

Xiaoxia Lei

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Hometown: Hunan, China

Current Position

Ph.D. Candidate, Antai College of Economics and Management (ACEM), Shanghai Jiao Tong University

Academic Positions

POST-DOCTORAL ASSOCIATE, Initiative on the Digital Economy (IDE), MIT Sloan School of Management, 2025.

SENIOR RESEARCH FELLOW, Reynolds and Reynolds Sales Leadership Institute, Texas A&M University, 2023-2024.

Education

PH.D. Information, Technology and Innovation, Shanghai Jiao Tong University, 2024.

Dissertation Title: Essays in Digital Economics

VISITING PH.D. STUDENT Mays Business School, Texas A&M University, 2023-2024.

Host Professor: Shrihari (Hari) Sridhar

Funded by the China Scholarship Council (CSC)

M.S. Management Science and Engineering, Shanghai Jiao Tong University, 2019.

B.A. Business Administration (With Highest Honors), Southwestern University of Finance and Economics, 2017.

Management Track Intensive Program (also complete Coursework in Economics)

Research Interests

GENERAL Marketing Research (Strategy, Quantitative, Consumer Behavior)

SUBSTANTIVE **Digitalization**; Innovation and Entrepreneurship; Technology and Society

METHODOLOGY Econometrics (Reduced/Structural/Bayesian/Calibration), Field/Lab Expt., Survey

Research Projects

** denotes as the single lead author, * denotes equal contribution, # denotes as the corresponding author

WORKING PAPERS

1. ** "The Value of External Data for Digital Platforms: Evidence from a Field Experiment on Search Suggestions", with Yixing Chen and Ananya Sen, Revise and Resubmit at *American Economic Review* [SSRN]

University of Notre Dame (Marketing), Carnegie Mellon University (Tepper School of Business), University of Pittsburgh, Nanyang Technological University

Teaching Experience

GUEST INSTRUCTOR

Mastering Microsoft Office in Economics & Management: Student Athletes Class, Undergraduate core (2019, 2020, 2021).

TEACHING ASSISTANT

Business Value of Information System and Its Management: MBA elective (2020, 2021).

Electronic Commerce: MBA core (2020, 2021)

Introduction to Electronic Commerce: Undergraduate core (2019, 2020, 2021)

Marketing Analytics (also known as Marketing Research): Undergraduate core (2019)

Two classes, including one **English class** for international exchange students from the U.S., Europe, South America and Asia.

Advanced Operations Research: PhD core (2018)

UNIVERSITY SERVICE

General Alumni Association of SWUFE Alumni Liaison (2017-present)

Honours, Awards and Other Experience

HONOURS

University-level Outstanding Teaching Assistant Award Finalist (<2%), Shanghai Jiao Tong University, 2021

University-level Outstanding Teaching Assistant Award (<1%), Shanghai Jiao Tong University, 2020

• **Featured in Top 10**

Outstanding Graduate of Sichuan Province (top 1%), Sichuan Department of Education, 2017

Outstanding Graduate of Southwestern University of Finance and Economics (top 10%), 2017

AWARDS

CSC Research Award for Visiting Ph.D. Students Studying Abroad, 2022-2024

• **Nationwide Scholarship for Visiting Ph.D. Students, Postdoctoral Fellows and Visiting Scholars**

• **650 recipients in 2022 (approximately CNY 200,000 per year)**

MS-PhD Combined Program Fellowship, Shanghai Jiao Tong University and ACEM, 2017-2023

Rank in Top 50 out of 2724 Teams in Global Financial Data Discovery Competition (as a team leader), 2018

• **Quarterly Revenue Forecast for Public Companies Track**

• **Organized by the Asset Management Association of China/Several Big-name Funds in China**

Guanghua Student Achievement Award (1%), SWUFE, 2017

• i.e., Guanghua Best All-Round Student Award, also featured in Top 10 nominations

CFA Institute Access Scholarship, CFA Institute, 2017

National Scholarship (top 0.2%), Ministry of Education of China, 2015 & 2016

First Class Academic Excellence Scholarship (<10 students in each school per year), SWUFE, 2015 & 2016

Baoying Scholarship (20 students per year, Alumni Scholarship), SWUFE, 2014

Coursework

* denotes getting full mark

Including audited courses because of credit limits

GRADUATE COURSEWORK

Service Operation Systems (Markov Chains, Queues, and Simulation)*, Jun Luo (Management Science)

Multivariate Statistical Analysis, Jianwen Luo (Management Science)

Bayesian Statistics, Xiaojing Dong (Marketing, Santa Clara)

Marketing Models, Zibin Xu (Marketing)

Advanced Macroeconomics*, Hao Shi (Economics)

Advanced Microeconomics Sequence, Baohua Zhu, Liang Dai (Economics)

Advanced Econometrics Sequence, Xi Qu, Xi Zhu (Economics)

Econometrics*, Wei Wang (Economics)

Public Economics (Applied Econometrics), Lei Zhang (Economics)

Game Theory, Xiaoshu Xu (Economics)

Empirical Industry Organization, Li Zhao (Economics)

Social and Economic Networks, Fei Shi (Economics)

Management Thought (Theory)*, Jian Liang, Zucheng Zhou (Organization Management)

Management Research Methods, Yuan Jiang, Xiaoping Zhao (Organization Management)