

# XIAOSHU BEI

Cell: +1 919-699-8937

Email: xiaoshu.bei@colorado.edu

Address: Office 459, 995 Regent Dr, Boulder, CO 80309

## ACADEMIC EMPLOYMENT

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**Assistant Professor of Strategy and Entrepreneurship**

Leeds School of Business, University of Colorado Boulder

*2019-present*

## EDUCATION

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**Duke University, Durham, NC, USA**

Ph.D. in Business Administration, Strategy

*2020*

**Duke University, Durham, NC, USA**

M.A. in Economics

*2013*

M.A. in Genetics

*2011*

**Cornell University, Ithaca, NY, USA**

Visiting Student, Food Science

*2007*

**Zhejiang University, Hangzhou, Zhejiang, China**

B.Eng. in Biomedical Engineering

*2008*

## PUBLICATIONS

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[1] **Bei, X.** (2019) "Trademark, Specialized Complementary Assets, and the External Sourcing of Innovation" *Research Policy* 48(9): 103709

[2] Ridley, D., **Bei, X.**, Liebman, E. (2016) No Shot: US Vaccine Prices and Shortages. *Health Affairs*, 35(2), 235-241

## PEER REVIEWED CONFERENCE PROCEEDINGS

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[1] **Bei, X.** "The Sourcing of Human Capital and the Sourcing of Innovation" *Academy of Management Proceedings*, 2018 (1), 15265

[2] **Bei, X.** "Scope Advantage or Disadvantage? – Cost Spreading and Firm's Innovation Response to Demand Pull" *Academy of Management Proceedings*, 2017 (1), 14842

[3] Arora, A., **Bei, X.**, Cohen, W.M. "Why Innovating Firms Trademark (Or Not): Evidence from the US Trademark Data" *Academy of Management Proceedings*, 2016 (1), 17249

## OTHER PUBLICATIONS: SCIENCE AND RELATED PATENTS

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- [1] Schaefer, E., Zaloszcyc, A., Lauer, ..., **Bei, X.**, ... , Dollfus, H. (2011). Mutations in SDCCAG8/NPHP10 cause Bardet-Biedl syndrome and are associated with penetrant renal disease and absent polydactyly. *Molecular Syndromology*, 1(6), 273-281.
- [2] Otto, E. A., Hurd, T. W., Airik, R., ..., **Bei, X.**, ... , Hildebrandt, F. (2010) Candidate exome capture identifies mutation of SDCCAG8 as the cause of a retinal-renal ciliopathy. *Nature Genetics*, 42(10), 840-850.
- [3] Zheng, L., Cheng, Z., Ai, C., Jiang, X., **Bei, X.**, Zheng, Y., ... Shou, H. (2010). Nicotianamine, a novel enhancer of rice iron bioavailability to humans. *PLoS One*, 5(4), e10190.
- [4] Lu, Y., Meng, Q., Zhang, G., **Bei, X.** (2008). Clozapine-induced hepatotoxicity in rat hepatocytes by gel entrapment and monolayer culture. *Toxicology in Vitro*, 22(7), 1754-1760.

**Patent** CN101143011 B: Methods of Enhancing Food Iron Bioavailability  
With Wu P, Shou H, Cheng L, **Bei X**, Zheng L, Zheng Y, Lei X

**Patent** CN101200714 A: Cultivation and Application of Genetically Modified Rice Crop with High Iron, Zinc and Nicotianamine Grain  
With Wu P, Shou H, Cheng L, **Bei X**, Zheng L, Zheng Y, Lei X

## INVITED SEMINAR AND CONFERENCE PRESENTATIONS

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- 2020 SMS Entrepreneurship and Strategy IG Research Seminar Series**, Online Webinar  
Post-Entry Capability Development: The Relationship Between Complementary Asset Discontinuity and External Technology Sourcing
- 2019 Twelfth Annual Searle Center/USPTO Conference on Innovation Economics**, Chicago IL  
Boundary Choices in Innovation: How does Availability of hiring Affect Firm's Technology Sourcing Strategies
- 2018 Roundtable for Engineering Entrepreneurship Research (REER) Conference**  
Scheller College of Business, Georgia Institute of Technology, Atlanta GA  
Boundary Choices in Innovation: How does Availability of Hiring Affect Firm's Technology Sourcing Strategies (Poster Session)
- 2018 Academy of Management Annual Conference**, Chicago IL  
The Sourcing of Human Capital and the Sourcing of Innovation
- 2017 Strategic Management Society Annual Conference**, Houston TX  
Scope Advantage or Disadvantage? - Cost spreading and Firm's Innovation Response to Demand Pull
- 2017 INFORMS Annual Conference**, Houston TX  
Scope Advantage or Disadvantage? - Cost spreading and Firm's Innovation Response to Demand Pull
- 2017 Academy of Management Annual Conference**, Atlanta GA  
Scope Advantage or Disadvantage? - Cost spreading and Firm's Innovation Response to Demand Pull
- 2017 Tenth Annual Searle Center/USPTO Conference on Innovation Economics**, Chicago IL  
Discussant: On the International Changes of Patent Ownership: Strategic Relocation and Patent Boxes
- 2016 Strategic Management Society Annual Conference**, Berlin Germany  
Why Innovating Firms Trademark (Or Not): Evidence from the U.S. Trademark Data
- 2016 Academy of Management Annual Conference**, Anaheim CA  
Why Innovating Firms Trademark (Or Not): Evidence from the U.S. Trademark Data
- 2015 Asia Pacific Innovation Conference**, Hangzhou China  
Why Innovating Firms Trademark (Or Not): Evidence from the U.S. Trademark Data

