

# Yuqing SONG

Cultural Economist · Collaborator · Artist

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## PROFESSIONAL EXPERIENCE

<b>Université libre de Bruxelles</b> <b>Economics and Management Science</b>	<b>PhD candidate</b>	<b>Brussels, Belgium</b> Oct. 2022-expected June 2026
<ul style="list-style-type: none"><li>Thesis topic: “Authenticity Issues on the Chinese Art Market”, (funded by CSC / FNRS / WBI scholarship)</li><li>Supervisors: Prof. Kim Oosterlinck, Prof. Anne-Sophie Radermecker</li><li>Relevant courses: Econometrics, Advanced Applied Econometrics, Psychology of Individual Judgement and Decision Making, Consumer Behaviour</li><li>Trainings and workshops: Art Markets Summer School, “Art Markets: an Integrated Perspective” (Lisbon, Portugal, 10-14 July, 2023); Career Coaching for PhDs (June, 2024), Compassionate Communication (March, 2024), Communicating with Impact as a PhD Candidate (December, 2023), LaTex for Junior Researchers (November, 2023), How to get published (November, 2023), Stress &amp; Resilience (October, 2023)</li></ul>		
<b>Business Connect China Inc.</b>	<b>Research assistant</b>	Mar. 2021-May 2021
<ul style="list-style-type: none"><li>Participated in management consulting and industry research projects, collaborating with clients including Alibaba, Unilever, Amore Pacific, Cheong Kwan Jang, and other well-known enterprises both at home and abroad.</li><li>Responsible for the translation work and the desk research throughout the projects, collecting, extracting, analysing, and organizing data from multiple sources with Microsoft Excel, PowerPoint, and Word.</li><li>Facilitated interviews with domestic and overseas industry experts, recorded first-hand information, transcribed interview recordings, audited transcripts, and composed interview summaries.</li></ul>		
<b>Holland Dan Hua Culture &amp; Education Centre</b>	<b>Teaching assistant</b>	Nov. 2019-Feb. 2020
<ul style="list-style-type: none"><li>Supported teachers in accomplishing teaching activities in class, revised pupils' homework, provided feedback and in-time guidance by correcting each pupil's writing and pronunciation.</li><li>Ensured the order of the school and safety of students during class breaks and after class, offered crowd guidance at the stairs, and coordinated the parking at the school gate after class.</li></ul>		

## EDUCATION

<b>Erasmus University Rotterdam</b> <b>Cultural Economics &amp; Entrepreneurship, MA</b>	<b>Rotterdam, The Netherlands</b> Sep. 2019-Aug. 2021
<ul style="list-style-type: none"><li>Relevant courses: Innovation &amp; Cultural Industries, Cultural Economics: Empirical Research, Economics of Cultural Heritage, Advanced Economic Aspects of Cultural Industries, Cultural Policy</li><li>Master's thesis title: “<i>Bringing back Meanings to Words: Exploring the Effect of Transcriptions on the Perceived Value of Chinese Calligraphy</i>”; Supervisor: Dr. Anne-Sophie Radermecker</li><li>Pre-master's thesis title: “<i>Analysis of the Determinants of Prices for Calligraphy Works by the Artist Dong Qichang</i>”</li></ul>	
<b>University of Manchester</b> <b>Fashion Marketing, Study Abroad Exchange Programme</b>	<b>Manchester, The UK</b> Sep. 2017-Sep. 2018
Funded by the CSC Outstanding Undergraduate International Exchange Scholarship	
<ul style="list-style-type: none"><li>Relevant courses: Fashion Business &amp; Analysis, Fashion Management, Brand Management for Fashion, Fashion Brand Promotion, Garment Production Technology</li></ul>	
<b>Soochow University</b> <b>Apparel Design &amp; Engineering, BE</b>	<b>Suzhou, China</b> Sep. 2015-Jul. 2019
<ul style="list-style-type: none"><li>Relevant courses: Advanced Mathematics, Probability &amp; Statistics, Fashion Marketing &amp; Merchandising, Fashion E-Business, Fashion Design, Apparel Manufacturing Techniques, Clothing Aesthetics, Fashion Psychology</li></ul>	

## RESEARCH INTERESTS

Cultural economics (value of culture, authenticity, art markets, cultural heritage, Chinese art, antiques, museum studies); Art appreciation (provenance, aesthetics, connoisseurship); Sustainability (sustainable fashion, diversity & inclusion); Multidisciplinary studies of the arts (psychology of the arts, social history of the arts, marketing, behavioural economics)

