

XIAOFEI QU

Phone: (34)691885904 ◊ Email: xqu@emp.uc3m.es

Department of Business Administration ◊ Universidad Carlos III de Madrid

Website: <https://sites.google.com/view/xiaofei-qu/home>

EDUCATION

Universidad Carlos III de Madrid	Spain
Ph.D. in Management (Advisors: Samira Reis, Alicia Barroso)	2020 - present
MRes in Business and Finance	2018 - 2020
Yale School of Management	United States
Visiting Ph.D. (Host Professor: Balázs Kovács)	2022
Tongji University	China
B.S. in Statistics	2012-2016
University of Minnesota, Twin Cities	United States
Visiting Student in Psychology	2015

RESEARCH INTERESTS

My research interests lie at the intersection of **Strategy and Organization Theory**, emphasizing the interface between organizations and their heterogeneous audiences. Specifically, I study **market identity, firm positioning, social evaluation, novelty appreciation in creative markets, the socio-cognitive structure of markets such as category and categorization, as well as social issues such as diversity and inclusion**. Methodologically, I employ a wide array of empirical tools, such as natural language processing, causal inference, and panel data analysis. In addition, I enjoy developing original datasets by web scraping and experiments.

WORKING PAPERS

- [1] Sleeping Beauty: Novelty-appreciation and Market Appeal in Creative Markets
(with Guang Zhu and Tao Wang; Under Review at: *Strategic Entrepreneurship Journal, Special Issue*)
- [2] From Ambivalence to Polarization: Consumer Evaluation of Organizations Engaged in Politicized Social Causes
(with Alicia Barroso and Samira Reis; Submitted to: *Management Science*)
- [3] As “Expected”: Categorical Positioning and Performance for Organizations in Creative Markets
(with Guang Zhu; Target Journal: *Organization Science*)
- [4] Perceived Authenticity and Open Policy Claims: How Restaurants’ Public Declarations of COVID-19 Safety Announcements on Yelp Influence Consumer Perceptions
(with Alicia Barroso and Samira Reis; Target Journal: *Strategic Management Journal*)

WORK IN PROGRESS

- [5] Level Up: Organizational Positioning, Ranking, and Performance Trajectories in Digital Markets
(with Guang Zhu; analyzing data and collecting additional data)
- [6] Cross-Platform Interdependency: How Marketplace Shocks Shape Strategic Dynamics in Crowdfunding Ecosystems
(with Xiaowei Zhang, Jiahe Wang; developing theory)
- [7] From Pitch to Play: Navigating Repositioning from Crowdfunding Pitch to Project Execution
(analyzing data)

[8] Independent or Rebellious: A Study of Indie Games Collective Identity
(with Guang Zhu; developing theory)

[9] Divided Playgrounds: the Impact of Social Controversies on Audience Engagement and Product Adoption
(developing theory)

CONFERENCE PRESENTATIONS & WORKSHOPS

(† Presented by coauthor)

As “Expected”: Categorical Positioning and Performance for Organizations in Creative Markets

with Guang Zhu and Tao Wang

- The 85th Academy of Management Annual Meeting, Copenhagen, Denmark 2025
- Harnessing Large Language Models (LLMs) for Management Research PDW, The 84th Academy of Management Annual Meeting, Chicago, U.S 2024
- Socio-Cognitive Perspectives in Entrepreneurship and Strategy Workshop (SCOPES), hosted by EEI ESADE, Barcelona, Spain† 2024
- The 40th European Group for Organization Studies (EGOS) Colloquium, Milan, Italy 2024

Sleeping Beauty: Novelty-appreciation and Market Appeal in Creative Markets

with Guang Zhu and Tao Wang

- The 85th Academy of Management Annual Meeting, Copenhagen, Denmark 2025
- The 41th European Group for Organization Studies (EGOS) Colloquium, Athens, Greece 2025

From Ambivalence to Polarization: Consumer Evaluation of Organizations Engaged in Politicized Social Causes

with Alicia Barroso and Samira Reis

- The 84th Academy of Management Annual Meeting, Chicago, U.S 2024
- Nagymaros Conference, Madrid, Spain 2024
- The 39th European Group for Organization Studies (EGOS) Colloquium, Cagliari, Italy 2023
- The 42nd Strategic Management Society Annual Conference, London, UK 2022
- Madrid Work and Organizations Workshop, Madrid, Spain 2022
- The 14th Medici Summer School, Paris, France 2022

Perceived Authenticity and Open Policy Claims: How Restaurants’ Public Declarations of COVID-19 Safety Announcements on Yelp Influence Consumer Perceptions

with Alicia Barroso and Samira Reis

- AMJ Paper Development Workshop, hosted by IE, Madrid, Spain 2022
- The 82nd Academy of Management Annual Meeting, Seattle, U.S 2022
- Nagymaros Conference, Berlin, Germany† 2022
- The 41st Strategic Management Society Annual Conference, Toronto, Canada (Virtual) 2021

Level Up: Organizational Positioning, Ranking, and Performance Trajectories in Digital Markets

with Guang Zhu

- AMJ Paper Development Workshop, hosted by ESADE, Barcelona, Spain† 2023

TEACHING

<i>Marketing Management</i> , Instructor, Universidad Carlos III de Madrid	2020 - 2022
<i>Organizational Behavior</i> , Instructor, Universidad Carlos III de Madrid	2022
<i>Negotiation</i> , Teaching Assistant, <i>Executive MBA Midterm Module</i> , CEIBS	2017 - 2018

SERVICE AND AFFILIATIONS

Reviewing

Reviewer for AOM Annual Meeting, OMT	since 2021
Reviewer for SMS Annual Meeting	since 2024

PROFESSIONAL EXPERIENCE

Research Assistant

2016 - 2018

School of Entrepreneurship and Management, ShanghaiTech University

- Conducting behavioral experiments, writing and revising manuscripts on negotiation, judgment and decision making, and social psychology in the interdisciplinary Decision Optimization Laboratory
- Yang, Y., Tang, C., Qu, X., Wang, C., & Denson, T. (2018). Group facial width-to-height ratio (FWHR) predicts intergroup negotiation outcomes. *Frontiers in Psychology*, 9:214. doi:10.3389/fpsyg.2018.00214

Business Analysis Intern

2016

eBay e-Commerce Technology Operations, Shanghai, China

OTHER SKILLS

Tech Skills Python, SQL, STATA, SAS, Qualtrics, HTML, LaTeX

Language Mandarin Chinese (Native), English (Fluent), Spanish (Elementary)

REFERENCES

Balázs Kovács

Professor

Yale School of Management

Email: balazs.kovacs@yale.edu

Samira Reis

Associate Professor

Universidad Carlos III de Madrid

Email: samira.dias@uc3m.es

Alicia Barroso

Associate Professor

Universidad Carlos III de Madrid

Email: alicia.barroso@uc3m.es