

Yixiao Zhao

Email: z19926437046@126.com | Tel: (+86) 19926437046

Education

City University of Hong Kong (Dongguan)	Hong Kong S.A.R., China	09/2024–06/2024(Expected)
Master of Science in Business Information Systems (Management of Intelligence Systems Stream)		
Shenzhen Technology University	China	09/2020–06/2024
Bachelor of Management in International Business (International Finance Stream, Taught in English)		
GPA: 3.67/4.5(15%)		
Technical University of Applied Sciences Augsburg	German	09/2023–03/2024
Bachelor of Art in International Management (International Exchange Program, Taught in English)		
GPA: 3.67/4.5(15%)		
IELTS: Overall Band Score 7 (L-8, R-7.5, W-6.5, S-6.5)		

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 (**Accepted**)
- 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

Research Experiences

➤ Student Career Development Center, Business School, Shenzhen Technology University

Research Assistant 03/2022–Present

Project: “Knowledge transfer across borders in Hong Kong Multinational Companies” 03/2023–Present

- Interview Participation & Transcript Compilation:** Designed semi-structured questionnaires and participated in interviews, transcribed the audio-recording from interviews and coded the data.
- Paper Writing:** Experienced in academic paper composition, writing and proofreading of the paper.
- Contribution:** Identified the issues of knowledge transfer in Hong Kong MNCs in the context of cultural and institutional differences, and discussed the application of generative artificial intelligence in this field.

Project: “A Meta-analysis Study about the Relationship Between Knowledge Management Strategy and Business Performance” 09/2022–08/2023

- Data Collection:** Examined and coded parameters from 17 selected papers out of 3764 for a comprehensive meta-analysis.
- Paper Writing:** Contributed to the Literature Review and co-authored a paper with a professor, subsequently presenting findings at a conference.
- Achievement:** Pioneered the first meta-analysis on knowledge management strategy's impact on business performance, revealing positive correlations between codification strategy and financial performance and personalization strategy and overall business performance.

Project: “A Study of Knowledge Management Challenges in Start-up Companies in China's Great Bay Area” 03/2022-08/2022

- Data Collection:** Gathered crucial data on SMEs and GDP across 10 cities in the Greater Bay Area in 2021.
- Paper writing:** Collaborated on the Introduction and Literature Review, co-authored a conference paper.
- Contribution:** Led the first study on knowledge management challenges faced by start-up companies in China's Great Bay Area. Identified and proposed solutions for challenges, including the absence of knowledge management systems and expertise in the domain.

Professional Experiences

➤ 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.

Awards and Scholarships

➤ Awarded with five Shenzhen Technology University Undergraduate Advanced Individual Scholarships in four 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)