Jitong Yao, FRSA

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Education

08/2026 - 05/2030	The University of Hong Kong - PhD Candidate in IIM	GPA 4.0
08/2022 - 05/2026	University of California, Berkeley - B.A. in Sociology	GPA 3.5

Research Interests

Generative AI; Information Systems; Digital Platforms; Platform Governance; AI-Mediated Search and Consumer Decision-Making; Social-Impact Operations.

Publications

Li, Q., & Yao, J. (2024). The Deteriorating US-China Relations' Impact on China's Economic Crisis in 2024. *International Journal of Frontiers in Sociology*, 6(11), 33-43.
URL: https://doi.org/10.25236/IJFS.2024.061106

Chen, Z., & Yao, J. (2024). Impact of the Ukraine Conflict on Food Security: A Comprehensive Analysis Using Propensity Score Matching and Difference in Difference. *Journal of Finance Research*, 8(1).
URL: https://ojs.s-p.sg/index.php/jfr/article/view/16890

Yao, J., & Zhang, T. (2025). Academic Achievement among African American Children in Single-Parent Families. *International Journal of Humanities and Social Science*, 1(2), 26-38.
URL: https://doi.org/10.71222/393wpx74

Hu, X., Yao, J., & Li, Q. (2026, under review at Information Systems Research). The Matthew Effect in Generative Search: SME Visibility, Answer-Layer Entry, and Platform Writability.

Yao, J., & Hu, X. (2026, under review at Computers in Human Behavior). When Generative Search Mediates Service Decisions: Trust, Adoption, and Marketing-Reference Preferences in a Two-City Experiment.

Yao, J., Xie, Z., & Hu, X. (2026, under review at Journal of Retailing and Consumer Services). From Search Results to AI Recommendations: Generative Adoptability, Source Architecture, and Consumer Choice in Study-Abroad Services.

Yao, J., & Li, Q. (2026, under review at Humanities and Social Sciences Communications). From Visibility to Reviewability: Inspectable Project-Page Disclosure and Donation Participation in Digital Philanthropy.

Hu, X., & Yao, J. (2026, under review at International Journal of Information Management). AI Engel Coefficient: An Inverted-U Mechanism of Personal and Household Productivity Consumption Stratification in the Age of Artificial Intelligence.

Yao, J., & Hu, X. (2026, Stage 1 Registered Report under review at Nature Human Behaviour). LLM-related writing signals in research-integrity retractions.

Books

Yao, J. (2024). *Nurturing Excellence: 7 Legendary Education Approaches for Wise Parents.* Huazhong University of Science and Technology Press. ISBN: 978-7-5772-1559-4.

Yao, J., & Hu, X. (2026). *Business with a Purpose.* National Institute for Social Innovation & Philanthropy. ISBN: 979-8-9938399-0-5.

Yao, J. (Associate Editor). (2025). *Spring Breeze Station: Selected Works by Contemporary Writers.* Art and Design Press Inc. ISBN: 978-1-965831-83-0.

Yao, J. (Forthcoming). Chapter 4: Practical Application Cases of Enterprise Standardization. In *Research on Enterprise Standardization Theory and Practice.* Tsinghua University Press.

Xing, H., & Yao, J. (Forthcoming). *AI Reconstructs the New Rules of Corporate Survival.* China Machine Press.

Academic Experience & Research Projects

08/2024 - 02/2025	**Center for Innovation and Entrepreneurship, University of California, Berkeley**	Researcher
	Project: The influence of organizational learning capability on firm innovation performance.	
	Project: The impact of deteriorating Sino-US relations on China's economic crisis in 2024.	
02/2024 - 04/2024	**United Nations Development Programme**	NGO Representative
	Project: The impact of the Ukraine conflict on food security using PSM and difference-in-differences.	
12/2022 - 06/2023	**United Nations Economic and Social Council**	Consultative Representative
	Project: The integration of B Corp and ESG models and their potential development directions.	
04/2022 - 07/2022	**National Institute for Social Innovation and Philanthropy**	Research Assistant
	Project: Building a global digital network for charitable collaboration during pandemic-related isolation.	

