

Zhengqing Liu

PhD Candidate in Strategy and Entrepreneurship
Lee Kong Chian School of Business, Singapore Management University
zq.liu.2024@pbs.smu.edu.sg | +65 8655 3695

EDUCATION

Singapore Management University 2024–2029 (expected)
PhD in Business (Strategy and Entrepreneurship), Lee Kong Chian School of Business

Duke University
Master of Arts in Economics and Political Science

Beijing Institute of Technology
Bachelor of Management in Accounting; dual degree in Economics

University of Reading
Bachelor of Arts in Accounting (joint program)

RESEARCH INTERESTS

Corporate Social Responsibility; Nonmarket Strategy; Applied Causal Inference

WORK IN PROGRESS

Who Moves the Frontier? Research Attention Cycles and Corporate Entry in AI
Ongoing research project

**Borrowed Power: Threat and Execution of Stakeholder Mobilization
by a Resource-Poor Activist**
Randomized field experiment in progress

**Two Thresholds: Entry and Implementation in Voluntary Governance
by a Resource-Poor NGO**
Proposed two-stage randomized field experiment

Regulatory Uncertainty and Investment Responses
Work in progress

Omitted Variable Bias in Moderation Analysis
With Gokhan Ertug; preparing for submission

RESEARCH EXPERIENCE

Research Assistant, Singapore Management University
Prof. Gokhan Ertug 2025
Literature collection and review

Prof. Niloofar Abolfathi 2024–2025
Formal modeling and empirical analysis

Prof. SAY Gui Deng 2024
Data collection and analysis

TEACHING EXPERIENCE

Teaching Assistant, Singapore Management University

MGMT623 International Business 2026

Instructor: Prof. Liang Chen

MGMT102 Strategy 2025

Instructor: Prof. Niloofar Abolfathi

CONFERENCES AND WORKSHOPS

Strategic Management Society (SMS) Conference 2026

Presenter; Berlin

SMU Strategy and Entrepreneurship Brown Bag Seminar 2026

Presenter and Coauthor; Singapore

Singapore Rising Scholars Conference 2026

Singapore Management University, Singapore

8th Asian Management Research Consortium (AMRC) 2026

Research presentation on regulatory uncertainty and investment responses

PROFESSIONAL SERVICE

Ad Hoc Reviewer

Strategic Management Society Special Conference, Hong Kong 2026

Academy of Management Annual Conference 2025

HONORS AND AWARDS

PhD Scholarship, Singapore Management University 2024–present

LANGUAGES AND TECHNICAL SKILLS

Languages: English (fluent); Mandarin Chinese (native)

Programming and statistical software: Stata, Python, R