

Tao Xu

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Education

Autumn 2019 to Summer 2023

Nanjing University of Finance and Economics
B.S. Economics

Commercial Economics
GPA: 90.88 - 4.00

Winter 2021

University of California, Los Angeles
Certificate

International Business Management
Grade: A - excellent

Awards

2019 - 2022 Honours Student *3

2021 Outstanding Student Leader

2021 Principal's Scholarship

2021 Provincial Government Scholarship

2019 - 2022 Merit-Based Scholarship for
Academic Excellence *6

2019 - 2022 Merit-Based Scholarship for High
Calibre *3

Publications

- "Mismatch and Dysfunction: Internet-Based Optimised Path of Elderly Consumer Market – Market Failure to Be Rectified with New Models of Commerce and Distribution," with Y Gu, Y Wang, and Q Chen, *Chinese Journal: Jiangsu Commercial Forum*, 2021, 38(10), 1-9.
- "Senior Industry to Be Reshaped with New Retailing: A SWOT-Based Analysis," *Chinese Journal: China Market*, 2021, 28(15), 82-85, 98.

Working papers

- "Entrepreneurs or Employees: What Chinese Citizens Encouraged to Become by Social Attitudes?" with W Zhu, 2022, MPRA paper 113212.
- "DCEP as a Cure for Credit Problems of Small-Micro Firms," with Yansong Wang, 2022.
- "Rural Pension System and Farmers' Participation in Residents' Social Insurance," 2021, MPRA paper 112032, or arXiv paper 2204.00785.
- "Eudemonia and Freedom: A Bibliometric Research on Frontiers and Evolution of Labour and Employment in China," with W Zhu, 2021, MPRA paper 112908.
- "Digital Retailing as a Promoter of Employment: Evidence from China," 2020, MPRA paper 112557.

Reports

- "Survey on Retail Format, Elements and Practice: Local Pharmaceutical Specialty Stores," with Yukun Gu, Yibo Wang, W Li, D Zhu, Z Zhang, and Y Yang, 2021, Nanjing.

- "Cultural Industry and Poverty Alleviation," with Weiwei Zhu, 2021, Shuyang.
- "Schumpeter Theory of Economic Development: Key to Regional Growth in China?" 2021, Nanjing.
- "Consumption, Social Security and Senior Industry of Silver-Haired Group," with Yukun Gu, Yansong Wang, and Yibo Wang, 2020, Guannan.

Research Fields and Interests

Labour and Employment; Ethics and Human Rights; Inequality and Poverty; Education; Urbanisation and Local Economic Development; Technological Innovation and Digital Transformation; Commodity Circulation; Marketing; Internet; New Retailing

Employment and Professional Experience

Run-Feng (Ili - Yining Ghulja Border Economic Cooperation Zone), Real Estate Development & Management (Construction, Transportation & Wholesale), Assistant to CEO (Intern), Summer 2022

Member of Chinese Society of Technology Economics (I031402003A), August 2021 - present

Deloitte (Suzhou - Industrial Park), Tax & Business Advisory, Transfer Pricing (Intern), Summer 2021

Member of Chinese Society of Optimisation, Overall Planning & Economic Mathematics (S320004285A), March 2021 - present

Member of Chinese Society of Electrical Engineering (E0525020210003A), February 2021 - present

Mazars (Suzhou - Industrial Park), Audit & Assurance, Annual Audit (Intern), Winter 2021

CITIC Securities (Suzhou - Kunshan), Wealth MGMT, Investment Counsellor (Intern), Summer 2020

Global Business (Suzhou - Kunshan), Info. & Consultation Centre, Certification & Accreditation, Winter 2019 - Summer 2020

Bureau of Finance (Suzhou - Kunshan), Policy Research & Treasury Payment, Assistant to Director (Intern), Summer 2019

Administration for Market Regulation (Suzhou - Kunshan), Quality Supervision (Intern), Assistant to Director (Intern), Summer 2018

