

# XIAOWEI ZHANG

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Strategy & Entrepreneurship Department

Tilburg School of Economics and Management, Tilburg University

## EDUCATION

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- 2021 – 2025 *Doctor of Strategy & Organization*  
**Tilburg University, Tilburg, Netherlands.**  
Co-supervisors: ***Emeritus Professor Niels Noorderhaven*** and ***Professor Xavier Martin***  
Dissertation Title: “*Investigating the Value Co-Creation Role of First-Party Complement Provision with an Emphasis of Platform Evolution.*”  
Visiting Student (IE Business School, Strategy Dept – Aug 2023 to Dec 2023), hosted by ***Prof. Juan Santaló.***
- 2019 – 2021 *Research Master of Strategy & Organization*  
**Tilburg University, Tilburg, Netherlands.**
- 2016 – 2019 *Bachelor of International Business Administration*  
**Erasmus University Rotterdam, Rotterdam, Netherlands.**  
Visiting Student (Ross School of Business, University of Michigan – Sep 2018 to Dec 2018).

## RESEARCH INTEREST

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Digital Platform Strategy and Governance, Business Ecosystem, Value Co-Creation, Corporate Development Activities, Innovation Strategy, Emerging Markets

## JOB MARKET PAPER

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1. **Xiaowei Zhang**, 2024, How Complementors Respond to First-Party Complement Provision: The Moderating Role of a Decline in Category Strength. [Dissertation Chapter]
  - Ready to submit to *Strategic Management Journal* in November.

## PRE-DOC PUBLISHED PAPER (DURING RESEARCH MASTER PROGRAM)

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2. Carol Xiaojuan Ou, **Xiaowei Zhang**, Spyros Angelopoulos, Robert M Davison, Noury Janse (2022) Security Breach and Company Response Strategy: Exploring Consumers’ Threat and Coping Appraisals. *International Journal of Information Management*, 65 (2022): 102498.
  - Metrics for 2023: Impact factor: 20.1; CiteScore: 53.1 (#1/148 in Information System and Management Category, source: <https://www.scopus.com/sourceid/15631#tabs=1> [accessed by 8/12/2024])

## FULL DRAFT WORKING PAPERS

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3. **Xiaowei Zhang**, Xavier Martin and Niels Noorderhaven, 2024, Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision. [Dissertation Chapter]
  - Full draft being polished for submission to *Strategic Management Journal* or *Organization Science*.
4. **Xiaowei Zhang**, Xavier Martin and Niels Noorderhaven, 2022, Alliance Portfolio and Platform Adoption.

## WORK IN PROGRESS

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5. “Who Takes Risk? Examining the Platform-Value Enhancement Effect of Novel First-Party Complements”, with Xavier Martin and Niels Noorderhaven, conceptualization stage. [Dissertation Chapter]
6. “Relevance of Firm Adaptability in Alliance Formation: Implications from the U.S. Console Video Game Industry”, with Xavier Martin, conceptualization stage.
7. “Market Dynamics, Effectiveness of Open vs. Closed Platform-Based Ecosystem”, with Jiuyu Dong, conceptualization stage.
8. “Personalized recommendation and complementor diversification: Evidence from a social media platform”, with Yuping Li, data collection stage.

## AWARDS, GRANTS & HONORS

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- *TiSEM Research Visit Funding 2023 – up to €5,000*
- *Distinction in Research Master 2021, Tilburg University*
- *Koopmans Scholarships - €24,000 2019-2021, Tilburg University*
- *CUM LAUDE Distinction in IBA 2019, Rotterdam School of Management, Erasmus University Rotterdam*

## WORKSHOPS

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### As organizer:

- Co-Organizer with Prof. Christina Kyprianou, Professional Development Workshop on Interdisciplinary Conversations on Platforms and Ecosystems, Annual Meeting of the Academy of Management 2024

### As participant:

- October 2024 SMJ dissertation paper workshop at the SMS conference, Istanbul, Turkey
- August 2024 AOM STR Dissertation Consortium: The Job Market and Beyond, online
- May 2024 STRonger Together PhD Workshops, online
- 2024 AMR’s Bridge Reviewer Program
- August 2023 AOM STR Doctoral Consortium, online

- June 2023 Strategy Science Conference Doctoral Workshop, LMU
- June 2023 UZH PhD Workshop on “Corporate Strategy: Advances in the Study of Corporate Development Activities”, University of Zurich, by Prof. Xavier Martin
- April 2022 The PDW at the Amsterdam Digital Transformation Lab, University of Amsterdam
- Oct 2021 UZH PhD Workshop on “Contributing to the Strategy Literature”, University of Zurich, by Prof. Hart Posen

## TEACHING

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2022 & 2024	Bachelor Thesis (Supervision) <b>Tilburg University</b>
2022 – 2024	Research Skills (Stata Tutorials) <b>Tilburg University</b>
2021 – 2022	Comparative & Cross-Cultural Mgt for IBA (Case Study Tutorials) <b>Tilburg University</b>
2019	Technology Management for IBA (Project Supervision) <b>Erasmus University Rotterdam</b>
2019	Applied Business Methods (Statistics Tutorials) <b>Erasmus University Rotterdam</b>

## PROFESSIONAL ACTIVITIES

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| • Ad-hoc Reviewer, Annual Meeting of the Strategic Management Society | 2024             |
| • Ad-hoc Reviewer, Annual Meeting of the Academy of Management        | 2022; 2023; 2024 |
| • Ad-hoc Reviewer, International Conference on Information Systems    | 2023; 2024       |
| • Ad-hoc Reviewer, Southern Management Association annual conference  | 2022             |

## PRESENTATIONS

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- **How Complementors Respond to First-Party Complement Provision: The Moderating Role of a Decline in Category Strength.**
  - October 2024 SMS Conference, Istanbul, Turkey
  - August 2024 AOM Conference, Chicago, USA
  - June 2024 12th SKEMA KTO Paper Development Workshop, Riviera, French
  - June 2024 Digital Platform Ecosystem Forum, Doctoral Consortium, Passau, Germany

- May 2024 Munich Summer Institute, Doctoral Consortium, Munich, Germany
- **Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision.**
  - October 2024 SMJ dissertation paper workshop at the SMS conference, Istanbul, Turkey
  - August 2023 AOM Conference, Boston, USA
  - June 2023 1<sup>st</sup> European Digital Platform Research Network (EU-DPRN), Milan, Italy (poster presentation)
  - May 2023 Brownbag Seminar, Tilburg University, Department of Management
  - March 2023 1st Tilburg-Rotterdam Research Workshop on Digital Markets (WDM), Rotterdam School of Management
- **Alliance Portfolio and Platform Adoption.**
  - 2022 SMA conference, Little Rock, USA

## SKILLS

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- **Programming:** R, Python, Stata
- **Languages:** Mandarin (native), English (for Bachelor's, Research Master's, and Doctoral Programs)

## REFERENCES

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Niels Noorderhaven (Co-supervisor)  
 Emeritus Professor of International Management  
 Tilburg School of Economics and Management  
 Tilburg University  
[N.G.Noorderhaven@tilburguniversity.edu](mailto:N.G.Noorderhaven@tilburguniversity.edu)

Xavier Martin (Co-supervisor)  
 Professor of Management  
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