

# Xiaowei Zhang

---

[CUNEF UNIVERSIDAD](#)  
Almansa 101, 28040 Madrid Spain  
[xiaowei.zhang@cunef.edu](mailto:xiaowei.zhang@cunef.edu)  
[CUNEF Website](#)  
[Google Scholar](#)  
[ORCID](#)

---

## EMPLOYMENT

Assistant Professor, Department of Business Management, CUNEF Universidad, 2025 -

## EDUCATION

Doctor of Strategy & Organization, Tilburg University, the Netherlands, 2021-2025  
(Visiting PhD Student, IE Business School, Spain, 2023)

Research Master of Strategy & Organization, Tilburg University, the Netherlands, 2019-2021

Bachelor of International Business Administration, Erasmus University Rotterdam, the Netherlands, 2016-2019 (Visiting Bachelor Student, University of Michigan, USA, 2018)

## FIELDS OF INTEREST

Digital Platform Strategy and Governance, Business Ecosystem, Value Co-Creation, Corporate Development Activities, Innovation Strategy

## PUBLICATIONS

1. Carol Xiaojuan Ou, **Xiaowei Zhang**, Spyros Angelopoulos, Robert M Davison, Noury Janse (2022) Security Breach and Company Response Strategy: Exploring Consumers' Threat and Coping Appraisals. *International Journal of Information Management*, 65 (2022): 102498.

## WORKING PAPERS

1. **Xiaowei Zhang**, 2024, [A Novel Contingency for Platform Owner Entry] (title is anonymized for the purpose of double-blind review).

1. Review and Resubmit at the *Strategic Management Journal*.
2. **Xiaowei Zhang**, Xavier Martin and Niels Noorderhaven, 2024, Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision.
3. **Xiaowei Zhang**, Xavier Martin and Niels Noorderhaven, 2025, Novel-to-Self Innovation In Platform-Mediated Creative Industry.

## SELECTED ACADEMIC HONOURS AND GRANTS

1. Best Paper Proceeding 2025 AOM Conference
2. *Distinction in Research Master 2021, Tilburg University*
3. *Koopmans Scholarships - €24,000 2019-2021, Tilburg University*

## SELECTED PRESENTATIONS

### CONFERENCES

**[A Novel Contingency for Platform Owner Entry] (title is anonymized for the purpose of double-blind review).**

- July 2025 AOM Conference Presenter Symposium, Copenhagen, Denmark
- October 2024 SMS Conference, Istanbul, Turkey
- August 2024 AOM Conference, Chicago, USA

**Genre Dynamics and Strategic Entry into Submarkets: Unveiling the Cooperative Dimensions of First Party Complement Provision.**

- July 2025 AOM Conference, Copenhagen, Denmark (*Best Paper Proceeding*)
- June 2025 3rd EU-DPRN, Madrid, Spain
- April 2025 VU Ecosystem Hub, Amsterdam, the Netherlands

## PROFESSIONAL ACTIVITIES

- Ad-hoc Reviewer, Annual Meeting of the Strategic Management Society, 2024; 2025
- Ad-hoc Reviewer, Annual Meeting of the Academy of Management, 2022-2025
- Ad-hoc Reviewer, International Conference on Information Systems, 2023-2025
- Ad-hoc Reviewer, Southern Management Association annual conference, 2022