
Lirong Liu, Ph.D.
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Management & Economics Department
College of Business
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Academic Background

Academic Degrees

- Ph.D. University of Tennessee, Knoxville, Economics, 2008.
- M.S. University of Tennessee, Knoxville, Statistics, 2008.
- M.A. Kent State University, Economics, 2003.
- B.A. Jilin University, International Finance, 2000.

Work Experience

Work Experience

- Associate Professor, Texas A&M University-Commerce (September, 2019 - Present), Commerce, Texas.
- Assistant Professor, Texas A&M University-Commerce (August, 2015 - Present), Commerce, Texas.
- Assistant Professor, Sam Houston State University (August, 2008 - June, 2015), Huntsville, Texas.

Consulting Experience

- 2015-2016: USDA, A General Equilibrium Analysis to Determine the Economic Impact of Alternative FMD Emergency Vaccination Strategies in the Midwestern United States, We conducted research on the economic impact of a hypothetical FMD outbreak under various vaccination strategies using a general equilibrium approach. Our executive summary was presented before the Congress and fundamentally changed how USDA deals with FMD.

Intellectual Contributions

Intellectual Contributions Grid

Category	BDS	AIS	TLS	Total
Articles in Refereed Journals	1	17		18
Articles-in-Progress (All)		3		3
Presentations of Non-Refereed Papers	1	2	1	4

Refereed Articles

Applied or Integrative/application Scholarship

- Liu, L., Li, S., & Opara, M. (2018). Corporate social responsibility and strategic company behaviour: CVS Health's discontinuation of tobacco products. *Corporate Social Responsibility and Environmental Management*, 25 (6), 1293-1305, doi: 10.1002/csr.1639.
- Liu, L., Nippani, S., & Yang, Z. (2018). Does Being Placed on the EPA Watch List Impact a Firm's Stock Market Returns? *Southwestern Economic Review*, 45 (1), 105-124.
- Nippani, S., & Liu, L. (2018). How to Use the EPA Website to Advise on ESG Investing. *Journal of Financial Planning*.
- Liu, L., Li, S., & Opara, M. (in press, 2018). Is a company rewarded for socially responsible behavior? A study of CVS Health discontinuation of tobacco-related products. *Corporate Social Responsibility and Environmental Management*.
- Miller, M. (2018). Macroeconomic impact of Foot and Mouth Disease vaccination strategies for an outbreak in the

Midwestern United States: A computable general equilibrium. *Transboundary and Emerging Diseases*, doi: 10.1111/tbed.12995.

Liu, L., & Yang, Z. (in press, 2018). Targeted Enforcement under the EPA's High Priority Violation Policy. *Empirical Economics*.

Nath, H., & Liu, L. (2017). Information and Communications Technologies (ICT) and Services Trades. *Information Economics and Policy*, 41, 1-98.

Hoe, C., Liu, L., Diltz, D., & Ogunc, A. (2017). Sinners and Saints: An Alternative Approach to Evaluating the Investment Performance of Sin Funds Versus Sinless Funds. *Journal of Accounting and Finance*, 17, 109-116.

Liu, L., & Piper, B. (2016). Predicting the Economic Impacts of Invasive Species: The case of the Red Streaked Leafhopper. *Ecological Economics*, 128, 139-146.

Evans, M., Liu, L., & Stafford, S. (2015). Standardization and the impacts of voluntary program participation: Evidence from environmental auditing. *International Review of Law and Economics*, 43, 10-21.

Liu, L., Gilpatric, S., & Vossler, C. (2015). Using competition to stimulate regulatory compliance: a tournament-based dynamic targeting mechanism. *Journal of Economic Behavior and Organization*, 119, 182-196.

Liu, L., Nath, H., & Tochkov, K. (2015). U.S. Services Trade with China and India. *Journal of Asian Economics*, 38, 79-92.

Liu, L., & Nath, H. (2013). Information and Communications Technologies (ICT) and Trade in Emerging Market Economies. *Emerging Markets Finance and Trade*, 49 (6), 67-87.

