Research Interests:

- Revenue Management of Nonprofit Membership Associations
- Impact Investing

Research Methodologies:

- Quantitative Research Methods
- Experimental Research

Tentative Dissertation Title: Financing Nonprofit Membership Associations

Primary Advisor: Dr. Richard Steinberg

Research Statement:

My research intends to further the understanding of the economics of nonprofit membership associations, whose revenues not only come from membership dues and fees, but also from purchases and donations by members. By studying the relationship among different types of membership income, as well as the relationship between members’ financial contribution and voluntary efforts, the research explores questions regarding membership development and financial management of nonprofit membership associations. Particularly, how nonprofit membership associations utilize member dues and fees structure, tangible and intangible member benefits to retain members and maximize membership revenues.

Personal Info:

Heng Qu is a doctoral student with an emphasis in nonprofit economics and finance. She received her B.A. and M.A. in Political Science from Sun Yat-sen University in China. She is now working on multiple research projects at the Research Department of IU Center on Philanthropy. Her research interests include membership development and financial management of nonprofit membership associations, impact investing, and Asian philanthropy. She welcomes your emails at hqu@umail.iu.edu.