

Xiaoxuan (Cleo) Xu

Stevens Institute of Technology
School of Business
1 Castle Point Terrace, Hoboken, NJ 07030

Last updated: July 2026

✉ xxu62@stevens.edu
in [linkedin.com/in/cleo-xu](https://www.linkedin.com/in/cleo-xu)
🌐 cleo-xu.github.io

EDUCATION	Stevens Institute of Technology Hoboken, NJ <i>Ph.D. in Business Administration</i> 2023–May 2027 (Expected) <i>Information Systems & Analytics Concentration</i> Dissertation: <i>Computational Frameworks for Multimodal Digital Discourse: Essays on Platforms, Podcasts, and Places</i> New York University New York, NY <i>M.A. in Media, Culture, and Communication</i> 2018–2020 Minzu University of China Beijing, China <i>B.A. in Advertising</i> 2014–2018
RESEARCH INTERESTS	Topics: Digital Discourse, Online Communities, Platform Governance & On-line Trust/Safety, AI-enabled Information Systems Methods: Computational Social Science, NLP & LLMs, Multimodal AI
TEACHING INTERESTS	AI for Business & Responsible AI Use, Business Analytics & Data Visualization, Applied NLP, Data Mining, Machine Learning, Social Media Analytics
RESEARCH PIPELINE	<i>Under Review & Revision</i> The Deplatforming Paradox <i>Xiaoxuan Xu, Jingyi Sun, Feng Mai</i> • Major Revision at <i>MIS Quarterly</i> • Presented at <i>INFORMS 2023</i> Introduces a novel computational framework integrating large-scale NLP (transformer toxicity classifiers and diachronic word embeddings) with causal inference to measure how platform governance reshapes both explicit and latent bias in online communities. Consumer Complaint, Company Resolution, and Consumer Dispute of the Resolution <i>Vivek Astvansh, Xiaoxuan Xu, Feng Mai</i> • Submitted to <i>Journal of Business Research</i> Applies NLP feature extraction and gradient-boosted models to predict whether consumers dispute company resolutions across 768K CFPB complaints. <i>Work in Progress</i>

A Multimodal Discourse Framework for Decoding Podcasts: Content, Structure, and Delivery

Xiaoxuan Xu, Jingyi Sun, Feng Mai

- Presented at WITS 2025, PDW Computational Methods in Management Research Workshop 2026

Builds a multimodal discourse framework that fuses lexical and acoustic cues to decode podcast interviews. A governed AI pipeline (speech models, bounded LLMs, and human validation) parses RST rhetorical relations over a heterogeneous discourse graph.

When Communities Watch: Locational Public Discourse and Municipal Bond Markets

Xiaoxuan Xu, Jingyi Sun, Ying Wu, Feng Mai

Extracts geo-anchored cultural values from online community posts and links it to municipal bond pricing and liquidity, testing whether locational discourse explains borrowing costs beyond static demographic proxies.

PRESENTATIONS & TALKS

- Computational Frameworks for Multimodal Digital Discourse: Essays on Platforms, Podcasts, and Places. *People + Machine Workshop, PhD Student Lightning Talks, Stevens Institute of Technology, Hoboken, NJ, 2026.*
- A Podcast Analytics Approach for Decoding Entrepreneurial Storytelling. *PDW @ Computational Methods in Management Research Workshop, University of Notre Dame, South Bend, IN, 2026.*
- A Podcast Analytics Approach for Decoding Entrepreneurial Storytelling. *PhD Research Showcase Day, Stevens Institute of Technology, Hoboken, NJ, 2026.*
- A Podcast Analytics Approach for Decoding Entrepreneurial Storytelling. *The 35th Workshop on Information Technologies and Systems (WITS 2025), Nashville, TN, 2025.*
- A Podcast Analytics Approach for Decoding Entrepreneurial Storytelling. *School of Business IS&A Research Seminar, Stevens Institute of Technology, Hoboken, NJ, 2025.*
- The Deplatforming Paradox. *MIS Quarterly Author Development Workshop, Virtual, 2024.*
- The Deplatforming Paradox. *INFORMS Annual Meeting, Phoenix, AZ, 2023.*
- The Deplatforming Paradox. *School of Business IS&A Research Seminar, Stevens Institute of Technology, Hoboken, NJ, 2023.*

TEACHING EXPERIENCE

Instructor, Stevens Institute of Technology

- **BIA 568: Management of A.I. Technologies** (Scheduled, Fall 2026)
 - A graduate course on the management of enterprise AI, from strategy and governance to implementation. Help students to build hands-on

fluency with the modern AI stack (LLM APIs, retrieval-augmented generation, fine-tuning, and model evaluation) through applied projects.