## TEACHING SEMINARS ATTENDED

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### **Advanced PlayPosit: PlayPosit – From Setup through Grading**

Leeds Summer Workshop Series, 2020/07

### **Pre-Recorded Zoom Videos: Zoom Lecture Recording at Home**

Leeds Summer Workshop Series, 2020/07

### **Packback for CU**

Leeds Summer Workshop Series, 2020/07

### **Advanced Zoom Training**

Leeds Summer Workshop Series, 2020/07

### **Introduction to Camtasia**

Leeds Summer Workshop Series, 2020/07

### **Introduction: Make Videos to Deliver Course Content**

Leeds Summer Workshop Series, 2020/06

### **Canvas Engagement: How to Engage Students with Canvas and Non-Canvas Tools**

Leeds Summer Workshop Series, 2020/06

### **Zoom Engagement: How to Engage Students on Live Zoom Calls**

Leeds Summer Workshop Series, 2020/06

### **Designing a Curriculum for Online and Hybrid Classes**

Harvard Business Publishing Education Webinars, 2020/07

### **Exploring the Challenges and Opportunities in Online Case Teaching: Insights from Two Case Teaching Experts**

Harvard Business Publishing Education Webinars, 2020/06

### **Deep Dive Into Case Teaching Online**

Harvard Business Publishing Education Webinars, 2020/04

### **Moving a Case Class Online**

Harvard Business Publishing Education Webinars, 2020/03

### **Adapting Quickly to Teaching Online**

Harvard Business Publishing Education Webinars, 2020/03

## TEACHING EXPERIENCE

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### **Entrepreneurial Environment**

*Instructor, University of Colorado Boulder, Leeds School of Business*

2019-2021

*Undergraduate*

### **Building and Sustaining a Successful Enterprise**

*Guest lecturer, Duke Innovation and Entrepreneurship Initiative*

2017

*Undergraduate*

### **Principles of Strategy**

*Teaching Assistant, Fuqua School of Business, Duke University*

2015-2018

*MMS, MQM*

### **Foundations of Strategy**

*Teaching Assistant, Fuqua School of Business, Duke University*

2013-2018

*Daytime MBA, Executive MBA*

### **Entrepreneurial Strategy**

*Teaching Assistant, Fuqua School of Business, Duke University*

2014

*Daytime MBA, Executive MBA*

**Molecular Biology (Lab session)**  
*Duke University*

2011-2012  
*Undergraduate*

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## ACADEMIC SERVICE

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**Editorial board member:** Management and Organization Review

**Ad hoc Reviewer:** Strategic Management Journal, Journal of Management Studies, Regional Studies, Journal of Strategic Management, Academy of Management Annual Conference

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## PROFESSIONAL EXPERIENCE

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**Office of Licensing and Ventures, Duke University** Durham, NC  
*Student Summer Assistant* 2013

**Program of Global Health and Technology Access, Duke University** Durham, NC  
*Research Assistant* 2012

**GlaxoSmithKline** Research Triangle Park, NC  
*Visiting Scholar* 2010

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## STUDENT ADVISING

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Managing and Mentoring Research Assistants (Fuqua School of Business): 2015

Hired, trained, supervised and mentored master level research assistants for data collection and cleaning

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## PROFESSIONAL MEMBERSHIP

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Academy of Management (since 2016)

Strategic Management Society (since 2016)

INFORMS (since 2017)

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## AWARDS, GRANTS AND FELLOWSHIPS

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Faculty Teaching Excellence Program MTLV faculty researchers (2020)

United States Association for Small Business and Entrepreneurship (USASBE) scholarship for entrepreneurship teaching and learning: The Experiential Classroom (2019)

Academy of Management Doctoral Consortium, 2017 (TIM), 2018 (STR), 2019 (ENT)

Strategic Management Society Doctoral Workshop Scholarship (2016)

Doctoral Fellowship from Duke University, Fuqua School of Business (2013-2018)

Duke University Stanback Internship Program Grant (2012)

Duke University Graduate Student Fellowship (2008-2011)

Cornell University Student Research Funding (2007)

Zhejiang University International Exchange Program Fellowship (2006)

Zhejiang University Student Research Training Program (SRTP) Grant (2005, 2006)

## **MEDIA COVERAGE**

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AcademyHealth.org (2016) Should we pay more for vaccines?

Duke News/Events (2016) Using price to avoid vaccine shortages.

PharmaExec.com (2016) Price to avoid vaccine shortages, say researchers.

The New York Times (2016) Low prices for vaccines can come at a great cost.