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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/

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PROFILE

A researcher with five years of experience in China's urban regeneration and cultural economy sectors. My work ranges from international case studies on industrial innovation to supporting urban industrial renewal at street level. I use mixed methods like case studies, interviews, and spatial analysis to understand how urban governance works in practice.

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 | Jun 2018

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

RESEARCH EXPERIENCE

Urban Governance & Spatial Informatics

- **Conceptualizing Governance Friction in Urban Regeneration (2024-Present)**

1. The concept of governance friction originated from three-months observations during my work at CCID to support a street-level urban-industrial renewal project and helping local officers deal with operational challenges.

2. The subsequent academic research and submitted journal article are based on an independent literature review and conceptual analysis, developed after the conclusion of the professional project.

Key Output: A journal article formulating the concept of *governance friction*, currently under review *(Tropical Geography Special Issue)*.

- **Beijing Convenience Store & Demographic Analysis (2021):**

1. Analyzed the spatiotemporal of convenience stores within Beijing's 2nd Ring Road using POI and Weibo data.

2. Used Python for spatial analysis (KDE, DBSCAN clustering, multiple linear regression) in QGIS to correlate store density with neighborhood demographics.

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[1] Full text available on my github page.

Output: Unpublished essay 《关于北京市二环内便利商店分布与人口特征关系的研究》 [available on GitHub].

Comparative Institutional Analysis

- **Singapore NParks Case Study (2023):**

1. Conducted a policy analysis and case study on the institutional evolution of Singapore's National Parks Board (NParks) based on internal project materials and policy documents from CUPD.

2. Focused on how governance adaptations enabled integrated planning of green spaces with urban development

- **German Mittelstand Cluster Analysis (2022):**

1. Researched the governance of German SME clusters based on publicly available reports, policy documents and academic literature.

2. focusing on the role of vocational training systems in supporting regional innovation.

Key Insight: Gained a solid understanding of how institutional factors like skills training affect the success of industrial clusters

PROFESSIONAL EXPERIENCE

Research & Consulting Consultant at CCID Group (Suzhou)（苏州赛迪）, Mar - Sep 2024

- Researched the robotics industry landscape across the Yangtze River Delta cities, analyzing the distribution of key enterprises.

- Built a spatial database of robotics firms using QGIS to support regional industrial analysis.

Industrial Research Specialist at CUPD（中城规划）, Aug 2021 - Nov 2023

- **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.

- **Anji Cultural-Tourism Asset Research (2021-2022):** Collaborated with Prof. Hua(华亦雄) from Suzhou University of Science and Technology(SUST) to identify and assess local cultural resources, providing the empirical basis for regional tourism and cultural industry planning.

- Executed comparative analysis of international innovation models, Singapore's and global ESG policy frameworks to inform regional strategy design.

Urban Designer at JSSUTY(江苏苏体实业发展有限公司), May 2020 - May 2021

- Worked on sport-themed urban regeneration projects, e.g industrial site to community park conversion for Nanjing Iron and Steel Co., Ltd(南京钢铁集团).

- Through working on physical renewal projects, I realized the limitations of design alone and the greater importance of industrial and economic forces. This insight led me to switch my career focus, move into urban informatics and industrial research.

PUBLIC ENGAGEMENT & VOLUNTEER EXPERIENCE

Content Writer & Research Assistant | Chongqing Narrative Project | 2025-Present

- Used qualitative research methods to help design interview questions and analyze transcripts for a community project documenting urban changes from residents' perspectives.
- Wrote narrative articles based on collected interviews to document urban changes from residents' perspectives, prepared for future publication on social media.

SKILLS & METHODS

- Qualitative Methods: Case Study Design, Semi-Structured Interviews, Policy Analysis, Comparative Research
- Quantitative & Spatial Analysis: Python (Pandas, Scikit-learn), GIS (ArcGIS, QGIS), Spatial Statistics
- Emerging Interests: Causal Inference, Urban Informatics
- Languages: Mandarin (Native), English (Proficient)
- Software: QGIS, ArcGIS, Adobe Suite, Microsoft Office

PUBLICATIONS / UNDER REVIEW

- Liu, Z. (2024). *尺度重构下的基层治理困境：县域产城更新的"强弱治理"逻辑与破解路径 [Difficulties in Grassroots Governance under Scale-Construction: From Structural Barriers to Proactive Governance in County-Level Industrial-Urban Renewal]*. Tropical Geography, (Under Review for Special Issue).

  - *This paper stems directly from the " Governance Friction in Urban Regeneration" research project.*