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JUNIOR RESEARCHER

**Digital Transformation**

XI.WU@SDABOCCONI.IT

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# Biography

Xi Wu is a Junior Researcher at SDA Bocconi School of Management.

Xi's primary research interest is in the area of information economics. The core question that motivates her research is: How do technologies influence the process by which firms capture and create values? In particular, her work tries to understand knowledge creation, innovation, and entrepreneurship in Information Technology (IT) industries. Her research uses interdisciplinary approaches such as econometrics, analytical modeling, and machine learning. Her work has been presented at leading conferences such as the Conference on Information Systems and Technology, the International Conference of Information Systems, the Academy of Management Annual Meeting, and the Strategic Management Society Conference.

She earned a Bachelor of Engineering in Automation from Central South University, a Master of Engineering in Pattern Recognition & Intelligent Systems from Huazhong University of Science and Technology, a Master of Science in Business Analytics from The Chinese University of Hong Kong and a Ph.D. degree in Business Administration (Management Information Systems) from Temple University.

## Teaching domains

Business Model Transformation

Digital Innovation

IT Organization

IT Project Management

IT Strategy

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## OTHER

YU Z., CAO Z., WU X., BAI X., QIN Y., ZHUO W., XIAO Y., ZHANG X., XUE H.

**Automatic image-based detection technology for two critical growth stages of maize: Emergence and three-leaf stage**

2013, Agricultural and Forest Meteorology

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## PROCEEDINGS/PRESENTATIONS

WU X., PANG M.

**How Data Privacy Regulations Affect Competition: Empirical Evidence from Mobile Application Market**

*International Conference on Information Systems (ICIS), 12-15 December, 2021, Austin, Texas, United States of*

America

WU X., PANG M.

**How Data Privacy Regulations Affect Competition: Empirical Evidence from Mobile Application Market**  
*INFORMS 2021 Annual Meeting, 24-27 October, 2021, Anaheim, CA, United States of America*

WU X., PANG M.

**How Data Privacy Regulations Affect Competition: Empirical Evidence from Mobile Application Market**  
*Statistical Challenges in Electronic Commerce Research (SCECR), 17-20 June 2021, (virtual)*

WU X., SUBODHA K., PANG M.

**Tackling Android Fragmentation: Mobile Apps' Dilemma and the Platform's Strategies**  
*International Conference on Information Systems (ICIS), 13-16 December, 2020, Hyderabad, India (virtual)*

WU X., SUBODHA K., PANG M.

**Tackling Android Fragmentation: Mobile Apps' Dilemma and the Platform's Strategies**  
*Decision Sciences Institute (DSI) Annual Conference, 21-23 November, 2020, (virtual)*

WU X., PANG M., REN C. R.

**That's Mine! Employee Side Projects, Intellectual Property Ownership, and Firm Innovation**  
*Strategic Management Society (SMS) Annual Conference, 26-30 October, 2020, (virtual)*

WU X., PANG M., REN C. R.

**That's Mine! Employee Side Projects, Intellectual Property Ownership, and Firm Innovation**  
*Academy of Management Annual Meeting, 7-11 August, 2020, (virtual)*

WU X., GONG J., GREENWOOD B. N., SONG Y.

**No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Markets**  
*Australian & New Zealand Academy of Management (ANZAM), 3-6 December, 2019, Cairns, Queensland, Australia*

WU X., PANG M., REN C. R.

**That's Mine! Employee Side Projects, Intellectual Property Ownership, and Firm Innovation**  
*International Conference on Information Systems (ICIS), 15-18 December, 2019, Munich, Germany*

WU X., SUBODHA K.

**Tackling Android Fragmentation: Strategies of Android Platform and Mobile Apps**  
*Conference on Information Systems and Technology (CIST), 19-20 October, 2019, Seattle WA, United States of America*

WU X., PANG M., REN C. R.

**That's Mine! Employee Side Projects, Intellectual Property Ownership, and Firm Innovation**  
*Conference on Information Systems and Technology (CIST), 19-20 October, 2019, Seattle, WA, United States of America*

WU X., GONG J., GREENWOOD B. N., SONG Y.

**No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Markets**  
*Academy of Management Annual Meeting, 9-13 August, 2019, Boston, MA, United States of America*

WU X., GONG J., PAVLOU P.

**Contribution Status and Voluntary Contribution in Open Source Software Projects**  
*Statistical Challenges in Electronic Commerce Research (SCECR), 11-13 June 2019, Hong Kong, China (PRC)*

WU X., GONG J., GREENWOOD B. N., SONG Y.

**No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Markets**  
*IMS-FIPS Workshop, 15-16 June, 2019, Shanghai, China (PRC)*

WU X., GONG J., GREENWOOD B. N., SONG Y.

**No Longer Rolling Dirty: How Purchase Subsidies for Electric Vehicles Affect Automobile Market**  
*Utah Winter Conference on Business Analytics (WCBA), 7-9 March, 2019, Snowbird, UT, United States of America*

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