

Qihong Liu

Curriculum Vitae, January 2026

Department of Economics	Email: qliu@ou.edu
University of Oklahoma	Web: http://qliu.oucreate.com
Norman, OK 73019	Naturalized U.S. Citizen

Education

Ph.D. Economics, SUNY Stony Brook, 2003.

M.S. Management, China University of Mining and Technology, Beijing, China, 1997

B.S. Management, Anhui Polytechnic University, Wuhu, China, 1994.

Employment

University of Oklahoma:

President's Associates Second Century Presidential Professor, 2025 -

Director of Graduate Studies, August 2025 -

Professor of Economics, 2019 - Present; Associate Professor, 2013 - 2019

Assistant Professor, 2005 - 2013

University of Massachusetts Amherst:

Postdoctoral Research Associate, Department of Resource Economics, 2003 - 2005

Editorial Activity

Co-Editor, *Journal of Economics and Management Strategy*, 2025 - present

Associate Editor, *Decision Sciences*, Jan 2026 - present

Journal of Media Economics: Associate Editor: June 2024 - Present; Editorial Board Member: January 2021 - June 2024

Editorial Board Member, *Marketing Science*, 2022 - present

Associate Editor, *Information Economics and Policy*, 2017 - present

PLOS ONE: Academic Editor (2021/01 - 2022/05); Section Editor (2022/06 - 2025)

Associate Editor, *Notas Económicas*-Portugal, 2020 - 2025

Special Issue Guest Editor for *China Economic Review*, 2017 and 2023.

Grants

- [7] Big Idea Challenge 2.0, University of Oklahoma. “Climate Information on Actionable Timescales for Climate Security in Latin America,” (one of three teams funded) PI: Kathy Peginon; My role: Co-PI), 2024.
- [6] Dodge Family College of Arts and Sciences Senior Faculty Summer Fellowship, University of Oklahoma, 2024.
- [5] United States Department of Agriculture, National Institute of Food and Agriculture. “Market Reactions to the Restaurant Calorie Labeling Rule,” Emily Wang (PI), Nathalie Lavoie (Co-PI), and Qihong Liu(Co-PI), accepted, [\$413,311], 2021-2023.
- [4] MSI Research Priorities Grant (with Anthony Dukes), 2019-2020.
- [3] College of Arts & Sciences Classroom IT Grant, University of Oklahoma (with Gary Hoover), \$29,920, Spring 2015.
- [2] College of Arts & Sciences IT Grant, University of Oklahoma (with Alexander Holmes), \$4,275, Fall 2008.
- [1] Summer grant, Networks, Electronic Commerce, and Telecommunications (NET) Institute, New York University, 2007 (with Konstantinos Serfes, equal share).

Research Interests

Platforms and Digital Economy, Pricing.

Publications in Refereed Journals (in reverse chronological order)

- [42] “Entry and Market Dynamics: The Impact of Low-Cost Carriers in China,” (with Long Shi and Dongliang Pang), forthcoming, *Transportation Research Part A*.
- [41] “The Consumption of Advertising in the Digital Age: Attention and Ad Content,” (with Anthony Dukes), *Management Science*, 70(4): 2086–2106 (2024).
- [40] “Does Sunk Cost Affect Prices? Evidence from the U.S. Airline Industry,” (with Long Shi and Myongjin Kim), *Journal of Economics & Management Strategy* 33(4): 801-824 (2024).

[39] “Infrastructure and the Patterns of Trade: An Empirical Look at China,” with Shuaihang Li and Qing Liu, *China Economic Review*, Volume 88, December 2024, 102296.

[38] “Predictive Analytics and Ship-then-Shop Subscription,” (with W. Jason Choi and Jiwoong Shin), *Management Science*, 70(2): 1012–1028 (2024).

[37] “Product Line Competition: An Empirical Analysis of the Chinese Airline Industry,” (with Xin Xie), *China Economic Review* Volume 83, February 2024, 102106.