Professional Experience

Tanxu Technology Co., Ltd.	Jun 2025 - Present
Dream Get Education Group Inc. (Stock Code: 815319)	Mar 2024 - Present
Guangdong Campuslet Technology Co., Ltd.	Sep 2023 - Present
Shenzhen Clear Vista Culture Co., Ltd.	Jun 2023 - Present
Meta X Innovations Inc.	Dec 2022 - Present
Shenzhen Mutong Investment Consulting Co., Ltd.	Feb 2022 - Present
Shenzhen YBT Education & Culture Co., Ltd.	Dec 2020 - Present
International Commonweal Support Organization (ICSO)	Jul 2017 - Present

Patents

Yao, J. (2022). Flying Toy That Can Shoot Baskets. China, Utility Model Patent, CN202222870521. Granted.
Yao, J. (2024). A Drone You Can Wear on Your Hand. China, Invention Patent, CN202420270179. Granted.
Yao, J. (2024). A Spherical Aircraft. China, Invention Patent, CN202420275559. Granted.
Yao, J. (2024). Design for a Spherical Vehicle. China, Design Patent, CN202430073421.1. Granted.
Yao, J. (2024). Design for a Drone You Can Wear on Your Hand. China, Design Patent, CN202430048819. Granted.
Yao, J. (2025). Customized Long-Term College Planning System Based on Big Data. China, Invention Patent, Application No. 202510454479.4. Pending.

Awards and Honors

Lifetime Achievement Award of the American Metaverse Association	Jun 2025
Cover Feature, Asia Week	May 2025
Outstanding Youth of the Kellogg School of Management	May 2025
Columbia University U25 Global Sustainable Development Leaders	Apr 2025
U.S. Congressional Outstanding Contribution Award for Youth Leadership	Apr 2025
Global Top 100 Technology Innovators - Youth Award	Dec 2024
CCTV China Outstanding Philanthropist	Jan 2024
Tencent Education China Education Industry Role Model	Dec 2023
Outstanding Practical Entrepreneur of Shenzhen	Jun 2023
Hurun U30 China Entrepreneurship Pioneer	Dec 2022
Global Bronze Award, KWHS Wharton Investment Challenge 2022	May 2022
Silver Award, 2021 SIC American High School Student Investment Challenge	Dec 2021
Diamond Challenge 2021 National Gold Medal	Jun 2021
Global Gold Medal, ASDAN Business Challenge 2020	Dec 2020
Global Youth Drone Competition Gold Medal	Jun 2018

Extracurricular Activities

10/2025	U.S. Democratic Party Midterm Election Campaign Dinner	Attendee
04/2025	Youth Leadership Summit and Awards Ceremony	Guest Speaker
11/2024	Annual Conference of the Chinese American Professors and Scholars Association	Guest Speaker
06/2024	Hurun Rich List Digital Space White Paper Conference	Guest Speaker
01/2024	The 7th China Charity Grand Ceremony	Guest Speaker
12/2023	Tencent Education China Annual Education Forum	Guest Speaker
08/2023	Dream Friendship Travel, Boundless Love Public Welfare Salon	Keynote Speaker
04/2023	Theme Course, California State Polytechnic University, Pomona College of Business	Keynote Speaker
03/2023	Hurun Rich List Awards Ceremony 2022	Invited Speaker
12/2022	GET 2022 Education Technology Conference	Guest Speaker
09/2021	Stanford Innovation and Entrepreneurship Summit	Guest Speaker
03/2021	Shenzhen Education and Training Industry Association Council Meeting	Guest Speaker
03/2021	HOSA China Finals	Keynote Speaker
11/2020	Book Launch: All My Life in a Rain of Smoke - My 25 Years in International Education	Guest Speaker
06/2019	ICSO International Public Interest Asia Pacific Summit	Keynote Speaker

Technical Skills

Languages: English (fluent); Chinese (native)
Software: SolidWorks; Python; SPSS
Professional Skills: Market promotion; risk analysis; data analysis; project management; team collaboration; research on economic and social issues using advanced statistical methods.

Professional Memberships

06/2026	Life Fellow, Royal Society of Arts	Fellowship membership
05/2026	Jiaozuo Writers Association	Member
12/2025	INFORMS	Member
12/2025	Information Systems Society (ISS), INFORMS	Member
05/2025	Education Insights Journal	Editor-in-Chief
03/2025	Chinese Inventors Association	Member
03/2025	Beijing Nanke Huakang Hospital of Traditional Chinese Medicine	Member
02/2025	Institute of International Education	Member
08/2023	Chinese American Federation	Director
12/2022	American Metaverse Association	Member
02/2022	National Institute for Social Innovation and Philanthropy	Member
03/2021	Shenzhen Education and Training Industry Association	Director