

## **Research Profile**

**Qihong Liu's main research areas** are Industrial Organization and Energy/Environment. His current work focuses on platforms and the digital economy, as well as the energy market and its environmental impact. Professor Liu has published over 40 articles, and his research has been cited by major media outlets such as *Bloomberg*, *Forbes*, and *The Wall Street Journal*. He serves as Co-Editor of the *Journal of Economics and Management Strategy*, Associate Editor of *Information Economics and Policy* and the *Journal of Media Economics*, and is a member of the Editorial Board of *Marketing Science*.