



James Liang

Co-founder and Chairman

Trip.com Group

Biography

James Liang is a leading scholar of demographic economics, entrepreneurship, and innovation research. He co-founded Trip.com Group and currently serves as its Executive Chairman. He is also Research Professor of Applied Economics at Peking University's Guanghua School of Management. He has published several books, including *Too Many People in China?*, *The Demographics of Innovation*, and *Population Strategies: How Population Affects Economy and Innovation*, as well as a population allegorical novel titled *After Immortality* which was adapted into an immersive play in 2023. He has also published articles on population, education, and innovation. Together with several top scholars, he co-founded the Yuwa Population Research Institute which released a series of research reports on demographic issues in China.