

# Tao Xu

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## Education

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Autumn 2019 to Summer 2023

Nanjing University of Finance and Economics  
B.S. Economics

Commercial Economics

GPA: 90.88 - 4.00 (of core courses: 94.46)

Winter 2021

University of California, Los Angeles  
Certificate

International Business Management

Grade: A - excellent

## Awards

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2019 - 2023 Merit-Based Scholarship for  
Academic Excellence \*6

2019 - 2023 Merit-Based Scholarship for  
High Calibre \*3

2019 - 2023 Honours Student \*3

2021 Outstanding Student Leader

2021 Principal's Scholarship

2021 Provincial Government Scholarship

## Publications

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- "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

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- "Entrepreneurs or Employees: What Chinese Citizens Encouraged to Become by Social Attitudes?" with W Zhu, 2022, MPRA paper 113212, University Library of Munich.
- "DCEP as a Cure for Credit Problems of Small-Micro Firms," with Y Wang, 2022, ChinaXiv paper 202207.00004, National Science Library of Chinese Academy of Sciences.
- "Rural Pension System and Farmers' Participation in Residents' Social Insurance," 2021, MPRA paper 112032, University Library of Munich, or arXiv paper 2204.00785, Cornell Tech.
- "Eudemonia and Freedom: A Bibliometric Research on Frontiers and Evolution of Labour and Employment in China," with W Zhu, 2021, MPRA paper 112908, University Library of Munich.
- "Digital Retailing as a Promoter of Employment: Evidence from China," 2020, MPRA paper 112557, University Library of Munich.

## Reports

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- "Survey on Retail Format, Elements and Practice: Local Pharmaceutical Specialty Stores," with Y Gu, Y Wang, W Li, D Zhu, Z Zhang, Y Yang, and J Hou, 2021, Nanjing.
- "Cultural Industry and Poverty Alleviation," with W Zhu, 2021, Shuzhou.
- "Schumpeter Theory of Economic Development: Key to Regional Growth in China?" 2021, Nanjing.
- "Consumption, Social Security and Senior Industry of Silver-Haired Group," with Y Gu, and Y Wang, 2020, Guannan.

## Research Fields and Interests

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Labour and Employment; Inequality and Poverty; Education; Urbanisation and Local Economic Development; Ethics and Human Rights

Technological Innovation and Digital Transformation; Commodity Circulation; Internet; Marketing; New Retailing and E-Commerce

## Employment and Professional Experience

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

**Member of Chinese Society of Technology Economics (I031402003A)**, Aug. 2021 - present

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

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

**Member of Chinese Society of Electrical Engineering (E0525020210003A)**, Feb. 2021 - present

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

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

**Global Business (Kunshan, Suzhou)**, Info. & Consultation Centre, Certification & Accreditation, Dec. 2019 - Jun. 2020

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

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

## Programmes, Competitions and Campus Experience

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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**

Oct. 2021 - Jan. 2023 Member of NUFE Economic association

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 P&G 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 C 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 Leader**

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

## **Certifications, Skills and Interests**

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- College English Test Band Level 6, CET4 & CET6 Pass (202232013001853)
- National Computer Rank Examination Level 2, NCRE2 Pass (29603217642427)
- **Icourse** Certificate
 

Central University of Finance and Economics <ul style="list-style-type: none"> <li>▪ Advanced Quantitative Analysis Methods for Social Research (V224910000001)</li> <li>▪ Corporate Finance (V223370000001)</li> <li>▪ Operational Management (V221749000003)</li> </ul>	Peking University <ul style="list-style-type: none"> <li>▪ New Structural Economics (V224368000001)</li> <li>▪ Introduction to Logic (V223542000002)</li> </ul>
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- **Coursera** Certificate
 

Stanford University & University of British Columbia <ul style="list-style-type: none"> <li>▪ Game Theory &amp; Advanced Applications (J8AUMCXW2PBA &amp; 8BBLJ5W3MP4Q)</li> </ul> University of Pennsylvania <ul style="list-style-type: none"> <li>▪ Microeconomics: The Power of Markets &amp; When Markets Fail (Z5S2RKF43K33 &amp; C58D3C6P3PXD)</li> </ul> SOAS, University of London <ul style="list-style-type: none"> <li>▪ <b>Understanding Research Methods</b> (YA8K6X7TFXCT)</li> </ul>	Erasmus University Rotterdam <ul style="list-style-type: none"> <li>▪ <b>Local Economic Development</b> (JARBBLB8YPGM)</li> </ul> Swiss Federal Institute of Technology Lausanne, EPFL <ul style="list-style-type: none"> <li>▪ Innovative Governance of Large Urban Systems (STEMLZFYC93C)</li> </ul>
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- Other Certificate
 

Procter & Gamble Professional University <ul style="list-style-type: none"> <li>▪ Strategy and Brand Management</li> <li>▪ Future Supply Chain and Project Management (261004)</li> </ul>	University of Saint Joseph <ul style="list-style-type: none"> <li>▪ International Business (B2-018)</li> </ul>
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- Excel & Access & Word & PowerPoint
- SPSS & Stata & EViews & Python & Matlab