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**Lirong Liu**  
**Associate Professor**  
**Management & Economics Department**  
**College of Business**  
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## **Academic Background**

### **Academic Degrees**

Ph.D. University of Tennessee, Economics, 2008.  
M.S. University of Tennessee, Statistics, 2008.  
M.A. Kent State University, Economics, 2003.  
B.A. Jilin University, International Finance, 2000.

## **Work Experience**

### **Work Experience**

Associate Professor, Texas A&M University-Commerce (September, 2019 - Present), Commerce, Texas.  
Assistant Professor, Texas A&M University-Commerce (August, 2015 - Present), Commerce, Texas.  
Assistant Professor, Sam Houston State University (August, 2008 - June, 2015), Huntsville, Texas.

### **Consulting Experience**

2015-2016: USDA, A General Equilibrium Analysis to Determine the Economic Impact of Alternative FMD Emergency Vaccination Strategies in the Midwestern United States, We conducted research on the economic impact of a hypothetical FMD outbreak under various vaccination strategies using a general equilibrium approach. Our executive summary was presented before the Congress and fundamentally changed how USDA deals with FMD.

## **Intellectual Contributions**

### **Intellectual Contributions Grid:** All years

Category	BDS	AIS	TLS	Total
Articles in Peer-Reviewed Journals	2	22		24
Articles in Peer-Reviewed Journals (in Press)	1	1		2
Articles-in-Progress (All)	1	2	2	5
Paper Presentations (Non-Refereed)	1	5	1	7
Grants - Funded (both refereed and non-refereed)	1	5		6
<b>Totals</b>	<b>5</b>	<b>34</b>	<b>3</b>	<b>42</b>

### **Refereed Articles**

#### **Applied or Integrative/application Scholarship**

Ogunc, A., & Liu, L. (2023). Beijing Blue: the impact of 2008 Olympic Games and 2014 APEC Summit on air quality. *Atlantic Economic Journal*, 51, 83-100. [Status: Published] [Acceptance Date: 2023] [A]  
Mckee, S., Elser, J., Miller, M., Liu, L., Miller, R., Steven Shwiff, Stephanie Shwiff (2022). Economic Damages of Wild Pigs in Non-Traditional Areas: From the Fairway to the After Life. *Western Economics Forum*. [Status: Published] [Acceptance Date: 2022] [C]

- Guru-Gharana, K., Ogunc, A., & Liu, L. (2022). Long-term study of stock returns and key macroeconomic variables: A Toda-Yamamoto-Dolado-Lutkepohl Granger causality test approach. *Southwestern Economic Review*. [Status: Published] [B]
- Liu, L., Swihiff, S., Swihiff, S., & Miller, M. F. (2021). Impact of COVID-19 on the US and Texas Economy: A General Equilibrium Approach. *Frontiers of Economics in China: selected publications from Chinese universities*. [Status: Published] [C]
- Jia, H., Liu, L., & Li, Y. (2021). One size fits all? Re-examining the Environmental Kuznets Curve of Eleven Pollutant Emissions in China. *China Accounting and Finance Review*, 23 (3), 127-142. [Status: Published] [Acceptance Date: 2021] [C]
- Liu, L., & Yang, Z. (2020). Targeted Enforcement under the EPA's High Priority Violation Policy. *Empirical Economics*. [Status: Published] [Acceptance Date: 2020] [A]
- Miller, M. (2019). Macroeconomic impact of Foot and Mouth Disease vaccination strategies for an outbreak in the Midwestern United States: A computable general equilibrium. *Transboundary and Emerging Diseases*. [Status: Published] [Acceptance Date: 2018]
- Liu, L., Li, S., & Opara, M. (2018). Corporate social responsibility and strategic company behaviour: CVS Health's discontinuation of tobacco products. *Corporate Social Responsibility and Environmental Management*, 25 (6), 1293-1305. [Status: Published] [A\*]
- Liu, L., Nippani, S., & Yang, Z. (2018). Does Being Placed on the EPA Watch List Impact a Firm's Stock Market Returns? *Southwestern Economic Review*, 45 (1), 105-124. [Status: Published] [B]
- Liu, L., Li, S., & Opara, M. (in press, 2018). Is a company rewarded for socially responsible behavior? A study of CVS Health discontinuation of tobacco-related products. *Corporate Social Responsibility and Environmental Management*, 25 (6), 1293-1305. [Status: In Press] [Acceptance Date: 2018] [A\*]
- Nippani, S., & Liu, L. (2018). How to Use the EPA Website to Advise on ESG Investing. *Journal of Financial Planning*. [Status: Published] [B]
- Nath, H., & Liu, L. (2017). Information and Communications Technologies (ICT) and Services Trades. *Information Economics and Policy*, 41, 1-98. [Status: Published] [A]
- Hoe, C., Liu, L., Diltz, D., & Ogunc, A. (2017). Sinners and Saints: An Alternative Approach to Evaluating the Investment Performance of Sin Funds Versus Sinless Funds. *Journal of Accounting and Finance*, 17, 109-116. [Status: Published] [B]
- Liu, L., & Piper, B. (2016). Predicting the Economic Impacts of Invasive Species: The case of the Red Streaked Leafhopper. *Ecological Economics*, 128, 139-146. [Status: Published] [A\*]
- Evans, M., Liu, L., & Stafford, S. (2015). Standardization and the impacts of voluntary program participation: Evidence from environmental auditing. *International Review of Law and Economics*, 43, 10-21. [Status: Published] [B]
- Liu, L., Gilpatric, S., & Vossler, C. (2015). Using competition to stimulate regulatory compliance: a tournament-based dynamic targeting mechanism. *Journal of Economic Behavior and Organization*, 119, 182-196. [Status: Published] [A\*]
- Liu, L., Nath, H., & Tochkov, K. (2015). U.S. Services Trade with China and India. *Journal of Asian Economics*, 38, 79-92. [Status: Published] [A]
- Liu, L., & Nath, H. (2013). Information and Communications Technologies (ICT) and Trade in Emerging Market Economies. *Emerging Markets Finance and Trade*, 49 (6), 67-87. [Status: Published] [A\*]
- Liu, L. (2013). Analysis of Firm Compliance with Multiple Environmental regulations. *Economics Bulletin*, 33 (3), 1695-1705. [Status: Published] [B]
- Liu, L. (2012). Spillover effects across environmental programs: the case of hazardous waste regulation in Michigan. *Environmental Economics*, 3 (2), 35-43. [Status: Published]
- Liu, L., Evans, M., & Stafford, S. (2011). Do Environmental Audits Improve Long-term Compliance? Evidence from Manufacturing Facilities in Michigan. *Journal of Regulatory Economics*, 40 (3), 279-302. [Status: Published] [A]
- Gilpatric, S., Evans, M., & Liu, L. (2009). Regulation with Direct Benefits of Information Disclosure and Imperfect Monitoring. *Journal of Environmental Economics and Management*, 57, 284-292. [Status: Published] [A\*]

