

# Xiaowei Zhang 张晓伟

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## EDUCATION

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**PhD | Tilburg School of Economics and Management | Tilburg University** **Tilburg**

**Major: Organization and Strategy** Aug 2021 – Aug 2025

- Research Proposal: First-Party Complement Provision as a Strategic Action to Manage Platform Value

**Research Master | Tilburg School of Economics and Management | Tilburg University** **Tilburg**

**Major: Organization and Strategy** Aug 2019 – Aug 2021

- Research Master Thesis (8.0/10) *Why Do Complementors Participate - From Alliance Portfolios to Platform Ecosystems* (Empirical Paper, 08/2021)

**Bachelor | Rotterdam School of Management | Erasmus University Rotterdam** **Rotterdam**

**Program: International Business Administration (8.3/10)** Sep 2016 - Jul 2019

- Bachelor Thesis (9.0/10) in Accounting: *How could Goodwill go Bad?*

**Bachelor Exchange | Ross School of Business | University of Michigan** **Ann Arbor**

**Program: Business Administration** Sep 2018 - Dec 2018

- Core Course: Business Model Innovation, Technology and Business Innovation, Consulting Project in Supply Chain

## WORKSHOPS

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- 2023 Strategy Science Conference Doctoral Workshop | Munich | June, 2023
- 2023 PhD Workshop on “*Corporate Strategy: Advances in the Study of Corporate Development Activities*” | University of Zurich, by Prof. Xavier Martin | 31<sup>st</sup> May to 2<sup>nd</sup> June, 2023
- PhD Workshop on “*Contributing to the Strategy Literature*” | University of Zurich, by Prof. Hart Posen | Oct 2021
- The PDW at the Amsterdam Digital Transformation Lab, the University of Amsterdam | April 2022

## PRESENTATIONS AND INVITED TALKS

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- AOM Conference (STR division) | Boston | Aug, 2023 | Full Paper Presentation
- 1st EU-DPRN | Milan | June, 2023 | Poster Presentation
- Brownbag Seminar | Tilburg University, Management Department | May, 2023
- 1st Tilburg-Rotterdam Research Workshop on Digital Markets (WDM) | Rotterdam | March, 2023 | Full Paper Pre
- SMA Conference | Little Rock, USA | Oct 2022 | Full Paper Presentation

## PUBLICATION

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- 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”, Published in *International Journal of Information Management*

## WORKING PAPERS

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- Xiaowei Zhang, 2023, “How Do Small and Large Complementors Respond First-Party Versus Third-Party Superstar Complements”, Working Paper, Supervised by Prof. Niels Noorderhaven and Prof. Xavier Martin
- Xiaowei Zhang, 2023, “When Do Third-Party Complementors Benefit From First-Party Complement Provision”, Working Paper, Supervised by Prof. Niels Noorderhaven and Prof. Xavier Martin, **Accepted by 2023 SMS Conference**
- Xiaowei Zhang, 2023, “Under What Conditions Will a Platform Owner Introduces Its Own Complement Effects of Genre Development and Complementor Multi-Homing”, Working Paper, Supervised by Prof. Niels Noorderhaven and Prof. Xavier Martin, **Accepted by 2023 AOM Conference, 2023 EU-DPRN, 2023 DRUID (withdrawn)**
- Xiaowei Zhang, 2022, “Alliance Portfolio and Platform Adoption”, Working Paper, Supervised by Prof. Niels Noorderhaven

## **RESEARCH ASSISTANT**

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### **Security Breach Project**

**Jan – Jul 2021**

- Literature Review, Model Construction, Survey Design, Drafting the Manuscript

## **TEACHING AND TEACHING ASSISTANT (TA)**

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Research Skills | Tutorials | Tilburg University

**Nov. 2022-2023**

Supervision for Bachelor Thesis | Tilburg University

**Feb 2022 – June 2022**

Comparative & Cross-Cultural Mgt for IBA | Tilburg University

**Sep 2021 – Dec 2021**

Technology Management Course | TA | Rotterdam School of Management (RSM)

**Mar 2019 – Jun 2019**

Applied Business Methods Course | TA | Rotterdam School of Management (RSM)

**Jan 2019 - Apr 2019**

## **HONORS**

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- Distinction in research master degree | Tilburg University **2021**
- Koopmans Scholarship | Tilburg University **2019-2021**
- CUM LAUDE Distinction in bachelor degree | Erasmus University Rotterdam **2019**

## **SKILLS**

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- *R*
- *Python*
- *Stata*