Interests: Digital Marketing, Augmented Reality, Societal Impact of IT

Education

PhD in Marketing	University of Nottingham
MSc. International Marketing	University of Birmingham
BSc (Hons), Business Studies	University of the West of Scotland

Academic Experience

Mar 2024 – May 2024 | Teaching Assistant, Digital Economy | University of Nottingham
Ningbo China

Publications

1. Liu, L., Phang, C. W., Teh, C., Cai, S. (2025). Using Augmented Reality (AR) As A “Green- Activating” Technology to Promote Green Product Purchase. *MIS Quarterly* (UTD24, JCR Q1, ABS4*), under revision after first-round review.
2. Teh, C., Liu, L. (corresponding author), Phang, C. W. (2025). Eliciting Pro- environmental Behavior with Immersive Technology: The Roles of Awe, Empathy with Nature, and Perceived Consumer Effectiveness. *Information & Management* (JCR Q1, ABS3*), 104258.
3. Liu, L., Phang, C. W., Teh, C. (2025). Using Augmented Reality Technology to Promote Green Products Purchase through Enhancing Perceived Consumer Effectiveness. PACIS 2025 Proceedings, Best Paper Nominee.

Awards & Academic Services

- Selected Participant, Doctoral Consortium, ICEB 2024 (AIS- affiliated)
- Coordinator, Information System Research Paper Development Workshop
- Student Volunteer, CNAIS- UNNC Paper Development Workshop (2024, 2025)
- China Campus Lead, University of Nottingham EQUIS Accreditation, 2025
- Review Coordinator, PACIS 2026 Conference Committee