

Curriculum Vitae – Spring 2022

Family name: Liu
 Given name: Yongkun
 Gender: Male
 Date of birth: 26/01/1998
 Citizenship: Chinese
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Qualifications

Bocconi University , Milan, Italy	2021 – Present
<i>Ph.D. in Business Administration and Management – 4 years</i>	
1 st year attendance	
Maastricht University , Maastricht, The Netherlands	2019 – 2021
<i>Research Master in Business Research – 2 years</i>	
Nanjing University of Posts and Telecommunications , Nanjing, China	2015 – 2019
<i>Bachelor in Marketing – 4 years</i>	

Awards and Scholarships

Full PhD Fellowship, Bocconi University, 2021-2025
Academic Excellence Award, Nanjing University of Posts and Telecommunications, 2019
First Prize, 9th National College Students Market Research & Analysis Competition, 2019
First Prize, 8th National College Students Market Research & Analysis Competition, 2018
Second Prize, 3rd "Internet+" Innovation and Entrepreneurship Competition, 2017
Academic Progress Award, *Social Work Award*, and *Extracurricular Award*, Nanjing University of Posts and Telecommunications, 2016

Research Interests

Judgement and Decision Making, Marketing Innovation, Advertising, Retailing

Work Experience

Department of Marketing, Maastricht University	Aug. 2020 – May. 2021
<i>Research Assistant</i> worked with Prof. Dominik Mahr, Tim Hilken & Jonas Heller	
Service Science Factory, Maastricht University	Apr. 2020 – Jun. 2020
<i>Research Assistant</i>	
Department of Accounting, Maastricht University	Oct. 2019 – Feb. 2020
<i>Research Assistant</i>	

School of Business and Economics, Maastricht University <i>Student Representative</i>	Nov. 2019 – Jun. 2021
MBA Centre, Nanjing University of Posts and Telecommunications <i>Student Assistant</i>	Jan. 2019 – Jun. 2019
Jiangsu Zhongchuang Consulting Co., Ltd <i>Research Analyst Intern</i>	Nov. 2018 – Feb. 2019

Language Skills

Mandarin (Native)
English (C1)

IT Skills

Microsoft Office, SPSS (excellent)
R (good)
Python (fairly good)
Stata (basic)

Other Activities

Youth Volunteer Union, Nanjing University of Posts and Telecommunications <i>Vice Chair</i> (Best Volunteer Team Award among 10 universities)	2017-2018
School Debate Team, Nanjing University of Posts and Telecommunications <i>Vice Chair</i> (Champion of Nanjing College Students Debating Competition)	2017-2018

