ZHE (YOLANDA) XUE

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EDUCATION

Cornell University   *Ithaca, NY*
Ph.D. in Applied Economics and Management   *2017 - 2022*
Expected Graduation: May 2022
- Dissertation: "Innovation and Firm Strategy"
- Committee: Aija Leiponen (Chair), Chris Forman, and Ben Leyden
- Research Area: Applied Economics, Innovation, Management, and Strategy

M.S. in Applied Economics and Management   *2017 - 2020*

University of California San Diego   *La Jolla, CA*
B.S. in Joint Mathematics-Economics   *2013 - 2017*
Marshall College Honors Program
Overall GPA: 3.87/4.0 (with Provost Honor)

RESERACH

Working Papers
- "A text-based measurement of innovation" *(Job Market Paper)*
- "How patent litigation by Patent Assertion Entities impact invention activity" *with Aija Leiponen*

Ongoing Projects
- "Patent litigation and IP differentiation in technology space: evidence from patent text data"
- "Text-based analysis in management and finance research: a survey" *with Feng Chi*

PRESENTATIONS

Paper Presentation, Annual Meeting of the Academy of Management   2021
How patent litigation by Patent Assertion Entities impact invention activity (Selected as Best Paper)

Poster Presentation, Munich Summer Institute   2021
How patent litigation by Patent Assertion Entities impact invention activity

Paper Presentation, Cornell SC Johnson College of Business IET Brownbag   2020
How patent litigation by Patent Assertion Entities impact invention activity

RESEARCH EXPERIENCE

Cornell University   2018 - Current
Graduate Research Assistant to Prof. Aija Leiponen   *Ithaca, NY*
- Assists on data collection, data analysis, and text mining related to patent research

UCSD Extension Center for Research on the Regional Economy   2016
Research Fellow   *La Jolla, CA*
- Wrote grant proposal, worked on evaluation and market research, designed survey questions, and constructed qualitative databases

UCSD Department of Economics
Research Assistant to Dr. Onyi Lam

2016 - 2017

La Jolla, CA

- Assisted on Dr. Onyi Lam's job market paper, "Measuring Subjectivity in History Textbooks", collected textual data, provided insights on research focus and methods, and identified key historical events for sentiment analysis

AWARDS AND FELLOWSHIP

Summer Research Fellowship

2021, 2018

- Aplin Endowment Summer Research Fellowship *2021, 2018*
- Morgenthau Endowment Summer Research Fellowship *2020*
- Ashley Endowment Summer Research Fellowship *2019*

TEACHING EXPERIENCE

Graudate Teaching Assistant at Cornell University

2018 - Current

International Trade and Finance (AEM 2300), Strategy (AEM 2601), Digital Business Strategy (AEM 3220), and Research and Methods (AEM 6991)

Ithaca, NY

Guest Speaker

2018

Research and Methods (AEM 6991)

Ithaca, NY

PSET Tutor at UCSD

2016 - 2017

Intermediate Microeconomics Course Sequence (Econ 100A-B-C)

La Jolla, CA

Undergraduate Teaching Assistant at UCSD

2016

Intermediate Microeconomics A (Econ 100A)

La Jolla, CA

LEADERSHIP AND SERVICES

Student Caller

2015

UCSD, Telephone Outreach Program

La Jolla, CA

- Called hundreds of alumni and parents of current students to raise funds for the university or for specific programs at UCSD and successfully raised thousands of dollars

Triton Community Programming Leader

2014 - 2016

UCSD, Parents and Family Program

La Jolla, CA

- Organized campus-wide activities involving thousands of participants from diverse background, and got promoted to Team Lead during the second year in the office

Triton International Leader

2014

UCSD, International Center

La Jolla, CA

- Led a team to create a guidebook that help international students to adapt to the new cultural environment, and distributed the guidebook to all incoming students during orientation

Reviewer
Annual Meeting of the Academy of Management

TECHNICAL SKILLS

Technical Skills	Modeling, Data Analytics, Text Mining, Web Scraping, Machine Learning
Soft Skills	Leadership, Team Work, Communication, Public Speaking
Computer Languages	Python, R, MATLAB
Software and Databases	STATA, Git, SQL
Manuscript Preparation	Microsoft Word, LaTeX