Programmes, Competitions and Campus Experience

Jan. 2022 - Feb. 2022 Jiangsu Education Department, University of California, Los Angeles, National Conditions Education Association and Catholic University of Saint Joseph - Cooperation and Exchange Programme: Economic Globalisation and International Business - **Short-term Visitor**

Jun. 2021 - Jan. 2022 Publicity Department of China - National Key Programme of Bringing Culture, Science and Sanitation to Countryside - Historical Heritage, Remembrance and Cultural Tourism Industry (202120735) - **Collaborator and Assistant - National Excellent Team, Special Excellent Team of Jiangsu Province, Top Team of NUFE with 1st Prize of School with Report "Cultural Industry and Poverty Alleviation"**

May 2021 - Jun. 2021 18th 51 Mathematical Contest in Modeling (51MCM) of China University of

Mining and Technology - Successfully Participation (T21474977463296)

May 2021 - Aug. 2022 7th China International "Internet Plus" Innovation and Entrepreneurship Competition - New Retailing Design for Western Agriculture & Career Planning App Project Design for University Students - **Co-founder**

Apr. 2021 - Jul. 2021 11th Mathorcup MCM of Chinese Society of Optimisation, Overall Planning and Economic Mathematics - Successfully Participation (C21100450002)

Mar. 2021 - May 2021 11th National E-Commerce Innovation, Creativity and Entrepreneurship Challenge for University Students - Intelligent Recycling System Design - **3rd Prize of University**

Jan. 2021 - May 2021 L'Oréal Brandstorm MKT Competition - Partner (Team ID: Z.X.C)

Jan. 2021 - Mar. 2021 Procter & Gamble CEO Challenge MKT Competition - Leader (Team ID: 261004)

Nov. 2020 - Mar. 2021 NUFE - 10th "Challenge Cup" Extracurricular Academic Competition for University Students - Can Digital Retailing Promote Employment? Evidence from China - **Director** - Recommended by Secretary Chunlai Zhou, Councillor, Senator, of 7th, 8th, 9th and 10th National People's Congresses and Chairman of Tibet Standing Committee of National People's Congress

Aug. 2020 - Sept. 2020 Project Commissioned by Jiangsu Administration for Market Regulation - Public Satisfaction Survey of Services in 2020 - **Research Assistant**

Jun. 2020 - Aug. 2020 NUFE - School Programme of Bringing Culture, Science and Sanitation to Countryside - Focusing on Silver-haired Group: SIETers in Guannan (2020286316) - **Director** with Report "Consumption, Social Security and Senior Industry of Silver-Haired Group"

May 2020 - Jun. 2021 17th 51MCM of CUMT - Successfully Participation (T21474977463296)

May 2020 - Jun. 2021 6th China International "Internet Plus" Innovation and Entrepreneurship Competition - Reinventing Silver-hair Industry with Formats of New Retailing: Retail Project Design of Merchandise for Elderly - **Founder and Director**

May 2020 - Mar. 2021 National Innovative Entrepreneurial Training Plan Programme for University Students - Reshaping Senior Industry with New Retailing: A Story of China - **Director**

Sept. 2019 - Jun. 2023 University Artistic Ensemble of NUFE, Glee (Chorus) - **Principal Basso** - Jun. 2022 Special Concert Performance of Glee of NUFE; May 2021 5th National University Art Exhibition - **1st Prize**; Dec. 2020 Nanjing Charity New Year's Choral Concert Performance; Nov. 2020 5th Jiangsu University Art Exhibition - **Special Prize (No. 2)**; Nov. 2020 15th China International Chorus Festival, CICF, Chorus Education Conference of International Federation for Choral Music, IFCM - **International Tier 1 Team**; Dec. 2019 Nanjing University of Finance and Economics - "Embrace Spring" New Year Gala Performance; Nov. 2019 Nanjing University of the Arts - "Me and my Motherland" Jiangsu University Chorus Exhibition (Opening Concert) and Award Ceremony Performance; Sept. 2019 Nanjing University of Finance and Economics - "Meet the Future" New Student Cultural Gala Performance