[36] “How (not) to price discriminate,” (with Jie Shuai), *China Economic Quarterly* (经济学季刊) 24(3): 778-792 (2024).

[35] “When do Firms Offer Higher Product Quality? Evidence from the Allocation of Inflight Amenities,” (with Myongjin Kim and Nicholas Rupp), *Review of Industrial Organization* 62, 149-177 (2023).

[34] “Firm Quasi-Dynamics in the Chinese Manufacturing Industries,” (with Lixing Li and Changyu Ren), *China & World Economy* 30(5): 102-127 (2022).

[33] “The impact of multi-homing in a ride-hailing market,” (with Oksana Loginova and X. Henry Wang), *Annals of Regional Science* 69, 239–254 (2022).

[32] “Skippable Ads: Interactive Advertising on Digital Media Platforms,” (with Anthony Dukes and Jie Shuai), *Marketing Science* 41(3): 528-547 (2022).

[31] “Behavior-Based Price Discrimination with Non-Uniform Distribution of Consumer Preferences,” (with Rosa-Branca Esteves and Jie Shuai), *Journal of Economics & Management Strategy* 31(2): 324-355 (2022).

Best Paper Award at the International Workshop on Innovation and Industrial Economics, June 2016, Nanjing University, China.

[30] “Safety regulation in the platform economy: A look at the ride-sharing market,” (with Gan Zou and Xiaofang Wang), *Journal of Finance and Economics* (财经研究) 48(5): 155 - 168 (2022).

[29] “Competitive Response to Unbundled Services: An Empirical Look at Spirit Airlines,” (with Lei He and Myongjin Kim), *Journal of Economics & Management Strategy* 31(1): 115-145 (2022).

[28] “Gender Gap in Tenure & Promotion: Evidence from the Economics Ph.D. Class of 2008,” (with Susan Chen and Myongjin Kim), *Southern Economic Journal* 88(4): 1277-1312 (2022).

Featured in *Inside Higher Ed* and *Marginal Revolution*.

[27] “Signaling through advertising when ad can be blocked,” (with Yuxin Chen), *Marketing Science* 41(1): 166-187 (2022).

[26] “The impact of strategic agents in two-sided markets,” (with Daniel Nedelescu and Ji Gu), *Journal of Economics* 134: 195-218 (2021).

[25] “Multi-dimensional product differentiation,” (with Jie Shuai), *Frontiers of Economics in China* 14(4): 497-535 (**lead article**), 2019.

[24] “Competing with Complementors: An Empirical Look at Amazon.com,” (with Feng Zhu), *Strategic Management Journal* 39(10): 2618-2642 (2018).

Featured in “When Platforms Attack,” *Harvard Business Review*, October 2015; “When Hosts Attack: The Competitive Threat Of Online Platforms (Like The Apple App Store)”, *Forbes*, December 2015.

Cited in “Beware the Big Tech Backlash”, *Wall Street Journal*, December 2018; “The Commission’s Amazon Probe: Overcoming the Antitrust Paradox”, *European Competition and Regulatory Law Review*, 2018.

“How To Stop Amazon From Swallowing The Internet”, *Forbes*, January 2019.

“Amazon’s Winner-Take-All Approach to Small Business”, *Bloomberg*, February 2019.

[23] “Optimal product differentiation in a circular model,” (with Qiang Gong and Yi Zhang), *Journal of Economics* 119(3), 219-252 (2016).

[22] “Price discrimination with varying qualities of information,” (with Jie Shuai), *B.E. Journal of Economic Analysis and Policy* (Topics) 16(2), 1093-1121 (2016).

[21] “Customer poaching and coupon trading,” (with Georgia Kosmopoulou and Jie Shuai), *Journal of Economics* 118(3), 219-238 (2016).

[20] “Market Foreclosure and the Welfare Impacts of Price Discrimination,” *Economics Bulletin* 36(1), 337-348 (2016).

