

Xiaomei HE

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61 avenue de la Forêt Noire, 67000, Strasbourg, France

Nationality: Chinese

Research Interests

Innovation management, Business model innovation, Digital technologies and innovation, Artificial intelligence for innovation

Education

- 2023.9 – Present **University of Strasbourg (Unistra)** – Strasbourg, France
PhD candidate in Artificial Intelligence for Innovation Processes and Practices
- 2021.9 – 2023.7 **University of Strasbourg (Unistra)** – Strasbourg, France
MSc in Economics and Management of Innovation
- 2021.9 – 2022.9 **Karlsruhe Institute of Technology (KIT)** – Karlsruhe, Germany
MSc in Industrial Engineering and Management • *Erasmus mobility*
- 2020.9 – 2021.7 **University of Strasbourg (Unistra)** – Strasbourg, France
BSc in International Economics and Management
- 2016.9 – 2020.7 **Sichuan International Studies University (SISU)** – Chongqing, China
BA in Spanish Language and Literature

Research Experience

- 2023.9 – Present ***PhD research topic:***
Artificial Intelligence for Innovation Processes and Practices
Supervisor: Professor BURGER-HELMCHEN Thierry (Unistra)
This PhD thesis comprises three publishable papers focused on AI in innovation management. The first paper conducts a systematic literature review to explore AI's role in innovation management, identifying key tensions, success factors, and barriers in AI adoption for innovation. It proposes an AI-enabled innovation framework based on this review. The second paper applies this framework to empirical research to examine companies' perceptions of their place within the framework. The third paper uses a mixed-method approach across four groups to analyze the impact of adopting AI and agile methods on innovation performance.

2023.2 – 2023.5

Master's thesis title:

Industry 4.0/5.0 and Business Model Innovation: Evolution or Revolution?

Supervisor: Professor BURGER-HELMCHEN Thierry (Unistra)

A comprehensive literature review was conducted to establish a solid foundation of the fundamental concepts of Industry 4.0, Industry 5.0, and business model innovation (BMI). Later on, a new framework was developed to depict the relationship between the stages of Industry 4.0/5.0 implementation and the level of BM innovativeness. Subsequently, a longitudinal case study on the incumbent manufacturer Henkel was performed.

Publications

He, X., and Burger-Helmchen, T., “Evolving Knowledge Management: Artificial Intelligence and the Dynamics of Social Interactions.” *IEEE Engineering Management Review*, 2024, pp. 1-30.

Work in progress

He, X., Burger-Helmchen, T., Antonczak, L., “Revisiting Ba in the context of Generative AI”

Work in progress

He, X., Burger-Helmchen, T., “Artificial Intelligence: Orchestrator between Innovation Process and Idea Management”

Work in progress

He, X., Burger-Helmchen, T., “Industry 4.0/5.0 and Business Model Innovation: Evolution or Revolution?”

Conference & Summer School

2024.8 **21st Open & User Innovation Conference** – Harvard Business School, Boston, USA

2024.7 **KID2024 Summer School: knowledge dynamics, industry evolution, and economic development** – Université Cote d’Azur, Nice, France

2024.1 **DRUID Academy 2024: innovation, dynamics, and change processes in technologies, firms, industries, and ecosystems** – University of Southern Denmark, Odense, Denmark

- *Junior discussant*

Workshop

2024.12 **Atelier Hors les Murs** – University of Strasbourg, Strasbourg, France

2024.03 **Journées du BETA** – Université de Lorraine, Nancy, France

2023.10 **BETA-Fraunhofer ISI: What's up in innovation research?** – Fraunhofer ISI, Karlsruhe, Germany

Teaching Experience

2024.2 – Present **Teaching assistant, DS2E M1, Strategy and Innovation Management (Unistra)**

- Developed the course curriculum, including lectures, readings, assignments, and case studies.
- Facilitated engaging discussions on the implications of AI for future business landscapes.
- Guided students through the process of analyzing and devising AI-driven business strategies.
- Assessed student progress through projects and presentations.

2018.9 – 2019.1 **Teaching assistant, Elementary Spanish (SISU)**

- Provided tutoring sessions to Freshmen students who require additional help in small groups.
- Offered support in areas such as pronunciation, grammar, vocabulary building, and conversation practice.
- Maintained open communication with Freshmen students to enhance their language learning experience.

Industry & Volunteer Experience

2020.3 – 2020.7 **Flamesun Brand Strategy Design Co. LTD (Administrative intern)** – Shanghai, P.R.C.

- Assisted in consolidating client and factory relationship by reviewing and updating customer orders.
- Helped confirm customer orders and increased profit for the company by around 10 percent.
- Conducted research on potential clients or industries for which the company provides services.

2020.12 – 2021.1 **Hostel Dalmatia (Volunteer)** – Omis, Croatia

- Collaborated with other volunteers to handle guest needs from check-in to check-out.
- Organized group activities (such as Fishermen Night) to make sure the guests felt welcomed and enjoyed their stay.
- Created content of recent activities at the hostel on Facebook. Trained new volunteers.

2019.9 – 2020.1 **Bershka (Sales intern)** – Chongqing, P.R.C.

- Worked closely with sales representatives and assisted in any duties assigned by managers.
- Reserved any customer complaints and provided all-time great customer service.
- Assisted in inventory management and proactively participated in weekly meetings with managers.

Technical Skills

Software and Microsoft Office

Proficiency in \LaTeX , Word, Excel, PowerPoint, etc.

Languages

Chinese (native), English (proficient), Spanish (proficient), French (intermediate), German (elementary)

Soft Skills

Communication, creativity, empathy, innovation, teamwork, decision making, etc.