

# Yixiao Zhao

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## 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: 3.78/4.3(10%)
● Core courses: Business Data Analysis, Machine Learning & Social Media Analytics, Database Management Systems, Business Intelligent Systems		
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(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(15%)
● Skills: Python, SAS, SQL, Word, PowerPoint, Excel, Endnote, Zeroto, etc.		
● Language: English (Proficient, IELTS:7/C1), Mandarin (Native), German (Beginner, A1)		

## 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, organized over 50 KG of work paper files. 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 2 international industrial product exhibitions, conducted 10+ customer consultations from diverse regions, including Europe, Africa, and Asia;		
● Competitor Analysis: Analyzed 20+ competitor products on cross-border e-commerce platforms, such as eBay, for strategic insights;		
● Order Management: Managed and monitored 3 customer orders from India, ensuring smooth processing and timely delivery.		

## Research Experiences

➤ Student Career Development Center, Business School, Shenzhen Technology University	03/2022–Present
Research Assistant: Participated in 4 research projects, published 3 conference papers. Now 1 paper in progress, and 1 book chapter in revised.	
● Interview Participation & Transcript Compilation: Designed semi-structured questionnaires and conducted 30 interviews, transcribed the audio-recording from interviews and coded the data for content analysis;	
● Data Processing: Examined and coded parameters from 17 selected papers out of 3764 for a comprehensive meta-analysis; collected and cleaned crucial data on SMEs and GDP across 10 cities in the Greater Bay Area;	
● Paper Writing: Co-authored 3 papers with professors, made slides and presented findings at international conferences.	

## 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, 2023-08-25). 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, 2022-08-25). 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

## 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)