ZHEYU (JULIE) LIU 刘哲雨

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PROFILE

A researcher focused on **spatial governance and cultural economy**, examining how cultural & institutional resources are mobilized for regional development. Possesses a unique **Sino-European comparative perspective** from UK-based academic research on community-led governance and China-based applied policy analysis in cultural & industrial planning. Proficient in **qualitative and mixed-methods** research.

EDUCATION

MSc Spatial Planning | Oxford Brookes University | UK   Dec 2019
Thesis: *How Community Land Trusts Influence UK Neighbourhood Planning Housing Policies.*
Analyzed CLTs as a form of community-driven spatial governance, employing **policy analysis, interviews, and case study**.

BSc (Hons) City & Regional PlanningOxford Brookes University | UK   Jun 2018
Thesis: *The Impact of Neighbourhood Planning on Housing Policies.*
Critically evaluated participatory planning mechanisms and their equity implications through **case study research**.

Big Data and Urban Planning programe | THU   May to July 2021
Course paper: *Analyzing Urban Population Profiles via POI and Weibo User Data: A Case Study of Convenience Store Clusters within Beijing's 2nd Ring Road*
Employing spatial data mining (Kernel Density Estimation, DBSCAN clustering) and multiple linear regression analysis with Python and QGIS.

RESEARCH HIGHLIGHTS

International Comparative Analysis

- **German Mittelstand Model:** Researched the governance of German SME clusters, focusing on the role of vocational training systems (**Duales Ausbildungssystem**) in sustaining regional innovation and creating "Hidden Champions."(Anji Future Sci-Tech City)

- **UK Community Land Trusts:** Investigated the capacity of community organizations to counteract housing market financialization and assert local control over spatial development.(master thesis on CLT).

Quantitative Spatial Analysis Urban Population Profile Analysis:
- Investigated the spatiotemporal distribution of 24/7 convenience stores within Beijing's 2nd Ring Road using multi-source data (POI, Weibo user sign-ins).

- Applied **Python** for **Kernel Density Estimation (KDE)**, **DBSCAN clustering**, and **multiple linear regression** modeling in **QGIS** to identify key correlations between store density and young white-collar demographic features. (Tsinghua Big Data & Urban Planning Course, coursework Advised by Prof. Long Ying)

Applied Policy & Cultural Strategy (China)
- **Cultural Capitalization:** Led cultural asset research for strategic projects (Suzhou Park City, Anji Agri-Park), transforming historical narratives into place-branding and industrial strategies.(CUPD projects)

- **ESG & Industrial Policy:** Conducted comparative analysis of sustainability policies across EU, US, and China frameworks(CUPD projects).

- **Fieldwork & Spatial Analysis:** Executed field research at 26+ enterprises in the Yangtze River Delta, utilizing **Python for data analysis** and **GIS for spatial mapping**.(CCID Suzhou Xiangcheng Dev.Zone project)

Qualitative Research Practice
- **Chongqing Narrative Project (2025-Present):** Design and iterate interview protocols for a study on social media's role in shaping urban identity, conducting in-depth interviews to analyze place-based stories.

PROFESSIONAL EXPERIENCE

Research & Consulting Consultant | CCID Group (Suzhou) | Mar 2024 - Aug 2024
- Executed an industrial-upgrading project for a Suzhou economic development zone, supporting industrial research and data collection.
- Co-authored the *Yangtze River Delta Robotics Industry White Paper 2024*.

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).
- Analyzed international innovation models (e.g., MIT-Kendall Square) for domestic application.
- Researched global ESG policy frameworks for corporate clients.

SKILLS & METHODS

- **Research:** Case Study | Policy Analysis | Semi-Structured Interviews | Comparative Research
- **Technical:** Python (Pandas) | GIS (ArcGIS) | Adobe Creative Suite
- **Languages:** Mandarin (Native), English (Proficiency)