

Xiaofeng Liu

xiaofeng.liu@rady.ucsd.edu

EDUCATION

- University of California, San Diego, San Diego, U.S.* 09/2017 – 06/2023 (expected)
Ph.D. candidate, Innovation Technology and Operations, Rady School of Management
- Georgia Institute of Technology, Atlanta, U.S.* 08/2015 – 12/2016
M.S. Statistics, School of Industrial and Systems Engineering
- South China University of Technology, Guangzhou, China* 09/2011 – 06/2015
B.A. Economics, School of Economics and Commerce

RESEARCH INTERESTS

Platform: Multichannel, Open-Source Software, Crowdsourcing
Fin Tech: Crypto Economics
Methods: Causal Inference, Machine Learning

SELECTED HONORS

- Dean's Fellowship for Summer Research, Rady School of Management 2018 – present
- Rady Academic Year Fellowship, UCSD 2017 – present
- Outstanding Completion of National Undergraduate Training Programs for Innovation 2015
- Honorable Mentions of Interdisciplinary Contest in Modeling (ICM), COMAP 2014
- National Academic Scholarship, the Ministry of Education of China 2013

RESEARCH PAPERS

- Release Timing for Sequential Innovation with Co-Creation: Evidence from Open-Source Software
Wei Chen, Xiaofeng Liu, Vish Krishnan, Kevin Zhu
Information Systems Research, under revision for 2nd round review
- Token Incentives and Platform Competition: A Tale of Two Swaps
Xiaofeng Liu, Wei Chen, Kevin Zhu
Working paper
- Growth vs. Competition in Emerging Digital Marketplaces: Evidence from Amazon Prime's Effect on Competitors
Xiaofeng Liu, Zhe Zhang, Kevin Zhu
Information Systems Research, under review

CONFERENCE AND WORKSHOP

- Token Incentives and Platform Competition: A Tale of Two Swaps
ISMS Marketing Science Conference, Virtual Event, Jun 16-18, 2022
Platform Strategy Research Symposium, Boston, MA, Jul 19, 2022

China Summer Workshop on Information Management (CSWIM), Ningbo, China, Aug 20-21, 2022

INFORMS Annual Meeting, Indianapolis, IN, Oct 16-19, 2022

- Growth vs. Competition in Emerging Digital Marketplaces: Evidence from Amazon Prime's Effect on Competitors
Conference of Information Systems and Technology (CIST), Virtual Event, Nov 7-8, 2020
Statistical Challenges in Electronic Commerce Research (SCECR), Virtual Event, Jun 17-18, 2021

TEACHING EXPERIENCE

Teaching Assistant, UC San Diego

09/2017 – present

- **Quantitative Analysis** (core class of MBA program)
 - Main Modules: decision tree, hypothesis testing, regression analysis, simulation, optimization
 - Designed and created a complete series of 28 technical tutorial videos for a business analytics tool [playlist: https://www.youtube.com/playlist?list=PLNhtaetb48EdKRIY7MewCyvb_1x7dV3xw]
 - Held weekly hands-on work sessions and office hours
- **Web Data Analytics** (elective class of M.S. in Business Analytics program)
 - Main Modules: Python web scraping (Beautiful Soup, Selenium Python), web APIs, text data analytics.
 - Held review sessions and hands-on work sessions
- **Technology and Innovation Strategy** (elective class of MBA program)
 - Main Modules: Fin Tech, Blockchain, platform competition and dynamics, open innovation, digital healthcare
- **Project Management** (elective class of undergraduate, M.S. in Business Analytics, and MBA programs)
 - Main Modules: Team design, task design, risk management, experimentation, project and portfolio management

OTHER EXPERIENCE

- Data Analyst Intern, Panel Built Inc. (a portable building manufacturer) 04/2017 – 07/2017
- Ph.D. Peer Mentor, UC San Diego 09/2021 – present

COMPUTATION SKILLS

Analytics: R, MATLAB, SAS

Programming: Python, HTML, LaTeX

Database: MySQL, Google Cloud BigQuery