

YIXUAN LIU

China Europe International Business School (CEIBS)
699 Hong Feng Road, Shanghai, 201206, China
yixuanliu@ceibs.edu

ACADEMIC APPOINTMENTS

China Europe International Business School

Assistant Professor of Management Information Systems 2022 -

Krannert School of Management, Purdue University

Assistant Professor of Management (Management Information Systems Area) 2020 -

EDUCATION

McCombs School of Business, University of Texas at Austin

Ph.D., Information, Risk, and Operations Management 2014 - 2020

– Advisors: Guoming Lai and Andrew B. Whinston

Tsinghua University

B.S., Pure and Applied Mathematics 2010 - 2014

B.A., Economics 2011 - 2014

RESEARCH INTERESTS

Topic: Digital Platforms, Healthcare, Sharing Economy, IoT, Sustainability

Methodology: Economic Modeling, Econometrics, Applied Machine Learning, Field Experiments

RESEARCH PAPERS

Published Papers

“On the Participation, Competition and Welfare at Customer-Intensive Discretionary Service Platforms,” with Xiaofang Wang, Steve Gilbert and Guoming Lai, *Accepted at Manufacturing & Service Operations Management*.

– Previously titled “Pricing, Quality and Competition at On-Demand Healthcare Service Platforms”

“International Taxation and Production Outsourcing,” with Guoming Lai and Wenqiang Xiao, *Production and Operations Management* 30.2 (2021): 402-418.

“Efficient Real-Time Routing for Autonomous Vehicles through Bayesian Correlated Equilibrium: An Information Design Framework,” with Andrew B. Whinston, *Information Economics and Policy* 47 (2019): 14-26.

Working Papers

“On-Demand Healthcare Platforms: Impact of Subsidized Q&A Service on Online Consultations and Offline Appointments,” with Ashish Agarwal, Guoming Lai and Weihua Zhou, *Reject and Resubmit at Management Science*.

“Analysis of Optimal Inventory Management for Dual Blood Products with Dual Sources,” with Youyi Feng and Guoming Lai, *Reject and Resubmit at Management Science*.

Work in Progress

“Gatekeeping Systems with Patient Choice,” with Xiaofang Wang and Guoming Lai.

“Mutually Modulating Hawkes Process for Patients’ Journey,” with Quan Zhang.

“Toll Exemption Policy for Electric Vehicles,” with Andrew B. Whinston.

TEACHING EXPERIENCE

Purdue University

MGMT 479 – Data Visualization

Spring 2022

MGMT 545 – System Development

Spring 2021, 2022

– *Evaluation: 5/5, 4.3/5.*

MGMT 690 – Doctoral Seminar in MIS

Fall 2020

CEIBS

Digital Platform Economy: What It Means for the Healthcare Industry

November 2021

– *Guest Lecture*

University of Texas at Austin

OM s335 – Operations Management

Summer 2018

– *Evaluation: 4.5/5.*

PROFESSIONAL ACTIVITIES

Conference & Seminar Presentations

2021: POMS, INFORMS, Purdue University (Krannert SCOM), CEIBS, CKGSB

2020: Fudan University (School of Management), Renmin Business School, CUHK Business School, London Business School, Fordham University (Gabelli School of Business), Purdue University (Krannert School of Management)

2019: Clemson University (College of Business), Michigan State University (Eli Broad College of Business), Southern University of Science and Technology, INFORMS, CIST, POMS

2018: MSOM, INFORMS, TPI's Artificial Intelligence conference, NBER Conference on the Economics of Autonomous and Electric Vehicles

2017: POMS, INFORMS

Services

Krannert School of Management: MIS PhD Admission Committee, Member, 2020 -

CIST 2022: Organizing Committee, Member

Reviewers: POM Journal, ICIS, Omega

HONORS & AWARDS

Third Prize, CSAMSE Best Paper Competition,

2019

GS University Graduate Continuing Fellowship, UT Austin

2017

McCombs Dean's Fellowship, UT Austin

2014, 2015, 2016, 2018

Outstanding Undergraduate Award, Tsinghua University

2014

129 Scholarship of Tsinghua University (first class scholarship)

2013