

# **Yixiao Zhao**

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**Research Interest:** AI-driven IS, Cross-border Knowledge Management

## **Education**

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<b>City University of Hong Kong (Dongguan)</b>	<b>Hong Kong S.A.R./Dongguan, China</b>	<b>09/2024–06/2024(Expected)</b>
Master of Science in Business Information Systems		GPA: 3.81/4.3(Top 5%)
<ul style="list-style-type: none"><li>Core courses: <i>Business Data Analysis, Machine Learning &amp; Social Media Analytics, Database Management Systems, Digital Marketing&amp;Analytics</i></li></ul>		
<b>Shenzhen Technology University</b>	<b>China</b>	<b>09/2020–06/2024</b>
Bachelor of Management in International Business (International Finance Stream, Taught in English)		
<ul style="list-style-type: none"><li>Core courses: <i>Probability &amp;Statistics, Finance &amp; Investment, Accounting Principles, Marketing, Supply Chain Management, Project Management</i></li></ul>		
<b>Technical University of Applied Sciences Augsburg</b>	<b>German</b>	<b>09/2023–03/2024</b>
Bachelor of Art in International Management (International Exchange Program, Taught in English)		
<ul style="list-style-type: none"><li>GPA: 3.68/4.5(Top 15%)</li></ul>		

## **Publications**

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- Liu, G., **Zhao, Y.**\*, & Sumbal M.S. (2024). *Knowledge transfer across borders in multinational companies*. 25th European Conference on Knowledge Management, University of Pannonia, Veszprém, Hungary
- Liu, G., Tsui, E., Kianto, A., & **Zhao, Y.** (2023). *A meta-analysis study about the relationship between knowledge management Strategy and business performance*. 24th European Conference on Knowledge Management, Lisbon, Portugal
- Liu, G., Farzad, S., Liu, L., & **Zhao, Y.** (2022). *Knowledge management challenges in start-up companies in China's Great Bay Area*. 23rd European Conference on Knowledge Management, University of Naples Federico II, Naples, Italy

## **Working Papers**

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- Chen J., **Zhao, Y.**, & Liu, G. Knowledge management and innovation in the era of artificial intelligence: Current research and future direction. (Book Chapter, under review)
- Zhao, Y.**, Liu, G.& Sumbal M.S. AI paradox in cross-border knowledge transfer: Tension between promise and inhibitor. (Target: *Journal of Business Research*, under review)
- Zhao, Y.**, Liu, G. & C.J. Niemand. Knowledge management systems and AI: Current research and future direction. (Book Chapter, under review)

## **Research Experiences**

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- **Business School, Shenzhen Technology University** 03/2022–Present

**Research Assistant:** Published 3 conference papers. Currently 1 paper in progress, and 1 book chapter in revised.

- User Research:** Conducted qualitative research for a cutting-edge project on AI-enabled cross-border knowledge transfer in multinational corporations. Designed semi-structured interview questionnaires and independently conducted in-depth interviews with 25 practitioners from multinational organizations across Europe, Americas, and Southeast Asia. Identified practical AI application scenarios, user pain points, and efficiency-improvement opportunities in cross-border operations.
- Data Analysis:** Collected and cleaned macroeconomic and SME data across 10 cities in the Greater Bay Area; gathered industry and market research data from Scopus and Web of Science databases. Performed modeling and analysis (topic modeling, sentiment analysis, etc.) using Python and SAS; applied grounded theory to structure and analyze interview data, and coded qualitative data with ATLAS.ti.
- Achievements:** Co-authored and published 3 EI-indexed international conference papers. An additional 1 SSCI Q1 journal paper and 2 book chapters are under review.

## **Professional Experiences**

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- **Micro Connect (Shenzhen) Investment Ltd.** *Asset Operations Management Intern* *01/2026–present*
- **UAT Test Scenario Design:** Independently participated in UAT testing for fund information system sub-account deduction and sub-account write-off. Designed over 15 test scenarios covering normal cases, boundary conditions and multi-rule overlapping cases.
  - **Backend Logic Validation:** Conducted consistency checks between capital flow and information flow; assisted testers in data preparation, data running, and result verification to ensure accuracy of backend logic such as sub-account amount calculation, deduction priority, and write-off status updates. Identified and organized over 15 risk points in edge scenario and delivered 1 test verification rule document.
  - **Cross-Team Collaboration:** Coordinated with settlement and deduction channels (China Merchants Bank, Bank of Communications) modules; grasped the full process of receivables acquisition, fund reservation, delivered 3 actionable business test documents.
- **Tianyuan Asset Appraisal Co., Ltd.** *Asset Appraiser Assistant* *04/2024–07/2024*
- **Asset Appraisal:** Involved in 4 asset appraisal projects, including equity transfer appraisal, intangible asset appraisal, and goodwill impairment testing, learning to apply professional knowledge and appraisal tools for making work excel sheets;
  - **Industry Research:** Conducted in-depth research on the asset appraisal market in different fields such as semiconductor manufacturing equipment and real estate industries, collected and analyzed over 20 industry reports, and produced 3 effective reports;
  - **Team Collaboration:** Engaged in over 20 effective communications with clients and participated in more than 5 focus group interviews with clients; archived 6 projects. Collaborated in writing 3 appraisal reports, including asset descriptions, market analysis, appraisal methods, and conclusions.
- **Shenzhen Changliang Industrial Co., Ltd.** *Business Intern* *02/2023–07/2023*
- **Exhibition & Consultation:** Actively participated in two international industrial product exhibitions, conducting 30+ customer consultations from diverse regions, including Europe, Africa, and Asia.
  - **Competitor Analysis:** Analyzed 50+ competitor products on cross-border e-commerce platforms, such as eBay, for strategic insights.
  - **Order Management:** Managed and monitored three customer orders from India, ensuring smooth processing and timely delivery.

## Skills

- **Programming & Data Analysis:** Python (Scikit-learn), SAS, SQL, Atlas. Ti, Pajek
- **Software:** Adobe Illustrator, Inkscape, Microsoft Office Suite (Word, PowerPoint, Excel), Endnote , Zeroto
- **Language:** English (Proficient, IELTS:7/C1), Mandarin (Native), Cantonese (Beginner), German (Beginner, A1)

## Activities and Societies

- **Business School Student Union, SZTU** *Minister of Sports & Culture Department* *09/2021–09/2022*
- Planned multiple annual cultural and sports events for the school, assigned tasks to team members, and successfully organized 8 events attended by over 300 participants, winning multiple awards.
- **Basketball Association, CityUHK(DG)** *President* *09/2025–09/2026*
- Founded and managed the Basketball Association from scratch, recruited members, and successfully hosted two large-scale “Songshan Tiger Cup” campus basketball tournaments with over 200 participants each.

## Awards and Scholarships

- **Awarded with 5 Shenzhen Technology University Undergraduate Advanced Individual Scholarships in 4 years**

**Scholarships:** Second-class Scholarship for Craftsmanship Star (2021-2022), Second-class Scholarship for Outstanding Student Cadre (2021-2022), Third class Scholarship for Outstanding Student (2021-2022), Third-class Scholarship for Craftsmanship Star (2022-2023), Third-class Scholarship for Outstanding Student (2022-2023)