Teaching Assistant, Stevens Institute of Technology

- **BIA 660: Web Mining** (Fall 2023, Fall 2024, Spring 2026) – *Led Python labs on NLP & LLM.*
- **BIA 658: Social Network Analytics and Visualization** (Fall 2023)
- **BIA 650: Optimization and Process Analytics** (Fall 2023)
- **BIA 652: Multivariate Data Analysis** (Fall 2023, Spring 2024)

Certifications

- Certificate of Teaching at the College Level (Spring 2023)

HONORS & AWARDS

- Doctoral Consortium Fellow, AMCIS 2026
- Doctoral Consortium Fellow, AOM CTO Division (Travel Fund from NSF - \$1,000) 2026
- FutureBAProf, Tippie College of Business, University of Iowa 2026
- Graduate Conference Funding (\$3,000), Stevens Institute of Technology 2024–2025
- MIS Quarterly Author Development Workshop Selected Attendee 2024
- Provost Doctoral Fellowship, Stevens Institute of Technology 2022
- The Conference Fund (\$1,000), New York University 2019
- Global Study Scholarship (\$3,000), New York University 2019
- MUFG Bank Scholarship (CNY 4,500), Minzu University of China 2018
- First-Class Academic Scholarship (CNY 8,000), Minzu University of China 2014–2017
- CCTV 2nd National Public Service Advertising Competition, Silver Award (CNY 8,000) 2016

SERVICE & MEMBERSHIPS

Conference Reviewer

- Conference on Information Systems and Technology (CIST) 2026
- International Conference on Information Systems (ICIS) 2025
- Workshop on Information Technologies and Systems (WITS) 2025, 2026
- Hawaii International Conference on System Sciences (HICSS) 2024, 2026

Memberships

- INFORMS, Association for Information Systems (AIS), Academy of Management (AOM), Decision Sciences Institute (DSI)

PROFESSIONAL EXPERIENCE	Elsevier , Marketing Specialist	Beijing, China, 2021
	– Built and analyzed CRM dashboards to benchmark, target, and track engagement across marketing campaigns for Elsevier’s research-product portfolio. Developed interactive Tableau reports that translated product-usage and ROI data into evidence-based renewal narratives.	
	SinoVision , Financial News Intern	New York, NY, 2020
	– Collected, analyzed, and visualized daily market data and economic indicators to support financial news production; researched, wrote, and fact-checked breaking stories under deadline.	
	Ipsos , Quantitative Research Intern	Beijing, China, 2017
	– Managed social-media time-series databases and performed text and content analysis to evaluate media solutions; prepared quantitative reports and client deliverables.	
	Volunteer Service	Beijing, China, 2017
	– <i>The 1st Belt and Road Forum for International Cooperation</i> – <i>China Open (ATP/WTB Professional Tennis Tournament)</i>	
TECHNICAL SKILLS	Programming: Python, R, Stata, SQL, L^AT_EX AI, LLMs & NLP: RAG, Fine-tuning, API Workflows, Transformer Models Quantitative: Econometrics, Causal Inference, Machine Learning, Network Analysis	
REFERENCES	Jingyi Sun, Ph.D. Assistant Professor of Information Systems School of Business, Stevens Institute of Technology 1 Castle Point Terrace, Hoboken, NJ 07030 Email: jsun54@stevens.edu Feng Mai, Ph.D. Associate Professor & Henry B. Tippie Research Fellow at Department of Business Analytics Tippie College of Business, The University of Iowa 21 E Market St, Iowa City, IA 52242 Email: feng-mai@uiowa.edu Aron Lindberg, Ph.D. Associate Professor & Area Chair, Information Systems & Analytics School of Business, Stevens Institute of Technology 1 Castle Point Terrace, Hoboken, NJ 07030 Email: aron.lindberg@stevens.edu	