#### **Basic or Discovery Scholarship**

- Liu, L. (in press, 2024). Facility Compliance and Natural Disaster Events: Evidence from the U.S. Clean Air Act. *Journal of Applied Business and Economics*. [Status: In Press] [Acceptance Date: 2024] [C]

Liu, L., & Neilson, W. (2013). Enforcement leverage with Fixed Inspection Capacity. *Strategic Behavior and the Environment*, 3 (4), 305-328. [Status: Published] [C]

## **Presentations of Non-Refereed Papers**

### **International**

Liu, L. (2015-2016). *Man-made blue sky in Beijing: the impact of Beijing 2014 APEC conference on air quality in Beijing*. CES Annual Conference, Shenzhen, China-PRC.

Liu, L. & Nath, H. (2016-2017). *Information and Communications Technologies (ICT) and Services Trades in Advanced Economies and Emerging Market Economies*. 92th WEAI Conference, San Diego, California.

Miller, M., Liu, L., Shwiff, S., & Shwiff, S. (2018-2019). *Using REMI PI+ to model the impact of an FMD spread*. Invited presentation at REMI Seminar, Commerce, Texas.

Liu, L., Miller, M., Shwiff, S., & Shwiff, S. (2018-2019). *Economic impact of Foot and Mouth Disease Outbreak in the Midwestern US: the trade implication*. 94 WEAI Conference, San Francisco, California.

Liu, L., Ogunc, A., & Campbell, R. (2020-2021). *Sin and Saints revisited: the role of sin stocks in mutual funds*. 96 WEAI conference, NA, Virtual.

Liu, L., Ogunc, A., & Campbell, R. (2022-2023). *Sin and Saints revisited: the role of sin stocks in mutual funds*. Southern Economic Association, Fort Lauderdale, Florida.

### **National**

Liu, L., Shwiff, S., & Shwiff, S. (2023-2024). *ECONOMIC IMPACT ESTIMATES FOR THE POTENTIAL INTRODUCTION OF AFRICAN SWINE FEVER, CLASSICAL SWINE FEVER, AND FOOT-AND-MOUTH DISEASE IN THE UNITED STATES*. REMI guest webinar, Commerce, Virtual.