- [19] “Reverse pricing and revenue sharing in a vertical market,” (with Jie Shuai), *Managerial and Decision Economics* 36(5), 299-313 (2015).
- [18] “Private and Social Incentives for Vertical Contract Disclosure,” (with X. Henry Wang), *Managerial and Decision Economics* 35(8), 567-573 (2014).
- [17] “Is the effect of competition on price dispersion non-monotonic? Evidence from the U.S. airline industry,” (with Mian Dai and Konstantinos Serfes), *Review of Economics and Statistics* 96(1), 161-170 (2014).
- [16] “Multi-dimensional price discrimination,” (with Jie Shuai), *International Journal of Industrial Organization* 31, 417-428 (2013).
- [15] “Price discrimination in two-sided markets” (with Konstantinos Serfes), *Journal of Economics & Management Strategy*, v22, 768-786 (2013).
- [14] “Tacit collusion with low-price guarantees,” *Manchester School* 81(5), 828-854 (2013).
- [13] “Where do new economics Ph.D.s go? Evidence from recent initial job placements,” (with Sherrilyn Billger and Susan Chen), *Journal of Labor Research* 34(3), 312-338 (2013).

Cited as a further reading in American Economic Association’s “Understanding the job market”, accessed in May 2018.

- [12] “Information markets, product markets, and vertical merger,” (with Susan Chen), *Journal of Economics and Finance*, v37, 33-61 (2013).
- [11] “The effect of most-favored customer clauses on prices,” (with Susan Chen), *Journal of Industrial Economics*, v59, 343-371 (**lead article**), 2011.
- [10] “Loyalty rewards facilitate tacit collusion,” (with Yuk-fai Fong), *Journal of Economics & Management Strategy*, v20, 739-775 (2011).

Featured in ”Membership Has Its Punishments,” *Kellogg Insight*, January 2010, and reprinted in *Morningstar*, January 4, 2010.

- [9] “Consumer sorting of vertically differentiated goods” (with Peyton Ferrier), *Economics Letters* 109, 11-13 (2010).
- [8] “Third-degree price discrimination,” (with Konstantinos Serfes), *Journal of Industrial Organization Education* 5(1), 2010.

- [7] “Pricing-to-market: Price discrimination or product differentiation?” (with Nathalie Lavoie), *American Journal of Agricultural Economics* 89, 571-581 (2007).
- [6] “Product customization” (with Dan Bernhardt and Konstantinos Serfes), *European Economic Review* 51, 1396-1422 (2007).
- [5] “Market segmentation and collusive behavior” (with Konstantinos Serfes), *International Journal of Industrial Organization* 25, 355-378 (2007).
- [4] “Customer information sharing among rival firms” (with Konstantinos Serfes), *European Economic Review* 50, 1571-1600 (2006).
- [3] “Imperfect price discrimination, market structure and efficiency” (with Konstantinos Serfes), *Canadian Journal of Economics* 38, 1191-1203 (2005).
- [2] “Imperfect price discrimination in a vertical differentiation model” (with Konstantinos Serfes), *International Journal of Industrial Organization* 23, 341-354 (2005).
- [1] “Quality of information and oligopolistic price discrimination” (with Konstantinos Serfes), *Journal of Economics & Management Strategy* 13, 671-702 (2004).

Working Papers

- [3] “Monetizing Platform Markets: Channel Structure and In-Game Advertiser Presence in Two-Sided Markets,” with Liangfei Qiu and Bo Shen, December 2025.
- [2] “Algorithmic Pricing with Restricted Consumer Characteristics,” with Yuxin Chen, February 2025.
- [1] “Reactions to FDA Sodium Reduction Guidance: Demand and Supply,” with Jing Gan, Nathalie Lavoie and Emily Wang, 2023.

