

XIAOWEI ZHANG 张晓伟

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Strategy & Entrepreneurship Department

Tilburg School of Economics and Management, Tilburg University

EDUCATION

- 2021 – 2025 *Doctor of Strategy & Organization*
Tilburg University, Tilburg, Netherlands.
Visiting Student (IE Business School, Strategy Dept – Aug 2023 to Dec 2023).
- 2019 – 2021 *Research Master of Strategy & Organization*
Tilburg University, Tilburg, Netherlands.
- 2016 – 2019 *Bachelor of International Business Administration*
Erasmus University Rotterdam, Rotterdam, Netherlands.
Visiting Student (Ross School of Business, University of Michigan – Sep 2018 to Dec 2018).

PUBLISHED PAPERS

1. Carol Xiaojuan Ou, Xiaowei Zhang, Spyros Angelopoulos, Robert M Davison, Noury Janse (2022) **Security Breach and Company Response Strategy: Exploring Consumers' Threat and Coping Appraisals.** *International Journal of Information Management*, 65 (2022): 102498.
 - Literature review, conceptual model framework, hypothesis development, survey design.

WORKING PAPERS

2. Xiaowei Zhang, Xavier Martin and Niels Noorderhaven, 2024, **How Complementors Respond to First-Party Complement Provision: The Moderating Role of a Decline in Submarket Attractiveness.**
3. Xiaowei Zhang, Xavier Martin and Niels Noorderhaven, 2024, **Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision.**
 - Finalizing for SMJ submission.
4. Xiaowei Zhang, Xavier Martin and Niels Noorderhaven, 2022, **Alliance Portfolio and Platform Adoption.**

WORKING IN PROGRESS

5. “How Do Small and Large Complementors Respond First-Party Versus Third-Party Superstar Complements”, with Xavier Martin and Niels Noorderhaven, data collection stage.
6. “Personalized recommendation and complementor diversification: Evidence from a social media platform”, with Yuping Li, data collection stage.
7. “Market Dynamics, Effectiveness of Open vs. Closed Platform-Based Ecosystem”, with Jiuyu Dong, conceptualization stage.

WORKSHOPS

- 2024 AMR's Bridge Reviewer Program
- August 2023 AOM STR Doctoral Consortium, online
- June 2023 Strategy Science Conference Doctoral Workshop, LMU
- June 2023 UZH PhD Workshop on "Corporate Strategy: Advances in the Study of Corporate Development Activities", University of Zurich, by Prof. Xavier Martin
- April 2022 The PDW at the Amsterdam Digital Transformation Lab, University of Amsterdam
- Oct 2021 UZH PhD Workshop on "Contributing to the Strategy Literature", University of Zurich, by Prof. Hart Posen

TEACHING

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| 2022 - 2024 | Bachelor Thesis (Supervision) Tilburg University |
| 2022 – 2024 | Research Skills (Tutorials) Tilburg University |
| 2021 – 2021 | Comparative & Cross-Cultural Mgt for IBA (Tutorials) Tilburg University |
| 2019 – 2019 | Technology Management for IBA (Project) Erasmus University Rotterdam |
| 2019 – 2019 | Applied Business Methods (Tutorials) Erasmus University Rotterdam |

AWARDS, GRANTS & HONORS

- *TiSEM Research Visit Funding 2023 – up to €5,000*
- *Distinction in Research Master 2021, Tilburg University*
- *Koopmans Scholarships - €24,000 2019-2021, Tilburg University*
- *CUM LAUDE Distinction in IBA 2019, Rotterdam School of Management, Erasmus University Rotterdam*

PROFESSIONAL ACTIVITIES

- Co-Organizer, Professional Development Workshop on Interdisciplinary Conversations on Platforms and Ecosystems, Annual Meeting of the Academy of Management 2024
- Ad-hoc Reviewer, Annual Meeting of the Strategic Management Society 2024
- Ad-hoc Reviewer, Annual Meeting of the Academy of Management 2022; 2023; 2024
- Ad-hoc Reviewer, Southern Management Association annual conference 2022

PRESENTATIONS

- **Alliance Portfolio and Platform Adoption.**
 - 2022 SMA conference, Little Rock, USA
- **Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision.**
 - March 2023 1st Tilburg-Rotterdam Research Workshop on Digital Markets (WDM), Rotterdam School of Management
 - May 2023 Brownbag Seminar, Tilburg University, Department of Management
 - June 2023 1st European Digital Platform Research Network (EU-DPRN), Milan, Italy (poster presentation)
 - June 2023 DRUID, Lisbon, Portugal (withdrawn)
 - August 2023 AOM Conference, Boston, USA
- **How Complementors Respond to First-Party Complement Provision: The Moderating Role of a Decline in Submarket Attractiveness.**
 - October 2024 SMS Conference, Istanbul, Turkey
 - August 2024 AOM Conference, Chicago, USA
 - June 2024 12th SKEMA KTO Paper Development Workshop, Riviera, French
 - June 2024 Digital Platform Ecosystem Forum, Doctoral Consortium, Passau, Germany
 - May 2024 Munich Summer Institute, Doctoral Consortium, Munich, Germany
 - September 2023 SMS Conference, Toronto, Canada (withdrawn)

SKILLS

- **R, Python, Stata**