

## YUPENG LIU

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### EDUCATION

<b>University of Colorado Boulder, Leeds School of Business</b> <i>Doctoral Student in Strategy and Entrepreneurship</i> Faculty advisor: Tony Tong	Boulder, CO 08/2025 – Present
<b>Rice University, Jones Graduate School of Business</b> <i>Doctoral Student in Strategic Management</i> GPA: 3.7/4.0 Research focus: Entrepreneurship; Innovation and Regulatory Environment Research Advisor: Alessandro Piazza	Houston, TX 08/2020 - 08/2022
<b>Georgetown University</b> <i>Master of Art in Applied Economics</i> GPA: 3.5/4.0	Washington, DC 08/2017 - 08/2018
<b>University of Birmingham</b> <i>Bachelor of Science in Mathematics with Honors</i> First Class Degree (ranked 2 <sup>nd</sup> in the cohort of 200+)	Birmingham, United Kingdom 09/2014 - 06/2017
<b>Huazhong University of Science and Technology</b> <i>Bachelor of Art in Management (International Business)</i> GPA: 3.8/4.0	Wuhan, China 09/2012 - 06/2017

### EMPLOYMENT

<b>Ernst &amp; Young (EY)</b> <i>Senior Associate, Digital Forensic Specialist</i>	Singapore 02/2023 - present
<ul style="list-style-type: none"><li>Developed and deployed rule-based and predictive models using Python and SQL to identify suspicious transactions, focusing on procurement fraud and T&amp;E expenses across sectors such as transportation, retail, and energy.</li><li>Automated DeFi transaction monitoring with Python, tracking user balances and suspicious transaction flows across Ethereum, Bitcoin, and Terra to uncover fraud in a crypto-lending company linked to the 2022 Terra Luna crash.</li><li>Utilized NLP on chat histories and OCR on graphical documents, transforming unstructured and unclean data into structured formats to uncover evidence supporting investigations.</li><li>Conducted in-depth testing of a major port authority's sanctions screening system, using manipulated OFAC sanctioned party lists to evaluate the system's fuzzy matching algorithm.</li><li>Presented findings through Power BI and Tableau dashboards, translating investigation reports into clear insights to support or refute custodial claims, aiding lawyers in drafting judiciary documents.</li></ul>	
<b>Columbia Business School</b> <i>Full-Time Research Associate</i>	New York, NY 10/2018 - 06/2020
<ul style="list-style-type: none"><li>Research purpose: The Startup Cartography Project (<a href="#">link</a>), led by Prof. Jorge Guzman (Columbia) and Prof. Scott Stern (MIT).</li><li>Acquired, parsed and cleaned 44 million business registration data from 50 U.S. Secretary of States Offices. Merged with USPTO patents &amp; trademarks historical data, SDC Platinum M&amp;A data to estimate growth indicators for corresponding firms.</li><li>Built logit regression and random-forest models to estimate entrepreneurial quality indexes, published and managed state-level, county-level and zipcode-level datasets for public use. Cleaned and geocoded firm addresses datasets for online interactive maps.</li><li>Worked with Kentucky Secretary of State Office to perform regional entrepreneurial analysis and visualizations for officials.</li><li>Conducted research in regional entrepreneurship and set up quality-adjusted distance measures to research on firm agglomeration.</li></ul>	

### PUBLICATIONS

Andrews, Raymond J., Catherine Fazio, Jorge Guzman, Yupeng Liu and Scott Stern. (2022). "The Startup Cartography Project: Measuring and mapping entrepreneurial ecosystems" *Research Policy*, 51(2), 104437. ([link](#))

### WORKING PAPERS

Fazio, Cathy, Jorge Guzman, Yupeng Liu and Scott Stern. (2021). "How is COVID Changing the Geography of Entrepreneurship? Evidence from the Startup Cartography Project" NBER Working Paper #28787. ([link](#))

Guzman, Jorge, and Yupeng Liu. (2019). "Do Entrepreneurs Respond to Everyday Changes in Financing Costs?" ([link](#))

### ACKNOWLEDGED RESEARCH ASSISTANTSHIPS

Bryan, Kevin and Jorge Guzman. (2023). "Entrepreneurial Migration". *Review of Economics and Statistics*, pp. 1-45

Guzman, Jorge. (2023). "The Direct Effect of Corporate Law on Entrepreneurship". *The Journal of Law, Economics, and Organization*, ewad024

Fazio, Cathy, Jorge Guzman, and Scott Stern. (2020). "The Impact of State-Level R&D Tax Credits on the Quantity and Quality of Entrepreneurship". *Economic Development Quarterly* 34(2), 188-208

Guzman, Jorge, and Scott Stern. (2020). "The State of American Entrepreneurship: New Estimates of the Quantity and Quality of Entrepreneurship for 32 US States, 1988-2014." *American Economic Journal: Economics Policy*, 12(4), 212-243

Catalini, Christian, Jorge Guzman, and Scott Stern. (2019). "Passive Versus Active Growth: Evidence from Founder Choices and Venture Capital Investment". NBER Working Paper #26073