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: 3.81/4.3(Top 5%)

- *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

- *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

➢ **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

- ➢ **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;

- **Clients Interview:** 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 SZTU 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)

- ➢ **Nominee for Outstanding Graduate of CityUHK(DG):** Top 10 Outstanding Graduates of 2026, CityUHK(DG)