Academic Awards and Honor

- [4] Top 5 Most Cited Articles among all articles published in 2018-2019 in *Strategic Management Journal*, 2020.
- [3] Best Paper Award, International Workshop on Innovation and Industrial Economics, 2016, Nanjing University, China,

- [2] Outstanding Reviewer, *International Journal of Industrial Organization*, 2015 and 2013.
- [1] Distinction in Ph.D. Qualifying Exam (Macroeconomics, 1999) and Field Exam (Industrial Organization, 2000), SUNY Stony Brook.

Student Advising

Ph.D.:

Ningjing Gao (Chair, ongoing)

Mieon Seong (Member, ongoing)

Sara Asgari (Chair, ongoing)

Collin Devore (Member, ongoing)

Jing Gan (External member, UMass Amherst, ongoing)

Yue Wu (Member, ongoing)

Kasra Khademorezaian (Member, 2024, SUNY New Paltz)

Robert Press (Member, 2021, Georgetown University, Postdoc)

Donggeun Kim (Chair, December 2020, Industrial Bank of Korea)

Lei He (Chair, 2020, York College of Pennsylvania, Instructor)

Ji Gu (Chair, 2018, Florida International University, visiting)

Long Shi (Chair, 2017, Xi'an Jiaotong University, China)

Zexuan Liu (Chair, 2016, Tianjin University of Finance and Economics, China)

Yunsung Hwang (Outside member, Meteorology, 2014-2015)

Lingxiao Zhao (Member, 2015, Southwestern University of Finance and Economics, China)

Jia Wang (Member, 2015, Sewanee University of the South, visiting)

Chengrui Xiao (Member, 2014, Southwestern University of Finance and Economics, China)

Hojin Jung (Member, 2014, Illinois State University, visiting)

Michael Walker (Member, 2013, United States Military Academy at West Point)

Chenhao Hu (Member, 2012-2013)

Li Su (Member, 2013, Capital University of Economics and Business, China)

Chintamani Jog (Member, 2012, University of Central Oklahoma)

Xueqi Zhou (Member, 2011, Langston University)

Jie Shuai (Co-Chair, 2009, Nankai University, China)

Master:

Jason Alpert, Econ5940 Research in Economic Problems, Spring 2022.

Edyn Strong, Econ5960 Readings in Selected Fields, Spring 2020.

Rob Roby, Econ5940 Research in Economic Problems, Summer 2019.

Shelby Heise, Econ5940 Research in Economic Problems, Spring 2019.

Yang Yang, Econ5940 Research in Economic Problems, Fall 2018.

Michael Mann, Econ5940 Research in Economic Problems, Fall 2017.

Weibo Zhou, Econ5940 Research in Economic Problems, Spring 2014.

Undergraduate:

Fawwaz Ayodele, Directed Readings, Spring 2026.

Caroline Andreen, Honors Research, Fall 2023, “The future of the workplace amidst the increased use of technology”

Caroline Andreen, Honors Research Assistant Program (HRAP), Spring and Fall 2022.

Jackson Singleton, Honors Research, Spring 2022, “The Economic Viability of an American Future With 5G”

Sophie Czimback, Directed Readings, Spring 2022, “Cryptocurrency and Web 3.0”

Sam Pedalino, Directed Readings, Fall 2021, “Afghanistan: The adverse road to a prosperous statehood”

Omar Al Suqri, Directed Readings, Spring 2021, “Improving the Oil and Gas Sector in Oman and Gulf Cooperation Council Countries”.

Jinpeng Du, Directed Readings, Spring 2020, “Socioeconomic Impact of SARS and COVID-19 Epidemics in China”.

Dara Olayiwola, Directed Readings, Spring 2019, “The Facets and Development of American Power Projection: How Trump’s Foreign Policy Will Affect the Future of American Power Projection”.

Josh Stewart, Honors Research, Spring 2019, “Refugee crisis in the European Union”.

Armand Ghosh, Honors Research, Fall 2018, “Stock market outcomes and financial reports”.

Geoffrey Ferrer, Honors Research, Spring 2017, “Financial industry and technology sector”.

