

Kerwin Xiang Liao

Darla Moore School of Business, 457J3, 1014 Greene Street, Columbia, South Carolina, 29208

Email: xiang.liao@grad.moore.sc.edu | **Personal Website:** kerwinliao.github.io

LinkedIn: linkedin.com/in/kerwinliao

About Me

My research employs an organizational theory lens to examine the dynamics of creative industries (such as commercial music and film), focusing particularly on industry evolution and entrepreneurial strategies for market shape and adaptation. Through a combination of empirical analysis and computational simulations (e.g., agent-based and NK models), I investigate how these industries evolve over time and the roles that entrepreneurial actions play in shaping their trajectories.

Education

University of South Carolina , Columbia, U.S.	2021 – 2025
• M.I.B., Doctoral student in International Business	
The Chinese University of Hong Kong , Shenzhen, China	2018 – 2019
• M.Sc. in Economics	
University of International Relations , Beijing, China	2010 – 2014
• B.M. in Administrative Management	

Research

- [1] "Institutional Changes, Information Diffusion, and Organizational Adaptation: Evidence from Chinese Politically Connected Firms", *working paper, reframing, target: Administrative Science Quarterly*. [[Link](#)]
 - Academy of Management Annual Conference OMT Division (2024, Chicago)
 - Strategic Management Society Annual Conference - Track A: Corporate Geopolitics (2024, Istanbul)
 - **[Rejected]** Academy of International Business Annual Conference (2024, Seoul)
- [2] "Microfoundations of Corporate Political Connections: Backgrounds, Cognitive Values, and R&D Investments", *working paper*.
- [3] "Aggregation or Constraint? Organizational Decision Making, Corporate Political Connections, and R&D Investment", *working paper*.
 - Organization Science Winter Conference (2025, Los Angeles)
- [4] "Modelling the Development of Absorptive Capacity: Aggregating up from the Micro Level" (with Scott Turner), *Simulation model setup*.
- [5] "Fictitious Adaptation: Competitive Environments, Organizational Misconduct, and Market Backfire", *Data collection*.
- [6] "Problemistic Search, Beliefs in Bad Luck, and Suboptimal Dilemma", *Idea Development*

Presentations and Workshops

2025	Organization Science Winter Conference (Los Angeles) <ul style="list-style-type: none">- Doctoral Consortium- Paper Presentation
2024	Strategic Management Society Annual Conference (Istanbul) <ul style="list-style-type: none">- Paper Presentation Academy of Management Annual Conference (Chicago) <ul style="list-style-type: none">- OMT Division Doctoral Consortium- OMT Division Global Research Consortium- PDW on Empirical Research on Organizational Search Roundtable Discussion- Paper Presentation

	Academy of Management Review Bridge Program
2023	Organization Design Community Idea Workshop, Attendee (Virtual)
2022	Academy of International Business USNE Chapter Conference (Washington, D.C.)
	- Doctoral Consortium
	- Paper Presentation

Awards and Honors

2024	Travel Grant, University of South Carolina Graduate School Academy of Management Review Bridge Program Graduation Certificate
2022	Travel Grant, University of South Carolina Graduate School Doctoral Consortium Scholarship, Academy of International Business USNE Chapter
2021	Research Grant, University of South Carolina PhD Scholarship, University of South Carolina
2019	First Class Subject Prize, The Chinese University of Hong Kong, Shenzhen Finance Institute
2014	Outstanding Undergraduate Thesis Award, University of International Relations

Teaching

Lecturer , Introduction to International Business (IBUS 301)	Fall 2024
Teaching Assistant , Globalization and Business (IBUS 310)	2022 - 2024

Service

Student Volunteer, Strategic Management Society (SMS) Annual Conference (2024)

Service to the field:

- Ad hoc reviewer:
 - Academy of Management Conference (2022 - present)
 - Academy of International Business Annual Conference (2022 - 2024)

Industry Experience

Chinese Academy of Financial Inclusion : Research Assistant (Beijing, China)	2020 – 2021
Morningstar, Inc. : Operations Analyst (Shenzhen, China)	2017 – 2018
QA Automation Engineer (Shenzhen, China)	2015 – 2017
Data Research Analyst (Shenzhen, China)	2014 – 2015
New Oriental Education & Technology Group : Lecturer (Beijing, China)	2012 – 2013

Additional Education

National University of Singapore , Singapore.	2014.7 – 2014.9
<ul style="list-style-type: none"> • Master of Public Policy Program, Lee Kuan Yew School of Public Policy • Dropped due to financial issues and mismatch of career path 	
Renmin University of China , Beijing, China.	2021
<ul style="list-style-type: none"> • B.A. in Economics, Self-Taught Higher Education (<i>STHEE</i>) 	

Skills

Python, Stata, R, SQL, \LaTeX

Languages

English (Fluent), Mandarin (Native), Japanese (Basic)

Last Updated: January 2025