## **Grants**

### **Research**

2020-2021: Liu, L. Graduate School GAR Grant, Principal Investigator, Texas A&M University-Commerce Graduate School. Sponsored one GAR to assist with research activities in summer and fall 2020

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2019-2020: Liu, L. Cemetery/Golf Course Feral Swine Damage Proposal, Principal Investigator, GOV-Department of Agriculture (USDA). Damages caused by feral swine to landscaping and recreational areas like golf course and cemeteries include rooting, compacting soil, wallowing, and trampling. These types of damages require effective mitigation strategies. While damages to landscape by feral swine are known to be extensive, economic studies evaluating the damages and economic impacts are scant. We first identify the types of damages to cemeteries, golf courses, and similar areas by feral swine and then measure the damages. Then based on measured damage estimates, we conduct cost and benefit analysis of mitigation strategies. Finally, we evaluate the economic impacts of such damages. Focus group study with managers of relevant cemetery, golf course, and other similar types of lands will be conducted to collect data on the amount of damages and types of mitigation. An input-output model will be used to analyze the economic impacts of damages and mitigation costs.

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2019-2020 [Year 3 of 3]: Liu, L. Faculty Fellow, Principal Investigator, Texas A&M University-Commerce College of Business.

2018-2019 [Year 2 of 3]: Liu, L. Faculty Fellow, Principal Investigator, Texas A&M University-Commerce College of Business.

2017-2018: Miller, F. & Liu, L., Faculty Enhancement Grant, Co-Principal Investigator.

2017-2018 [Year 1 of 3]: Liu, L. Faculty Fellow, Principal Investigator, Texas A&M University-Commerce College of Business.

## **Working Papers**

Liu, L., Toney, B., & Shwiff, S. (2024). "Feral Swine Management: Assessing the Effectiveness of Educational Campaigns on Hunter Behavior."

Liu, L. & Lubiani, G. (2024). "Transforming Education with AI: Investigating the Impact on Teaching and Learning."

Liu, L., Shwiff, S., Shwiff, S., & Selleck, M. (2023). "Rabies literature review."

McKee, S., Miller, R., Brown, V., & Liu, L. (2023). "Economic impact estimates of African Swine Fever, Classical Swine fever, and Foot-and-Mouth Disease: a comparison between most probable sites of introduction and worst-case locations."

Liu, L., Ogunc, A., Campbell, R., & Arize, A. (2021). "Sin and Saints revisited: the role of sin stocks in mutual funds."

## **Honors & Awards**

### **Honors/Awards**

2015-2016: The CES-Chow Short-Term Teaching Fellowship, The Chinese Economists Society. Awarded for short-term teaching in China. Taught Intermediate Microeconomics in Shangdong University of Finance and Economics in summer 2016

[Type: Award] [Category: Teaching] [Status: Received]

## **Teaching**

### **Courses Taught**

**Courses from the Teaching Schedule:** APPLIED BUSINESS RESEARCH, BUSINESS AND ECO STATISTICS, ECONOMIC FORECASTING, INDEPENDENT STUDY, MONEY, BANKING & FINANCIAL MARK, STATISTICAL METHODS

#### **Other courses taught:**

Texas A&M-Commerce:

ECO 2301 Principal Macro Economics: Undergraduate; independent study

ECO 302 Business and Eco Statistics: Undergraduate; Face-to-face and online

ECO 309 Economic Forecasting, face-to-face and online

ECO410 Environmental Economics, independent study

ECO 578 Statistical Methods: Graduate; Face-to-face and online

ECO 595 Applied Business Research: Graduate; Face-to-face and online

FIN 312 Money, Banking and Financial Markets: Undergraduate; online

Sam Houston State University

ECON 2372 Business Analysis: Undergraduate; Face-to-face and online

ECON 3363 Intermediate Business Analysis: Undergraduate; face-to-face

ECON 5768 Techniques of Statistical Analysis: Graduate; face-to-face

### **Teaching Activities and Efforts toward Continuous Improvement**

2024-2025 - ECO 595 Applied Business Research.

Worked with Dr. Lubiani and gave the course an overhaul. We incorporated AI in our teaching and used ChatGPT to improve student engagement and to provide individualized hand-on experience for students. We also redesigned the course content such that it has a better flow, with statistics embedded in the discussion of business research.

Innovations in Course Content / Presentation.

2024-2025 - ECO 410 Environmental Economics. 1 student. (Fall) Student Assign-Independent Studies.

2021-2022 - Analysis of Financial Inclusion and Microcredit Concerning Global Well-being. Thesis / Dissertation Committee - Member.

2020-2021 - Honor Student Thesis. 1 student. Thesis / Dissertation Committee - Co-Chair.

2018-2019 - Honor Student Thesis. 1 student. (Summer1, Summer2) Thesis / Dissertation Committee - Member.

2017-2018 - Leading Excel committee to design and implement Excel certificate. As an ongoing project, I started to lead a committee of six faculty and staff members to design and implement an in-house Excel certificate program in November, 2018. The purpose of the program is to improve student Excel skills and better prepare them for their future career. The committee has met twice during a short period to discuss the project and made significant progress.