Steven Kappen, Directed Readings, Spring 2017, “Impacts of the MAPS programs in Oklahoma City”.

Alex Frazier, Directed Readings, Spring 2016, “Financial Outlook on Regulation, Tech Innovation, and Industry Analysis”.

Rayce Coyne, Honors Research, Spring 2015, “Mexico Airline Industry”.

Dong Chen, Directed Readings, Spring 2014, “Evolution and Strategies of Sony”.

Kiley Foster, Honors Research Assistant Program (HRAP), Spring 2014.

Michael Pilcher, Honors Research, Fall 2012, “Economic Crisis in Spain”.

Cullen Munger, Honors Research, Fall 2011, “Shale Natural Gas”.

Aubrey Gamble, Presentation at Undergraduate Research Day, Spring 2011.

Project was funded by Undergraduate Research Opportunity Program (UROP).

Aubrey Gamble, Honors Research Assistant Program (HRAP), Spring 2011.

Ally La Rocque, Directed Readings, Spring 2011, “NBA Salary Cap”.

Lyubomira Popov, Directed Readings, Spring 2011, “Eastern European Countries after Joining the European Union”.

Aubrey Gamble, Honors Research, Fall 2010, “Increasing Student Participation in the Performing Arts”.

Tim Buckman, Directed Readings, Summer 2010, “Fiscal Policy, Financial Regulation and Financial Crisis”.

Stephanie Holliman, Honors Research Assistant Program (HRAP), Fall 2009.

William Bowersox, Honors Research, Summer 2009, “Mergers and Acquisitions”.

Meredith Willinger, Honors Research Assistant Program (HRAP), Fall 2007.

Academic Visits

University of Minho (Braga, Portugal): April 7-13, 2024.

Washington University (Olin): March 18-23, 2024.

New York University Shanghai (Business): September 5-12, 2023; June 2-8, 2019; May 28 - June 3, 2018.

University of Massachusetts Amherst (Resource Economics): May 15-21, 2022.

University of Southern California (Marshall - Marketing): February 15-22, 2020; March 20-24, 2018.

Peking University (NSD), May 13-29, 2019.

University of Virginia, Spring 2014.

Northwestern University (Kellogg - Management and Strategy), April 10-14, 2008.

Recent Conference and Seminar Presentations (P=presenter, PC=presentation by a co-author, D=discussant, O=session organizer, C=session chair, A=attender)

2026: Frank M. Bass FORMS Conference (P, scheduled);

University of Texas at Dallas (scheduled); University of Nebraska Omaha (scheduled); Oklahoma State University (scheduled)

2025: Chinese Economists Society (CES) Annual Conference, China (O); DUFE Conference on Industrial Organization (China, P); International Industrial Organization Conference (A); Frank M. Bass FORMS Conference (D)

CUHK Shenzhen; CUHK; Peking University; Tsinghua University; Renmin University of China; Fudan University; Lanzhou University; Central University of Finance and Economics (China)

2024: ASSA Meeting (C); CES North American Conference (C); International Industrial Organization Conference (A); CES Annual Conference, China (O, D); 5th International Symposium on Regional Integration and Financial Development (Keynote, virtual)

Washington University (Olin);

2023: Agricultural and Applied Economics Association (AAEA) Annual Meeting (PC); DUFE Conference on Industrial Organization (China, P); International Industrial Organization Conference (D)

University of Science and Technology of China; Fudan University; Xi'an Jiaotong University; Henan University; Dongbei University of Finance and Economics; Shandong University (Virtual); University of California Irvine;

2022: Agricultural and Applied Economics Association (AAEA) Annual Meeting (PC, A); Chinese Economists Society Annual Conference, China (O, C, P, Virtual); ISMS Marketing Science Conference (P, Virtual); DUFE Conference on Industrial Organization, China (P, Virtual); International Industrial Organization Conference (P, D, C); Frank M. Bass FORMS Conference (D, Virtual)

