

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 (CEIBS)

Assistant Professor of Management Information Systems 2022 -

Krannert School of Management, Purdue University

Assistant Professor of Management (Management Information Systems Area) 2020 - 2022

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, Health IT, Economics of AI, Fintech

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

RESEARCH PAPERS

Publications

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

“On the Participation, Competition and Welfare at Customer-Intensive Discretionary Service Platforms,” with Xiaofang Wang, Steve Gilbert and Guoming Lai, *Manufacturing & Service Operations Management* 25.1 (2023): 218-234.

“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

“Pay Now, Buy Never: The Economics of Consumer Prepayment Schemes,” with Hua Zhang and Eric Zou

“AI and Independent Career Moves: Evidence from Creative Workers,” with Zeyu Lou

Work in Progress

“Remote Work: Driver or Deterrent of Product Innovation,” with Fangchen Song and Ashish Agarwal.

“Flattening the Curve? On-Demand Delivery Platforms and Customer Visits to Restaurants,” with Allen Li.

“Telehealth Adoption and Its Impact on Nurses: Transforming Roles and Work Dynamics in Healthcare.”

“Twisting the Toll: Electric Vehicles and Information Provision,” with Weilong Wang, Baolong Liu and Andrew B. Whinston.

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

TEACHING EXPERIENCE

CEIBS

Artificial Intelligence: The New Frontier of Productivity (Executive MBA Elective)

Opening Module with Business Simulation (Executive MBA)

Information Technology Management and Innovation in the Digital Era (Executive Education)

Information Technology in the New Economy (MBA Elective)

Data Analytics and Operations Management (MBA Core)

Purdue University

MGMT 479 – Data Visualization

MGMT 545 – System Development

MGMT 690 – Doctoral Seminar in MIS

University of Texas at Austin

OM s335 – Operations Management

PROFESSIONAL ACTIVITIES

Conference & Seminar Presentations

2025: CHITA, POMS

2023: CSWIM, INFORMS

2022: INFORMS, ICIS

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

CEIBS:

- Faculty Advisor for MBA24/25 Tech Industry Club
- Oral Defense Supervision for EMBA, 2023, 2024, 2025
- Project Supervision for EMBA, 2023, 2024

Purdue University: MIS PhD Admission Committee, Member, 2020 - 2021

CIST 2022: Organizing Committee, Member

Reviewers: Management Science, Management Information Systems Quarterly, Production and Operations Management, Omega, Decision Support Systems, Health Care Management Science, ICIS, CIST, INFORMS Service Science Best Paper Award Competitions

CASES & TEACHING MATERIALS

“Star Charge: A Pioneer in Digital Energy,” with Yue Fang, Geng Liu, Bin Pan, Angel Lv

“Feiyu: Breaking Barriers and Driving Growth in Secondhand Luxury Livestream Commerce,” with Fan Wu

“Scale AI: Building AI with the Power of Data,” with Fan Wu

“Amap’s Strategic Transformation amid Technological Disruption,” with Yue Fang, Yanan Lin, Wendy Qian, Angel Lv

“Meitu’s AI Empowerment and Path to Commercialization,” with Hua Zhang, Xiaozhou Wang

“Zhiyuan’s ‘Capital + Ecosystem’ Strategy: Industrializing Embodied Intelligence,” with Hua Zhang, Xiaozhou Wang

HONORS & AWARDS

Third Prize, CSAMSE Best Paper Competition,	<i>2019</i>
GS University Graduate Continuing Fellowship, UT Austin	<i>2017</i>
McCombs Dean’s Fellowship, UT Austin	<i>2014, 2015, 2016, 2018</i>
Outstanding Undergraduate Award, Tsinghua University	<i>2014</i>
129 Scholarship of Tsinghua University (first class scholarship)	<i>2013</i>