

XIAOFEI QU

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Department of Business Administration ◊ Universidad Carlos III de Madrid

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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

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