

# Yixiao Zhao

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

## Education

City University of Hong Kong (Dongguan)	Hong Kong S.A.R./Dongguan, China	09/2024–06/2024(Expected)
Master of Science in Business Information Systems		GPA: 3.86/4.3(Top 8%)
● Core courses: Business Data Analysis, Machine Learning & Social Media Analytics, Database Management Systems, Digital Marketing&Analytics		
Shenzhen Technology University	China	09/2020–06/2024
Bachelor of Management in International Business (International Finance Stream, Taught in English)		GPA: 3.68/4.5(Top 15%)
● Core courses: Probability & Statistics, Finance & Investment, Accounting Principles, Marketing, Supply Chain Management, Project Management		
Technical University of Applied Sciences Augsburg	German	09/2023–03/2024
Bachelor of Art in International Management (International Exchange Program, Taught in English)		GPA: 3.68/4.5(Top 15%)

## Publications

- 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

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

## Research Experiences

➤ **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.

- Questionnaire Designing, Interview Participation & Data Analysis:** Designed semi-structured questionnaires and conducted 30 interviews, transcribed the audio-recording interviews, coded the data using grounded theory analysis with Atlas.ti;
- Data Processing:** Used python to conduct Topic modelling with 327 papers' abstract; examined and coded parameters from 17 selected papers out of 3764 for meta-analysis; collected and cleaned data on SMEs and GDP across 10 cities in the Greater Bay Area using python;
- Paper Writing:** Co-authored 3 papers with professors, created visuals and presented findings at international conferences.

## Professional Experiences

➤ **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)

## 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)