

# YIXUAN LIU

China Europe International Business School (CEIBS)  
699 Hong Feng Road, Shanghai, 201206, China  
yixuanliu@ceibs.edu

## ACADEMIC APPOINTMENTS

---

### China Europe International Business School

Assistant Professor of Management Information Systems

2022 -

### Krannert School of Management, Purdue University

Assistant Professor of Management (Management Information Systems Area)

2020 - 2022

## EDUCATION

---

### McCombs School of Business, University of Texas at Austin

Ph.D., Information, Risk, and Operations Management

2014 - 2020

– Advisors: Guoming Lai and Andrew B. Whinston

### Tsinghua University

B.S., Pure and Applied Mathematics

2010 - 2014

B.A., Economics

2011 - 2014

## RESEARCH INTERESTS

---

**Topic:** Digital Platforms, Healthcare, Sharing Economy, IoT, Sustainability

**Methodology:** Economic Modeling, Econometrics, Applied Machine Learning, Field Experiments

## RESEARCH PAPERS

---

### Published Papers

“On the Participation, Competition and Welfare at Customer-Intensive Discretionary Service Platforms,” with Xiaofang Wang, Steve Gilbert and Guoming Lai, *Manufacturing & Service Operations Management* 25(1):218-234.

– Previously titled “Pricing, Quality and Competition at On-Demand Healthcare Service Platforms”

“International Taxation and Production Outsourcing,” with Guoming Lai and Wenqiang Xiao, *Production and Operations Management* 30.2 (2021): 402-418.

“Efficient Real-Time Routing for Autonomous Vehicles through Bayesian Correlated Equilibrium: An Information Design Framework,” with Andrew B. Whinston, *Information Economics and Policy* 47 (2019): 14-26.

### Working Papers

“On-Demand Healthcare Platforms: Impact of Subsidized Q&A Service on Online Consultations and Offline Appointments,” with Ashish Agarwal, Guoming Lai and Weihua Zhou

“Analysis of Optimal Inventory Management for Dual Blood Products with Dual Sources,” with Youyi Feng and Guoming Lai

### Work in Progress

“Gatekeeping Systems with Patient Choice,” with Xiaofang Wang and Guoming Lai.

“Toll Exemption Policy for Electric Vehicles,” with Andrew B. Whinston.

## TEACHING EXPERIENCE

---

### CEIBS

Information Technology in the New Economy (MBA Elective) *January 2023*

### Purdue University

MGMT 479 – Data Visualization *Spring 2022*

MGMT 545 – System Development *Spring 2021, 2022*

MGMT 690 – Doctoral Seminar in MIS *Fall 2020*

### University of Texas at Austin

OM s335 – Operations Management *Summer 2018*

## PROFESSIONAL ACTIVITIES

---

### Conference & Seminar Presentations

**2022:** INFORMS, ICIS

**2021:** POMS, INFORMS, Purdue University (Krannert SCOM), CEIBS, CKGSB

**2020:** Fudan University (School of Management), Renmin Business School, CUHK Business School, London Business School, Fordham University (Gabelli School of Business), Purdue University (Krannert School of Management)

**2019:** Clemson University (College of Business), Michigan State University (Eli Broad College of Business), Southern University of Science and Technology, INFORMS, CIST, POMS

**2018:** MSOM, INFORMS, TPI's Artificial Intelligence conference, NBER Conference on the Economics of Autonomous and Electric Vehicles

**2017:** POMS, INFORMS

### Services

**Krannert School of Management:** MIS PhD Admission Committee, Member, 2020 - 2021

**CIST 2022:** Organizing Committee, Member

**Reviewers:** Management Science, Production and Operations Management, Omega, Decision Support Systems, ICIS

## HONORS & AWARDS

---

Third Prize, CSAMSE Best Paper Competition, *2019*

GS University Graduate Continuing Fellowship, UT Austin *2017*

McCombs Dean's Fellowship, UT Austin *2014, 2015, 2016, 2018*

Outstanding Undergraduate Award, Tsinghua University *2014*

129 Scholarship of Tsinghua University (first class scholarship) *2013*