

Bohong Ma (马搏宏)

University of Glasgow / Nanjing University

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Chinese (Native); English IELTS: Overall 7.5 (Each over 7.0)



Education

PhD in Management

Adam Smith Business School

University of Glasgow

Sep 2024 –

Research Master of Management

School of Information Management

Nanjing University

Sep 2021 – Jul 2024

- **GPA:** 84.1/100
- **Supervisor:** *Lele Kang* Homepage: https://im.nju.edu.cn/kill1_en/list.htm
- **Awards and Honours:** First Class Academic Award | 2021
First Class Academic Award | 2022
Outstanding Graduate Student (Top 1.26%) | 2022
Merit Scholarship (Ranking 3/132) | 2022

Bachelor of Management

School of Information Management

Nanjing University

Sep 2017 – Jul 2021

- **GPA:** 81.8/100
 - **Major:** Information Management and Systems
 - **Minor:** Computer Science and Technology
 - **Awards and Honours:** People's Scholarship | 2018
People's Scholarship | 2020
Excellent graduation thesis of Nanjing University | 2021
Recommended Postgraduate Admission without Examination | 2021
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Knowledge and Skills

Research Skills & Tools:

- **Statistics & Empirical Analysis:** systematic knowledge, extensive practical experience
- **Programming Language:** R & Python (both 6+ years experience), C++
- **Other Research Tools:** SQL, Stata, Big Data Processing, Network Analysis, ML & DL

Other Skills:

- **Database Administrator:** Responsible for **building and maintaining** multiple databases in DIII Lab, Nanjing University, including 2 database clusters, TB level data, and 50+ users.
 - **Server Administrator:** Manages two server clusters within our institute. Over 60 servers are configured to meet the research needs of a team of approximately 200 people.
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Research & Paper

Project 1 (2021-2022): Technology convergence in the global innovation process

- **[Published]** Wenjing Zhu, **Bohong Ma** & Lele Kang. (2022). Technology Convergence among Various Technical Fields: Improvement of Entropy Estimation in Patent Analysis. [J]. *Scientometrics*.
[URL] <https://link.springer.com/article/10.1007/s11192-022-04557-6>
- **[Published]** Wenjing Zhu, **Bohong Ma** & Lele Kang. (2021). The Trend of Technological Convergence Based on Patent Analysis. [C]. *The 18th International Conference on Scientometrics & Informetrics (ISSI 2021)*.
[URL] <https://www.webofscience.com/wos/alldb/full-record/WOS:000709638700152>

Project 2 (2022-2023): How to innovate more efficiently? Labor input and innovation communities.

- **[R & R round 2nd] *Journal of the Knowledge Economy*. (JCR Q1)**
Bohong Ma, Erqi Liu & Lele Kang. Transnational innovation and innovation efficiency from the perspective of labor input.
[Brief Introduction] In the usual discussion of innovation efficiency, researchers usually abstracted innovation as a "money in, innovations out" process, focusing on evaluating the balance between capital input and innovation output. After referring to the Cobb-Douglas Production Function, this paper points out the importance of labor input, and delves into the comparison between domestic innovation and transnational innovation. Based on the analysis of global patent data for several decades, we verify the general efficiency decline of transnational innovation compared with domestic innovation from the perspective of labor input. We also investigate the organizational antecedents of this inefficiency.
- **[R & R round 1st] *Journal of Information Science*. (ABS 2)**
Bohong Ma & Lele Kang. Knowledge Structure and Innovation Performance in Innovation Communities.
[Brief Introduction] This study thus applies a community detection algorithm to identify more than 9 million Innovation communities (ICs) from the global network of tens of millions of innovators. Compared with traditional analysis units (e.g., company), ICs provide a more reliable basis for innovation units, thus eliminating conflicts and inconsistencies in the existing literature regarding the influence of knowledge base structure on innovation performance.

Project 3 (2023-2024): How can **imitative innovation** help companies gain competitive advantage?

- **[In preparation]** Plan to submit to **Research Policy**
How does imitative innovation help companies gain competitive advantages? The niche impact of knowledge components in ecosystems.
[Brief Introduction] This research focuses on how innovative organizations gain a competitive advantage through imitative innovations. Past related studies have had two main issues: 1) a lack of credible evidence on imitation innovation at a sufficient scale, with most prior research relying on qualitative analysis or case studies. 2) The mechanisms of how innovation organizations gain competitive advantage through imitative innovation remain unclear. To address these two issues, we consider Shadow Patents (patents that mimic existing technologies) as credible evidence of imitative innovation and theoretically hypothesize imitative innovation can easily help innovation organizations gain competitive advantages when they have a broad and well-connect existing knowledge base and a narrow or specialized direction of subsequent innovation.

Other Research Experience

Cancer Identification Based on Radiomics and Deep Learning

University-Industry Collaboration Data Analysis Project (Long-term Project by my supervisor)

- **[My work]** Conducting empirical analysis and scientific visualization using physiological and medical data provided by our industry partner.
 - **[Research Tools]** Python (Data acquisition, preprocessing), R (data analysis)
 - **[Research Methods]** Lasso Model (omics feature selection), Survival analysis, Nomogram, Calibration Curve, etc.
 - **[Deep Learning]** Multimodal model (clinical data, PI-RADS scores, radiomics images), Dynamic Weight Model
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Teaching Assistant Experience

- **Introduction to data science and data analysis**

Tutorial TA (2020): Homework correction, question answering

Lecturing TA (2021): Homework correction, question answering, programming course teaching

- **[Target Audience]** Undergraduates at NJU. IM., **highest credit, lowest pass rate**
- **[Course Content]** Its contents include data thinking, common statistics & machine learning algorithms, and the introduction & application of Python & R.

When I took this course during my undergraduate years (Fall 2018), I got 96/100 (the highest score among all my peers).

- **The foundation of big data analysis and application**

Tutorial TA (2020): Homework correction, question answering

Lecturing TA (2021, 2022): New online judge (OJ) system design, programming course teaching

- ◆ **[Target Audience]** Undergraduates at NJU. IM. School.
- ◆ **[Course Content]** Advanced R language applications, big data and distributed computing (Python & R), and R Markdown

When I took this course during my undergraduate years (Spring 2019), I got 94/100.

Entrepreneurial Experience

- **[Business Model and Product]** In 2019 fall, my partner and I created the *VSR Data Analysis* project, providing programming and data analysis services for students and researchers. We utilized *Taobao.com* as our C2C delivery platform, enabling customers to seek advice, make payments, and receive services online.
- **[My Role]** My role primarily involved serving as the **trainer** of analysts and the **technical consultant** of analysis, evaluating customer requirements, and assigning them to the appropriate analysts. Sometimes I take on analytical tasks myself.
- **[Financial Success]** Our 3-year turnover exceeded **500,000 RMB**, of which the total amount of projects I was fully responsible for exceeded **100,000 RMB**.
- **[Team Growth]** At its peak, we have a team of more than **200 analysts** (80% are master's or doctoral students), including **30 long-term collaborators**.

- **[Analyst Development]** I have directly **trained** 50+ analysts and designed a **proven program for producing good analysts**, including training in professional skills and comprehensive competencies.

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