Liu, L. (2013). Analysis of Firm Compliance with Multiple Environmental regulations. *Economics Bulletin*, 33 (3), 1695-1705.

Liu, L. (2012). Spillover effects across environmental programs: the case of hazardous waste regulation in Michigan. *Environmental Economics*, 3 (2), 35-43.

Liu, L., Evans, M., & Stafford, S. (2011). Do Environmental Audits Improve Long-term Compliance? Evidence from Manufacturing Facilities in Michigan. *Journal of Regulatory Economics*, 40 (3), 279-302.

Gilpatric, S., Evans, M., & Liu, L. (2009). Regulation with Direct Benefits of Information Disclosure and Imperfect Monitoring. *Journal of Environmental Economics and Management*, 57, 284-292.

Basic or Discovery Scholarship

Liu, L., & Neilson, W. (2013). Enforcement leverage with Fixed Inspection Capacity. *Strategic Behavior and the Environment*, 3 (4), 305-328.

Presentations of Non-Refereed Papers

International

Liu, L. (2015-2016). *Man-made blue sky in Beijing: the impact of Beijing 2014 APEC conference on air quality in Beijing*. CES Annual Conference, Shenzhen, China-PRC.

Liu, L. & Nath, H. (2016-2017). *Information and Communications Technologies (ICT) and Services Trades in Advanced Economies and Emerging Market Economies*. 92th WEAI Conference, San Diego, California.

Miller, M., Liu, L., Shwiff, S., & Shwiff, S. (2018-2019). *Using REMI PI+ to model the impact of an FMD spread*. Invited presentation at REMI Seminar, Commerce, Texas.

Liu, L., Miller, M., Shwiff, S., & Shwiff, S. (2018-2019). *Economic impact of Foot and Mouth Disease Outbreak in the Midwestern US: the trade implication*. 94 WEAI Conference, San Francisco, California.

Grants

Research

2019-2020: Lubiani, G., Miller, F., Liu, L., Shwiff, S., & Malaki, M. Hospital closures and their economic impact on rural communities: An IMPLAN approach, Co-Investigator, GOV-Health Resources and Services Administration (HRSA).

2019-2020: Liu, L. Cemetery/Golf Course Feral Swine Damage Proposal, Principal Investigator, GOV-Department of Agriculture (USDA). Damages caused by feral swine to landscaping and recreational areas like golf course and cemeteries include rooting, compacting soil, wallowing, and trampling. These types of damages require effective mitigation strategies. While damages to landscape by feral swine are known to be extensive, economic studies evaluating the damages and economic impacts are scant. We first identify the types of damages to cemeteries, golf

courses, and similar areas by feral swine and then measure the damages. Then based on measured damage estimates, we conduct cost and benefit analysis of mitigation strategies. Finally, we evaluate the economic impacts of such damages. Focus group study with managers of relevant cemetery, golf course, and other similar types of lands will be conducted to collect data on the amount of damages and types of mitigation. An input-output model will be used to analyze the economic impacts of damages and mitigation costs.

2017-2018: Miller, F. & Liu, L., Faculty Enhancement Grant, Co-Principal Investigator.

Working Papers

Miller, F., Peterson, E., & Garikapati, S. S. (2018). "The role of livestock auctions in potential spread of Foot and Mouth Disease."

Liu, L. & Nath, H. (2018). "Information and Communications Technologies (ICT) and Services Trades in Advanced Economies and Emerging Market Economies."

Liu, L. (2018). "Man-made blue sky in Beijing: the impact of Beijing 2014 APEC conference on air quality in Beijing."

