ZHEYU (JULIE) LIU 刘哲雨

PhD Research Focus: Spatial Governance, Cultural Economy & Local Industrial Policy
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https://github.com/zheyu-Julie-Liu/Academic-personal-homepage-and-portfolio-for-Zheyu-Liu/

PROFILE

A researcher focused on **spatial governance and cultural economy**, with a unique **Sino-European comparative perspective**. My work examines how cultural assets, industrial policies, and institutional frameworks shape urban-regional development, employing **mixed-methods research** to bridge policy design and grassroots implementation. Seeking to contribute this expertise to advanced research on state capacity and local governance.

EDUCATION

MSc Spatial Planning | Oxford Brookes University, UK | Dec 2019

- **Thesis:** *How Do Community Land Trust Activities Influence English Neighbourhood Planning Housing Policies?* [1]
- Employed **policy analysis** and **semi-structured interviews** to investigate community-driven spatial governance models.

BSc (Hons) City & Regional Planning | Oxford Brookes University, UK

- **Thesis:** *The Impact of Neighbourhood Planning on Housing Policies.*
- Critically evaluated participatory planning mechanisms through **case study research**.

RESEARCH EXPERIENCE
Grassroots Governance & Policy Implementation
- **Institutional Friction in Urban-Regeneration** (2024-Present): Developed a research framework analyzing policy implementation gaps, based on a 3-month embedded engagement at a Jiangsu sub-district office. Utilizes qualitative insights from interviews to examine task-resource mismatch and incentive distortions.
- **Chongqing Narrative Project** (2025-Present): Design and conduct in-depth interviews to analyze the role of social media in shaping urban identity and cultural memory.
Cultural Economy & Spatial Strategy
- **Suzhou Park City Cultural Strategy** (2022-2023): Led cultural asset research for a regional master plan, transforming historical narratives into place-branding and industrial development strategies.
- **German Mittelstand Cluster Analysis** (2022): Researched the governance of German SME clusters, focusing on the role of vocational training systems in sustaining regional innovation.
Quantitative Spatial Analysis
- **Beijing Convenience Store & Demographic Analysis** (2023): Investigated spatiotemporal patterns using POI and Weibo data. Applied **Python** for **KDE, DBSCAN clustering, and multiple linear regression** in **QGIS** to correlate commercial density with demographic profiles.

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[1] Full text available on my github page.

PROFESSIONAL EXPERIENCE

Research & Consulting Consultant | CCID Group (Suzhou) | Mar 2024 - Aug 2024

- Co-authored the *Yangtze River Delta Robotics Industry White Paper 2024*.

- Executed field research at 26+ enterprises, utilizing **Python for data analysis** and **GIS for spatial mapping**.

Industrial Research Specialist | China Urban Development Planning & Design Consulting Co.LTD (CUPD) | Aug 2021 - Nov 2023

- Delivered cultural research and strategy for regional master plans (Hainan, Anji, Suzhou).

- Conducted comparative analysis of international innovation models and global ESG policy frameworks.

SKILLS & METHODS

- **Qualitative Research:** Case Study Design | Semi-Structured Interviews | Policy Analysis | Comparative Research

- **Quantitative & Spatial Analysis:** Python (Pandas) | GIS (ArcGIS, QGIS) | Spatial Data Analysis

- **Languages:** Mandarin (Native), English (Proficient)