



**Sandra S. LIU, Ph.D**  
Professor, Department of Consumer Sciences & Retailing  
Director, Center for Global Urban Sustainability-Ensuring  
Sustainable Health Among Underserved  
Purdue University

Sandra S. Liu joined Purdue University as a faculty member in 2001 and is currently Professor in Department of Consumer Sciences and Retailing, Co-Director of Center on Religion and Chinese Society, and Director of International Training for Discovery Park. Dr. Liu earned her PhD in Higher Education Policy from University of London. She holds a MBA from Pepperdine University, an MS in both Preventive Medicine and Pharmacology from the Ohio State University, and a Bachelor's Degree in Pharmacy from Taipei Medical College (Taiwan). She wrote Being Your Own Boss: Entrepreneurship Tools for Market Planning and Execution (2006). She co-authored two books with Philip Kotler of the Kellogg School of Management at Northwestern University, where she was a post-doctoral visiting scholar. The one entitled Rethinking Marketing: Sustainable Market-ing Enterprise in Asia was subsequently translated into Chinese and published in China. Her current research focuses on the area of health policy and strategies that entails (1) understanding of the value propositions of the stakeholders' (including patients, family members, caregivers, administrators, and society at large) and (2) translating the understanding to formulating strategies and operation plans for developing sustainable initiatives/programs that also yield social benefits.

Prior to becoming an academician in 1990, Liu worked extensively in the pharmaceutical industry, with responsibilities ranging from discovery and clinical research to international sales and marketing. She covered territories in the US and many Asian countries. Her consultancies include 3M Hong Kong Limited, Peopleware Inc. (Hong Kong), Bayer healthcare Ltd. (China), and Ascension Health (US). These experiences enriched her teaching for the China MBA programs and executive training programs.

As Director for Center for Global Urban Sustainability, Dr. Liu works to foster partnerships with academic and governmental institutions, local community healthcare providers and school boards, and social entrepreneurs in addressing social determinants of health in North West Indiana, the US and globally at large. In addition to cost-effectively providing healthcare to the underserved population, the metrics for the economic impact and benefits encompass increased job opportunities, development of sustainable urban environment, economic empowerment of the limited-resourced population, learning/lifestyle improvement, and literacy enhancement in reading, nutrition, financial and other societal aspects.