## SCIENTIFIC PUBLICATIONS

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- Song, Y. (2025). The Art of the Gift: Provenance and the Endowment Effect in Chinese Gift Artworks. *Journal of Cultural Economics*. [Winner of the Presidents' Prize at the 23<sup>rd</sup> International Conference on Cultural Economics]. <https://doi.org/10.1007/s10824-025-09565-x>
- Song, Y. (2025). Trash or Treasure? Interviews with a Dealer from the Chinese Folk Antiques Market. LEAM project book chapter. *Palgrave Macmillan Series on Cultural Economics and the Creative Economy*. [Upcoming].
- Oosterlinck, K., Radermecker, A.-S., & Song, Y. (2025). The valuation of copies for Chinese artworks. *Journal of Cultural Economics*, 49(1), 99–140. <https://doi.org/10.1007/s10824-023-09495-6>
- Song, Y., & Radermecker, A.-S. (2024). How Does Meaning Affect the Perceived Value of Art? The Case of Chinese Calligraphy. *Culture Unbound*. <https://doi.org/10.3384/cu.4419>
- Song, Y. (2024). Valuing Collaboration in Art: Insights from Zhang Daqian's Network. Working Papers CEB 24-012, ULB--Universite Libre de Bruxelles. [Valuing Collaboration in Art: Insights from Zhang Daqian's Network](#)
- Song, Y. (2025). 1 + 1 > 2? An Exploration into the Market for Collaborative Artworks. [Under review].

## WORKS IN PROGRESS

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- Song, Y. & von Davier, T. S. (2025). Do Stories Sell? Narratives, Networks, and the Economics of Art Markets. [Ongoing project].
- Liao, J. & Song, Y. (2025). Museum Art for Everyone in the world? A Systematic Literature Review on Museum Brand Collaboration. [Ongoing project].

## OTHER PUBLICATIONS

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- Song, Y. (2023). Towards a Sustainable Art Market? The 6th Annual Conference of the TIAMSA – The International Art Market Studies Association, Brussels, 30 Jun-1 Jul 2023. *Santander Art and Culture Law Review*.
- Billaut, J. -C., Bhat, S., Felix, J. I., & Song, Y., (2021). *From Intention to Impact: Steps for a Diverse and Inclusive Festival Culture*. A Diversity & Inclusion Toolkit for the Festival Industry. Retrieved from Green Events website: <https://greenevents.nl/diversiteit-en-inclusie/the-festival-diversity-inclusion-toolkit/>

## PRESENTATIONS AT CONFERENCES, WORKSHOPS, AND SEMINARS

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- Invited seminar on my prize-winning paper “The Art of the Gift: Provenance and the Endowment Effect in Chinese Gift Artworks”, Cultural Economics Online Seminars (CEOS) by the Association for Cultural Economics International (ACEI). (online, upcoming, 14 April, 2026).
- Brown Bag Seminar, (Brussels, Belgium, Université libre de Bruxelles, upcoming, 23 April, 2026).
- 8<sup>th</sup> Annual Conference of the International Art Market Studies Association (TIAMSA), “Art Market – beyond 2030.” (Poznań, Poland, Adam Mickiewicz University, 4-5 July).
- 23<sup>rd</sup> International Conference on Cultural Economics (ACEI), (Rotterdam, The Netherlands, Erasmus University Rotterdam, 24-27 June, 2025).
- Brown Bag Seminar, (Brussels, Belgium, Université libre de Bruxelles, 6th February 2025).
- 4<sup>th</sup> Young Scholar Forum of Art Market Research (YAMR), “Insight into the Art Market in a Changing World” (Beijing, China, Central Academy of Fine Arts, 15 November, 2024).
- 11<sup>th</sup> European Workshop on Applied Cultural Economics (EWACE), (Segovia, Spain, University of Valladolid, 4-6 September, 2024).
- 7<sup>th</sup> Annual Conference of the International Art Market Studies Association (TIAMSA), “Multiple Art Markets in an Expanding World: Artists, Agents, Networks, Exchange” (Melbourne, Australia, University of Melbourne, 10-13 July, 2024). (granted travel stipend of 400euros).
- 17<sup>th</sup> Biennial Conference of the International Association of Arts and Cultural Management (AIMAC), (Lisbon, Portugal, ISCTE University Institute of Lisbon, 23-26 June, 2024).
- 9<sup>th</sup> AIMAC Doctoral Symposium / IJAM Paper Development Workshop, (Lisbon, Portugal, Instituto Universitário de Lisboa, 22-23 June, 2024).
- 2<sup>nd</sup> Brussels Art Market Workshop, (Brussels, Palais des Académies, 21-22 May, 2024).
- 1<sup>st</sup> ACEI-China Academic Forum and 4<sup>th</sup> China-Spain Seminar on Cultural Economics Research by the Association for Cultural Economics International (ACEI), “International Cultural Cooperation: Economic Analysis, Policies and Challenges” (Xi'an, China, Xi'an University of Architecture and Technology and the Shanghai Jiao Tong University, 18-21 April, 2024). (Accommodation and food covered by the organisers, travelling costs covered by the WBI).
- MACCH Workshop, “Spark Session”, (Maastricht, Netherlands, Maastricht University, 14 March, 2024).
- ULiège-ULB-UMons, Doctoral School of Management Sciences, “PhD Scientific Day: Breaking ground: Celebrating 125 and 120 years of Doctoral Research Excellence” (Liège, Belgium, University of Liège, 17 November, 2023).