Honors & Awards

Honors/Awards

2015-2016: The CES-Chow Short-Term Teaching Fellowship, The Chinese Economists Society. Awarded for short-term teaching in China. Taught Intermediate Microeconomics in Shangdong University of Finance and Economics in summer 2016

Teaching

Courses Taught

Texas A&M-Commerce:

ECO 302 Business and Eco Statistics: Undergraduate; Face-to-face and online

ECO 309 Economic Forecasting, face-to-face

ECO 578 Statistical Methods: Graduate; Face-to-face and online

ECO 595 Applied Business Research: Graduate; Face-to-face and online

FIN 312 Money, Banking and Financial Markets: Undergraduate; online

Sam Houston State University

ECON 2372 Business Analysis: Undergraduate; Face-to-face and online

ECON 3363 Intermediate Business Analysis: Undergraduate; face-to-face

ECON 5768 Techniques of Statistical Analysis: Graduate; face-to-face

Teaching Activities and Efforts toward Continuous Improvement

2018-2019 - Honor Student Thesis. 1 student. (Summer1, Summer2) Thesis / Dissertation Committee - Member.

2017-2018 - Leading Excel committee to design and implement Excel certificate. As an ongoing project, I started to lead a committee of six faculty and staff members to design and implement an in-house Excel certificate program in November, 2018. The purpose of the program is to improve student Excel skills and better prepare them for their future career. The committee has met twice during a short period to discuss the project and made significant progress.

Other Teaching Activities.

2017-2018 - Self-evaluation. Other Teaching Activities.

2017-2018 - Adding Excel to ECO 595. Starting from Spring 2018, I added Excel skills to ECO 595 Business Research Method, which allows students to be able to perform Excel tasks that are common in workplace.

Innovations in Course Content / Presentation.

2017-2018 - Assessment of ECO 595 Business Research Method. Assessed written and verbal communication within the course for the college course assessment

Assurance of Learning - Teaching.

2016-2017 - Verbal comments for individual student. I recorded a video to give comments to each individual student. This helped students to better improve their writing assignments.

Innovations in Course Content / Presentation.

2016-2017 - Course redesign on ECO 595. I was a part of a taskforce that was responsible for redesigning ECO 595

Business Research Method to make the course more practical and engaging. We gave an overhaul of the course structure and content. The new designed course emphasize more on both written and spoken communications.

Course (Existing) - Compensated Redesign.

2016-2017 - Honor Student Thesis. 1 student. (Fall, Spring) Thesis titled "Cattle trade flows in Texas and the potential impact on FMD spread" Thesis / Dissertation Committee - Member.

Service

Sam Houston State University

College Assignments

Member:

2013-2014 – 2014-2015: MBA Assessment Committee

2012-2013 – 2014-2015: Critical Thinking Committee

Texas A&M University-Commerce

Department Assignments

Chair:

2017-2018 – 2018-2019: Economics and Finance Scholarship Committee

2016-2017: Economics and Finance Journal Request Committee

Member:

2016-2017: Economics and Finance Scholarship Committee

2015-2016: Economics Faculty search committee

College Assignments

Chair:

2016-2017: COB Database Taskforce

Member:

2019-2020: Strategic Planning

2018-2019: Marketing and Branding Committee

Unassigned

College Assignments

Member:

2015-2016 – 2016-2017: COB Faculty Committee

Service to the Profession

Academic Conference: Moderator / Discussant

2018-2019: 94 WEAI Conference, San Francisco, California (International).

2016-2017: 92th WEAI Conference, San Diego, California (International).

2015-2016: CES Annual Conference, Shenzhen, China-PRC (International).

2014-2015: 89th WEAI Conference, Denver, Colorado (International).

2014-2015: Southern Economic Association Conference, Atlanta, Georgia (International).

2014-2015: Academy of Economics and Finance, Jacksonville, Florida (National).

Reviewer - Article / Manuscript

2018-2019: Information Technology for Development (International).

2017-2018: Information Economics and Policy (International). Reviewed manuscript submitted to the journal.

2017-2018: Economics Bulletin (International). Reviewed manuscript submitted to the journal.

2016-2017: Managerial Auditing Journal (International).

2016-2017: Eurasian Economic Review (International).

2016-2017: Asia-Pacific Journal of Accounting & Economics (International). Invited to review manuscript submitted to the journal

2015-2016: Journal of Business Strategy (International).

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