Other Teaching Activities.

2017-2018 - Self-evaluation. Other Teaching Activities.

2017-2018 - Adding Excel to ECO 595. Starting from Spring 2018, I added Excel skills to ECO 595 Business Research Method, which allows students to be able to perform Excel tasks that are common in workplace.

Innovations in Course Content / Presentation.

2017-2018 - Assessment of ECO 595 Business Research Method. Assessed written and verbal communication within the course for the college course assessment

Assurance of Learning - Teaching.

2016-2017 - Verbal comments for individual student. I recorded a video to give comments to each individual student. This helped students to better improve their writing assignments.

Innovations in Course Content / Presentation.

2016-2017 - Course redesign on ECO 595. I was a part of a taskforce that was responsible for redesigning ECO 595 Business Research Method to make the course more practical and engaging. We gave an overhaul of the course structure and content. The new designed course emphasize more on both written and spoken communications.

Course (Existing) - Compensated Redesign.

2016-2017 - Honor Student Thesis. 1 student. (Fall, Spring) Thesis titled "Cattle trade flows in Texas and the potential impact on FMD spread" Thesis / Dissertation Committee - Member.

## **Service**

### **College Assignments**

#### **Member:**

2024-2025: Quality Oversight Committee

### **Sam Houston State University**

### **College Assignments**

#### **Member:**

2013-2014 – 2014-2015: MBA Assessment Committee

2012-2013 – 2014-2015: Critical Thinking Committee

### **Texas A&M University-Commerce**

### **Department Assignments**

#### **Chair:**

2023-2024: Economics Faculty Search Committee

2017-2018 – 2018-2019: Economics and Finance Scholarship Committee

2016-2017: Economics and Finance Journal Request Committee

#### **Member:**

2016-2017: Economics and Finance Scholarship Committee

2015-2016: Economics Faculty search committee

#### **Other Institutional Service Activities:**

2024-2025: Applied Economics Degree plan innovation

2023-2024: Course Owner

2016-2017 – 2023-2024: Course Owner

2020-2021: Applied Economics Degree

2019-2020: Economics course scheduling

### **College Assignments**

#### **Other Institutional Service Activities:**

2024: Student recommendation letter  
2021-2022 – 2024-2025: Graduate statistics exempt exam coordinator  
2023-2024: AOL ECO 595 and BUSA 511 meeting  
2023: Student reference letter  
2020 – 2022: Student recommendation letter  
2021: Student Recommendation letter  
2020-2021: Teaching committee- Peer Evaluator  
2020: Student recommendation letter  
2020: Student recommendation letter  
2019: Student reference letter  
2018-2019: Study Abroad in Sweden

**Chair:**

2016-2017: COB Database Taskforce

**Member:**

2023-2024: Ad Hoc Poste-tenure review committee  
2019-2020 – 2021-2022: COB curriculum committee  
2019-2020: Strategic Planning  
2018-2019: Marketing and Branding Committee

**Unassigned**

**College Assignments**

**Member:**

2015-2016 – 2016-2017: COB Faculty Committee

**Service to the Profession**

**Academic Conference: Moderator / Discussant**

2022-2023: Southern Economic Association (International).  
2021-2022: 96 WEAI conference (International).  
2019-2020: 94 WEAI Conference, San Francisco, California (International).  
2016-2017: 92th WEAI Conference, San Diego, California (International).  
2015-2016: CES Annual Conference, Shenzhen, China-PRC (International).  
2014-2015: 89th WEAI Conference, Denver, Colorado (International).  
2014-2015: Soudthern Economic Association Conference, Atlanta, Georgia (International).  
2014-2015: Academy of Economics and Finance, Jacksonville, Florida (National).

**Reviewer - Article / Manuscript**

2022-2023: The Journal of International Trade & Economic Development (International).  
2021-2022: China Accounting and Finance Review (International).  
2020-2021: Plosone (International).  
2019-2020: The International Trade Journal (International).  
2018-2019: Information Technology for Developmen (International).  
2017-2018: Inforamtion Economics and Policy (International). Reviewed manuscript submitted to the journal.  
2017-2018: Economics Bulletin (International). Reviewed manuscript submitted to the journal.  
2016-2017: Managerial Auditing Journal (International).  
2016-2017: Eurasian Economic Review (International).

2016-2017: Asia-Pacific Journal of Accounting & Economics (International). Invited to review manuscript submitted to the journal

2015-2016: Journal of Business Strategy (International).

### **Personal Professional Development**

2020-2021: ACUE Certificate in Effective Online Teaching Practices. This course provides extensive training and knowledge on effective online teaching. I was able to implement many of the core knowledge and skills learned in the training in my online teaching, which resulted in higher participation and better engagement.

**Last updated by member on 14-Sep-24 (02:02 PM)**