- Fondazione Santagata Workshop, “Rethinking Culture and Creativity”, (Turin, Italy, University of Turin, 19-20 October, 2023).
- 6<sup>th</sup> Annual Conference of the International Art Market Studies Association (TIAMSA), “Towards a Sustainable Art Market?” (Brussels, Belgium, Université libre de Bruxelles, 30 June-1 July, 2023).
- GRESAC Seminar (Brussels, Belgium, Université libre de Bruxelles) (27 April, 2023).
- Practical workshops (Brussels, Belgium, Vrije Universiteit Brussel): “Writing and Giving Conference Papers in the Humanities and Social Sciences” (15 March, 2023), “Scientific Presentation Skills” (04 April, 2023)

## PAST PROJECTS

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<b>Steps for a Diverse and Inclusive Festival Culture</b>	<b>Entrepreneurship group project</b>	Nov. 2020 - Apr. 2021
<ul style="list-style-type: none"> <li>• Assembled a multicultural team of four, collaborated with Green Events, and produced a 40-page toolkit with practical examples in addition to a 1.5h live webinar, with a limited budget of 150 euros and 8 weeks.</li> <li>• Conducted independent research and developed the marketing section called Public and the section called Communication Guide in the toolkit.</li> <li>• Carried out interviews with industry experts and organised a diverse team of experts for the webinar.</li> <li>• Obtained 192 registrations worldwide for the webinar, of which 92 viewers engaged in the live interaction, receiving positive feedback as well as follow-up invitations for cooperation from cultural organisations, such as Festiversities and New Faces.</li> </ul>		
<b>Study on the Thermal Comfort of Sports Bras</b>	<b>Undergraduate group project</b>	Sep. 2016-Nov. 2017
<ul style="list-style-type: none"> <li>• Liaised with professors and volunteers regarding the research, constructed a survey assessing individual conditions in the process of exercising, collected and evaluated quantitative as well as qualitative data.</li> <li>• Research findings contributed to the product development process of the corporate sponsor in improving thermal conductivity and moisture transport of sports bras.</li> <li>• Project won the first prize at the 18th Soochow University "Challenge Cup" of College Student Extracurricular Academic Science and Technology Works Competition, as well as the Excellent Project Award at the 11th College Student Science and Technology Innovation Fund at the faculty of Textile and Clothing Engineering.</li> </ul>		

## HONORS & AWARDS

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- **Prize:** Presidents' Prize for the best paper by a young scholar (ACEI2025)
- **Scholarship:** PhD funding (CSC-FNRS-WBI) by China Scholarship Council (CSC) Fonds de la Recherche Scientifique (FNRS), and Wallonie-Bruxelles International (WBI) (2022.10-2026.10); National Scholarship for Outstanding Undergraduates for International Exchange Programmes by CSC (2017)
- **Allowances:** Travel allowance of 1021,96 euros for the 1<sup>st</sup> ACEI-China Academic Forum and 4<sup>th</sup> China-Spain Seminar on Cultural Economics Research by the Association for Cultural Economics International (ACEI) (Xi'an, China, Xi'an University of Architecture and Technology and the Shanghai Jiao Tong University, 18-21 April, 2024); stipend of 400euros for the 7<sup>th</sup> Annual Conference of the International Art Market Studies Association (TIAMSA) (Melbourne, Australia, University of Melbourne, 10-13 July, 2024)
- **Others:** First prize at the 18th Soochow University "Challenge Cup" of College Student Extracurricular Academic Science and Technology Works Competition (2018); First prize of the "Challenge Cup" Extracurricular Academic Works Competition at the School of Textile and Clothing Engineering (2017); Excellent Project Award in the 11th College Student Science and Technology Innovation Fund at the School of Textile and Clothing Engineering (2017); First Prize in Chinese Calligraphy and Painting Competition at the School of Mechanical and Electrical Engineering (2016); Third Prize in Chinese Calligraphy at the 15th Calligraphy and Photography Competition at Soochow University (2015)

## SKILLS & INTERESTS

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- **Language skills:** Chinese (Native); English (IELTS: 7.5 / 9.0); French (B2)
- **Computer skills:** Stata / R / SPSS (Intermediate); Python (Pandas); Cluster job management (Slurm, HPC workflows); Data visualization and network analysis (Gephi); Visual design (Adobe Illustrator, Photoshop)
- **Interests:** Chinese calligraphy; Sports (running, swimming, skiing, hiking, yoga and pilates); Dancing (Salsa, Zumba, member at Dongwu Dance Troupe at the Soochow University); Volunteering (300+ hours of service during the undergraduate period); Watching films and listening to music; Writing and reading; Travelling