

# ZHE (YOLANDA) XUE

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## EDUCATION

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### 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

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### 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

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### 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

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### 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**

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**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**

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**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**

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**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**

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**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, L<sup>A</sup>T<sub>E</sub>X