Xia LI **xiali7@bu.edu**

I am Xia LI, a first year PhD student with Strategy and Innovation Department, Questrom School of Business, Boston University. I am very interested in and would like to attend the NBER Digitization Tutorial 2018 to be held at Stanford University.

I am interested in innovation and sustainability topics in general.
I have taken the course Economics of Information Technology at MIT this year, and am working on some projects in information technology related field, including

1. Impact of industry category on information technology adoption

A lot of new successful information technologies/products categorize themselves in some traditional categories, particularly at the early stage. For instance, IPhone categorized it as a "phone," while phone is a very small feature of the new product, but because this feature is widely understood, the new product can be easily accepted at the early stage. Similarly, encyclopedia focuses on factual information concerning different subjects and has existed for around two thousand years. Using information technology to develop this traditional category seems natural, and the collaborate feature makes it more promising. Recently, there are some organizational theorists have begun to explore the role of categories in industry dynamics, and their interaction with technological designs (e.g. Grodal 2015). However, most studies are very theory based and few have conducted empirical or field studies. To further develop this idea, we will

- Conduct field study on technology firms and collect data on how new technologies influence the creation of product categories, and how existing categories impact the technology selection. If possible, collecting data in longer time period so that we can see whether certain categories/technologies sustain.
- Analyze whether there is statistic correlation between success of certain new information technologies/products with their association with certain widely accepted categories.

2. Two-way interaction between digital technologies and firm's strategies by using survey and empirical analysis

Thank you very much for your consideration. I look forward to the NBER Digitization Tutorial in February 2018.

Contact

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Education

Boston University Questrom School of Business
Ph.D in Management Candidate, expected in 2021

Columbia University School of International and Public Affairs
Master of Public Administration, 2008

Peking University
Bachelor in English Literature and Linguistics, 2005
Bachelor in Economics, 2005
Bachelor in Statistics, 2005

Previous Experience

Aon Asia, Hong Kong
Regional Associated Director, Construction, Power and Infrastructure, 2014 - 2017
Regional Senior Manager, Construction, Power and Infrastructure, 2013 - 2014
Manager, Construction, Power and Infrastructure, 2011-2013

Environmental Resources Management (ERM), Hong Kong and Beijing
Consultant, 2010-2011
Assistant Consultant, 2008-2010

Bloomberg New Energy Finance, New York
Intern, 2008

United Nations, New York
Research Intern, Department of Economic and Social Affairs, Sustainable Development Division, 2007

Nestle (China) Ltd., Beijing and Shanghai
Management Trainee, 2005-2006

Languages

English: fluent
Mandarin: native
Cantonese: fluent