

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

2016 - 2017

*Research Assistant to Dr. Onyi Lam**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

Grauate 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 PreparationMicrosoft Word, L^AT_EX