

Banghui Liu

Ph.D. Student in Strategic Management
Daniels School of Business
Purdue University

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banghuiliu.com

Education

Purdue University

Aug 2023 - Present

Ph.D. Student in Strategic Management

Research interests: innovation, entrepreneurship, inter-organizational relationship, social network, simulation model

The Pennsylvania State University

Aug 2021 - May 2023

Master of Arts in Economics

Guizhou University, China

Sep 2016 - Jun 2020

Bachelor of Economics in Economics

Research Experience

The Hard and Soft Signal of New Ventures' Educational Affiliations

Jiabei Hu, **Banghui Liu**, and Umit Ozmel, 2025. *The Hard and Soft Signal of New Ventures' Educational Affiliations*. *Proceedings*, 2025, <https://doi.org/10.5465/AMPROC.2025.24237a>
[bstract](#)

The effect of vaccination during the COVID-19 for the restaurant industry

Seoki Lee, **Banghui Liu**, SoYeon Jung, and Bora Kim, 2023. *The effect of vaccination during the COVID-19 for the restaurant industry*, *International Journal of Hospitality Management*, 110, 103451. <https://doi.org/10.1016/j.ijhm.2023.103451>

Teaching Experience

Lecturer

MGMT 352

Aug 2025 - Dec 2025

Daniels School of Business

Purdue University

Teaching Assistant

Mentors: Kate Wang (Smeal College of Business, Penn State)

MGMT 457W Teaching Assistant

Feb 2022 - May 2022

Skills

Language: English (fluent), Chinese (native)

Programming: Proficient in R, STATA and Python