University of Illinois Urbana-Champaign; Renmin University of China (Virtual); Global Lecture Series on Chinese Economy (Virtual); Hefei University of Technology (Virtual); Wichita State University (Virtual); Zhongnan University of Economics and Law (Virtual)

2021: China Virtual IO Seminar Series (D, Virtual); DUFE Conference on Industrial Organization, China (P, Virtual); Chinese Economists Society Annual Conference, China (O, P, Virtual); ISMS Marketing Science Conference (P, C, Virtual); International Industrial Organization Conference (C, D, Virtual); Frank M. Bass FORMS Conference (PC, A, Virtual)

Southeast University (Virtual); University of Science and Technology of China (Virtual); Dongbei University of Finance and Economics (Virtual)

List of Courses Taught

University of Oklahoma:

- Intermediate Microeconomic Theory, various semesters Spring 2006 - present.
- Industrial Organization (undergraduate), various semesters Fall 2010 - present.
- Microeconomics II (Ph.D. core course), Spring 2008, Spring 2015-present
- Industrial Organization (Ph.D.), Fall 2013, Fall 2015, Fall 2017, Fall 2019
- Mathematical Economics (Ph.D. core course), Fall 2005-Fall 2014.

University of Massachusetts Amherst:

- Economics of Information Technology, Spring 2004.
- Industrial Organization in Resource Economics II (graduate course, co-taught with J. Caswell & N. Lavoie), Fall 2003.

SUNY Stony Brook:

- Intermediate Microeconomics, Summer 2002.

Professional Services

Program Committee Member of International Industrial Organization Conference: 2024, 2025, 2026

Chinese Economists Society (CES):

Regent Chair: Jan-Dec, 2024

President: 2022/09 - 2023/08; President-Elect: 2021/09 - 2022/08

Board of Directors: 2016/09 - 2017/08

2023 CES North American Conference: Program Committee Chair, Local Organizing Committee Co-Chair

2023 CES China Conference: Program Committee Chair

Global Lecture Series on Chinese Economy: Chairman (January-December 2023)

Reviewer for: *AEJ Micro* (2024), *American Economist* (2017), *American Journal of Agricultural Economics* (2022), *B.E. Journal of Economic Analysis & Policy* (2012-2013, 2015), *Canadian Journal of Economics* (2012-2014, 2016, 2022, 2024), *China Economic Quarterly* (2024, 2025), *China Economic Quarterly International* (2020), *China Economic Review* (2005), *Economic Inquiry* (2006, 2019, 2020), *Economic Theory* (2008), *Economica* (2011), *Economics Bulletin* (2011 (x3), 2012), *Economics Letters* (2019, 2022), *European Economic Review* (2005, 2008-2009, 2012, 2016), *Frontiers of Economics in China* (2017), *Games and Economic Behavior* (2014), *Information System Research* (2017), *International Economic Review* (2015, 2022), *International Journal of Health Economics and Management* (2018), *International Journal of Industrial Organization* (2008-2012, 2013 (x3), 2015 (x4), 2016 (x2), 2017 (x5), 2018 (x3), 2019, 2020 (x2), 2024), *Japanese Economic Review* (2020), *Journal of Economic Behavior & Organization* (2013, 2015, 2018, 2021, 2025 (x2)), *Journal of Economic Policy Reform* (2012), *Journal of Economic Theory* (2020), *Journal of Economics* (2011, 2016, 2017, 2022), *Journal of Economics & Management Strategy* (2004, 2007 (x2), 2009, 2010 (x2), 2012, 2013 (x2), 2014 (x2), 2016-2018, 2020-2025), *Journal of Industrial Economics* (2016, 2020, 2022), *Journal of Industrial Organization Education* (2011, 2012), *Journal of Industry, Competition and Trade* (2010 (x2)), *Journal of Institutional and Theoretical Economics* (2012), *Journal of Labor Research* (2015), *Journal of Marketing Research* (2019, 2023, 2025), *Journal of Mathematical Economics* (2014), *Journal of Media Economics* (2020, 2021, 2024 (x4)), *Journal of Money, Credit, and Banking* (2012), *Journal of Regulatory Economics* (2017), *Management Science* (2007, 2010, 2014, 2017 (x2), 2020 (x3), 2021, 2022 (x2), 2023 (x2), 2024 (x6), 2025 (x6)), *Managerial and Decision Economics* (2010, 2016), *Manchester School* (2012, 2013, 2015), *Marketing Science* (2017-2018, 2020 (x3)),

