

# Xiaofeng Liu

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## ACADEMIC APPOINTMENT

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*Baruch College, City University of New York*, New York, USA 01/2024 – present  
Assistant Professor of Information Systems

## EDUCATION

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*University of California, San Diego*, San Diego, USA 09/2017 – 12/2023  
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

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*Topics:* Fin-Tech, Digital Platforms, Open Innovation

*Methodologies:* Econometrics, Structural Modeling, Machine Learning

## SELECTED HONORS

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- GPSA Travel Grant Award, UCSD 2023
- FutureBAProf Workshop Fellow, Iowa City 2022
- Dean's Fellowship for Summer Research, UCSD 2018 – 2022
- Rady Academic Year Fellowship, UCSD 2017 – 2023
- Outstanding Completion of National Undergraduate Training Programs for Innovation 2015
- National Academic Scholarship, the Ministry of Education of China 2013

## WORKING PAPERS

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- 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 the 3rd round review.
- Token Incentives and Platform Competition: A Tale of Two Swaps (with Wei Chen, and Kevin Zhu), *Management Science*, 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*, reject and resubmit.

## CONFERENCE AND WORKSHOP

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- Token Incentives and Platform Competition: A Tale of Two Swaps

*The Business of Blockchain Technology Conference*, Miami, FL, May 19-20, 2023.

*Tokenomics 2022: International Conference on Blockchain Economics, Security and Protocols*, Paris, France, Dec 12-13, 2022.

*UCSB-ECON DeFi Seminar*, Virtual Event, Nov 18, 2022.

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

*Conference of Information Systems and Technology (CIST)*, Indianapolis, IN, Oct 15-16, 2022.

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

*Platform Strategy Research Symposium*, Boston, MA, Jul 19, 2022.

*ISMS Marketing Science Conference*, Virtual Event, Jun 16-18, 2022.

- Growth vs. Competition in Emerging Digital Marketplaces: Evidence from Amazon Prime's Effect on Competitors  
*INFORMS Annual Meeting*, Indianapolis, IN, Oct 16-19, 2022. (Zhe Zhang)  
*Digital Transformation Research Workshop (CATS)*, Davis, CA, Oct 10, 2022. (Zhe Zhang)  
*Statistical Challenges in Electronic Commerce Research (SCECR)*, Virtual Event, Jun 17-18, 2021.  
*Conference of Information Systems and Technology (CIST)*, Virtual Event, Nov 7-8, 2020.

## **TEACHING EXPERIENCE**

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**Teaching Assistant, UC San Diego**

09/2017 – 12/2023

- Quantitative Analysis (core class of MBA program, 2018-2021)
- Operations (core class of MBA program, 2023)
- Web Data Analytics (elective class of M.S. in Business Analytics program, 2019 Summer)
- Math and Programming for Business Analytics (required for M.S. in Business Analytics program, 2020 Summer)
- Technology and Innovation Strategy (elective class of undergraduate, and MBA programs, 2018-2021)
- Project Management (elective class of undergraduate, M.S. in Business Analytics, and MBA programs, 2018-2023)

## **COMPUTATION SKILLS**

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**Analytics:** R, MATLAB, SAS

**Programming:** Python, HTML, LaTeX

**Database:** MySQL, Google Cloud BigQuery

## **ACADEMIC SERVICE**

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**Conference Program Committee:**

- Conference on Information Systems and Technology (CIST): 2023

**Journal Reviewer:** *Management Science*, *Marketing Science*, *International Journal of Research in Marketing*

**Conference Reviewer:** *International Conference on Information Systems (ICIS)*, *Conference on Information Systems and Technology (CIST)*, *China Summer Workshop on Information Management (CSWIM)*.