Xiaofeng Liu

Email: xiaofeng.liu@rady.ucsd.edu
Website: https://xiaofengliu-is.github.io/

EDUCATION

University of California, San Diego, San Diego, USA   09/2017 – 06/2023 (expected)
  Ph.D. candidate, Innovation Technology and Operations, Rady School of Management

Georgia Institute of Technology, Atlanta, USA   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

Topics: Digital Platforms, Fin-Tech, Open-Source Software, Digital Health
Methodologies: Econometrics, Structural Modeling, Machine Learning

SELECTED HONORS

- FutureBAProf Workshop Fellow, Iowa City   2022
- Dean's Fellowship for Summer Research, UCSD   2018 – present
- Rady Academic Year Fellowship, UCSD   2017 – present
- Outstanding Completion of National Undergraduate Training Programs for Innovation   2015
- National Academic Scholarship, the Ministry of Education of China   2013

WORKING PAPERS

- Token Incentives and Platform Competition: A Tale of Two Swaps (with Wei Chen, and Kevin Zhu), **job market paper.** To be submitted to **Management Science.**

- Release Timing for Sequential Innovation with Co-Creation: Evidence from Open-Source Software (with Wei Chen, Vish Krishnan, and Kevin Zhu), **Information Systems Research**, *under revision for 2nd round review.*

- Growth vs. Competition in Emerging Digital Marketplaces: Evidence from Amazon Prime's Effect on Competitors (with Zhe Zhang, and Kevin Zhu), **Information Systems Research**, *under review.*

WORK-IN-PROGRESS PROJECTS

- Impacts of Concurrent Contests on Innovation Contest Platforms

- Estimation of Heterogeneous Effects of Diet and Exercise on Glucose Levels

- Analysis of Autonomous Grocery Stores on Consumption Choices

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.
    Conference of Information Systems and Technology (CIST), Indianapolis, IN, Oct 15-16, 2022.
    INFORMS Annual Meeting, Indianapolis, IN, Oct 16-19, 2022.
    UCSB-ECON DeFi Seminar, Virtual Event, Nov 18, 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.
    Digital Transformation Research Workshop (CATS), Davis, CA, Oct 10, 2022. (Zhe Zhang)
    INFORMS Annual Meeting, Indianapolis, IN, Oct 16-19, 2022. (Zhe Zhang)

TEACHING EXPERIENCE

Teaching Assistant, UC San Diego   09/2017 – present

- **Quantitative Analysis** (core class of MBA program, 2018-2021)
    - 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. Detailed descriptions and playlist are on https://radiant-rstats.github.io/docs/radiant-tutorial-series.html.
    - Held weekly hands-on work sessions and office hours, graded, and assisted the instructor with the project design.

- **Web Data Analytics** (elective class of M.S. in Business Analytics program, 2019 Summer)
    - Main Modules: Python web scraping (Beautiful Soup, Selenium Python), web APIs, text data analytics.
    - Held review sessions and hands-on work sessions.

- **Math and Programming for Business Analytics** (required for M.S. in Business Analytics program, 2020 Summer)
    - Main Modules: programming in R and Python, probability, game theory, and using R and Python to implement relevant mathematical concepts.
    - Assisted the instructors to test the class materials and addressed students' questions via Piazza, Emails, and during office hours.

- **Technology and Innovation Strategy** (elective class of undergraduate, and MBA programs, 2018-2021)
    - Main Modules: Fin Tech, Blockchain, platform competition and dynamics, open innovation, digital healthcare.
    - Did case grading, provided personalized suggestions for students' projects, and assisted the instructor with course updates. Worked as a head TA to mentor two other TAs in the 2021 Winter and 2022 Winter.

- **Project Management** (elective class of undergraduate, M.S. in Business Analytics, and MBA programs, 2018-2022)
    - Main Modules: Team design, task design, risk management, experimentation, project and portfolio management.
    - Did case grading, held office hours, and helped the instructor to test the class materials. Worked as a head TA to mentor two other TAs in the 2022 Spring.

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

REFERENCES

- **Kevin Zhu, Ph.D.**
  Professor of Innovation, Technology and Operations
  Rady School of Management, University of California San Diego
  Email: kxzhu@ucsd.edu

- **Wei Chen, Ph.D.**
  Assistant Professor of Management Information Systems
  Eller College of Management, University of Arizona
  Email: weichen@arizona.edu

- **Zhe Zhang, Ph.D.**
  Assistant Professor of Innovation, Technology and Operations
  Rady School of Management, University of California San Diego
  Email: zhe@rady.ucsd.edu

- **Terrence August, Ph.D.**
  Associate Professor of Innovation, Technology and Operations
  Rady School of Management, University of California San Diego
  Email: taugust@ucsd.edu

Last updated: Sep 9th 2022