2021 (x2), 2022 (x9), 2023 (x5), 2024 (x9), 2025 (x2)), *Mathematical Social Sciences* (2013), *PLOS ONE* (2020 x2), *Production and Operations Management* (2016, 2025), *Quantitative Marketing and Economics* (2017), *Rand Journal of Economics* (2008, 2016, 2018, 2023, 2024), *Research in Economics* (2009, 2011), *Review of Economics and Statistics* (2017), *Review of Industrial Organization* (2015, 2019, 2022), *Review of Network Economics* (2012), *Scandinavian Journal of Economics* (2011, 2019), *Southern Economic Journal* (2013, 2019 (x2), 2020, 2021, 2023, 2025).

National Science Foundation (2013, 2014, panelist (2015)); Hong Kong Research Grant Council (2023, 2024).

External evaluation for faculty promotion: 6 (2014, 2015, 2017 (x2), 2022, 2024).

Department Service

Director of Graduate Studies: 2025 - present

Faculty recruiting committee:

Chair: 2022-2023 (Environment), 2021-2022 (Environment)

Member: 2025-2026 (Chong Liew Chair position), 2014-2015 (Visiting position), 2013-2014 (Micro-econometrics), 2006-2007 (Industrial Organization), 2005-2006 (Any Field).

Member, Committee A: 2017-2018, 2018-2020, 2022-2024.

Member of the Core Exam/Field Exam Committee:

Microeconomics (Ph.D.): 2008-2009; Spring 2015 - present.

Industrial Organization: 2014 - present

Mathematical Economics/Econometrics (Ph.D. and M.A.): Spring 2006 - Spring 2016.

Member, Strategic Planning Committee: Spring 2021 (for 2021-2026)

Member, Ph.D. Admission Committee: 2007-2008, 2012-2016.

Member, Class scheduling committee: Fall 2016, Fall 2017, Fall 2020.

Undergraduate Econ students mentoring, 2015 - 2017.

Liaison for graduate student English certification: July 2013 - December 2015.

Member, Business Continuity Plans ad hoc committee (2015-2020),

Review applications for Chong Liew Summer Research Awards (2011-2013, 2019).

University Service

Member, Faculty Senate: 2014-2015, 2024-2028.

Member, Faculty Honorifics Committee, Fall 2024 -

Member, Provost's Doctoral Dissertation Prize Committee, Fall 2024

Judge, Three Minute Thesis, January 2024.

Member, Junior/Senior Faculty Summer Fellowship Review Committee, Dodge Family College of Arts and Sciences, Spring 2023.

Member, Graduate Fellowship Review Committee, Dodge Family College of Arts and Sciences, Fall 2022.

Faculty recruiting committee (external member): 2024-2025 (Finance, TT), 2021-2022 (Finance, TT), 2020-2021 (Finance, Endowed Chair), 2019-2020 (Finance, TT), 2018-2019 (Finance, TT), 2017-2018 (Finance, TT), 2015-2016 (Finance, RRT).

Faculty Advisory Council (Office of Undergraduate Research): 2015 - 2019.

Conduct Study Abroad Interviews as faculty interviewer: Spring 2007, Fall 2007.

Public Service

Norman Chinese School: Vice Principal (Fall 2018 - Spring 2023); Member of Executive Committee (Fall 2015 - Spring 2023).

Splash Club Board (NAA representative, Norman North and Norman High Swim): 2020 - 2022