

YUNXIANG BAI

McCombs School of Business, The University of Texas at Austin
2110 Speedway, Austin, TX 78712
yunxiang.bai@mcombs.utexas.edu

EDUCATION

The University of Texas at Austin, McCombs School of Business Austin, TX
Ph.D. in Management *Expected 2027*
Dissertation: “Evaluative Evolution: How Firms Compete to Define the Evaluation Criteria of Innovations”
Committee Chair: Francisco Polidoro

University of Minnesota, Twin Cities Minneapolis, MN
M.S. in Biostatistics 2021
Relevant Coursework: Causal Inference, Advanced Regression, Bayesian Statistics, Decision Analysis for Healthcare

Tsinghua University Beijing, China
Bachelor of Laws (LL.B.) 2018
Relevant Coursework: Intellectual Property Law, Commercial Law

RESEARCH INTERESTS

Innovation Strategy, Evaluation of Innovations, Pharmaceutical Industry, Science-Based Business, Strategic Management of Intellectual Property.

PUBLICATIONS

1. **Bai & Berg** (2021). Mitigating Nonattendance Using Clinic-Resourced Incentives Can Be Mutually Beneficial: A Contingency Management-Inspired Partially Observable Markov Decision Process Model. *Value in Health*, 24(8), 1102-1110.

WORKING PAPERS

1. **Bai**, Shen, & Chang. “Vision or Delusion? How Evaluation Sequence Anchors the Assessment of Novelty.”
 - *Status*: Preparation for submission to *Strategic Management Journal*.
2. Polidoro & **Bai**. “On Giants’ Shoulders While Keeping Others Off of Yours: Engagement in Science and Firm Generative Appropriability.”
 - *Presentation*: Strategic Management Society Annual Conference (Istanbul, 2024).
3. Polidoro & **Bai**. “How University Entrepreneurship Shapes Technological Trajectories.”
 - *Presentation*: Strategic Management Society Annual Conference (Toronto, 2023).

TEACHING EXPERIENCE

The University of Texas at Austin, McCombs School of Business
Instructor of Record

- **General Management & Strategy** (Undergraduate/Master’s) Summer 2024

- *Instructor Rating: 5.00/5.00 | Course Rating: 4.89/5.00*

University of Minnesota, Twin Cities

Teaching Assistant

- Biostatistical Literacy 2019 – 2020

HONORS & AWARDS

Outstanding Graduate Research Fellowship 2026 – 2027

The University of Texas at Austin

McCombs Dean’s Fellowship 2025 – 2026

The University of Texas at Austin

Cooper Fellowship 2025 – 2026

The University of Texas at Austin

Graduate Recognition Fellowship 2025 – 2026

The University of Texas at Austin

Graduate School Continuing Fellowship 2024 – 2025

The University of Texas at Austin

CONFERENCE PRESENTATIONS

- **Strategic Management Society (SMS) Annual Conference**, Istanbul 2024
- **Strategic Management Society (SMS) Annual Conference**, Toronto 2023

PROFESSIONAL SERVICE

Academy of Management (AOM)

- *Organizer*, Rosenthal Dept. of Management Alumni Breakfast (Chicago) 2024
– Managed logistics and introduced initiative to promote graduating doctoral students to alumni network.
- *Member* 2021 – Present

Strategic Management Society (SMS)

- *Ad Hoc Reviewer*, Annual Conference 2024 – Present
- *Member* 2023 – Present

PRIOR RESEARCH EXPERIENCE

University of Minnesota, Division of Health Policy & Management 2019 – 2021
Research Assistant (Advisor: Björn Berg)

- *Clinic as Curriculum*: Analyzed scheduling data to improve family medicine residency program predictability.
- *Incentive Modeling*: Developed discrete event simulation models to assess policy-driven wait time reductions.

Tsinghua University, School of Law 2018
Research Assistant (Advisor: Jianmin Chen)

- *Patent Enforcement*: Analyzed enforceability and appropriability of new use patents in China’s healthcare system.

SKILLS

- **Methodologies:** Retrieval-Augmented Generation, Natural Language Processing, Causal Inference, Machine Learning, Mathematical Modeling (Differential Equation & Simulation Models), Decision Analysis.
- **Software & Languages:** R, Python, SQL, Cloud Computing Platforms.
- **Languages:** Chinese (Native), English (Fluent).