

Yunhao Matthew Xiao

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Updated: June 2025

BI



Education

Ph.D. in Communication

BI Norwegian Business School, Norway

Aug 2023 - Present

Exploring the future of work and life through the lens of digital nomadism, examining its implications at individual, organizational, and societal levels.

- Course Requirements Completed (48/60 ECTS)
- Summer School (2024), University of St. Gallen: Empirical Research Methods (8 ECTS)
- Workshop (2023), Berkman Klein Center, Harvard University: Co-Designing Generative Futures

Master of Science in Business Analytics

BI Norwegian Business School, Norway

Aug 2021 - Jul 2023

Developed critical thinking and a logical programming approach, with specialized expertise in machine learning for decision-making in business applications and text analytics for social media data.

- GPA: 4.75/5.00; Thesis: *Becoming mainstream: What makes you a digital nomad?* (Grade A)
- QTEM Master's Network Program (Cohort 2023): Business Intelligence & Strategy Innovation
- Summer School (2022), Aarhus University BSS: Machine Learning
- Exchange Semester (2022), Warwick University WBS: Analytics Track

Bachelor of Management

Nanjing University of Aeronautics and Astronautics, China

Aug 2016 - Jul 2021

Built a global perspective and strong foundation in business. Deepened commitment to cross-cultural research and impact through international experiences.

- GPA: 87/100; Thesis: *Factors Influencing Consumers Choices In The Context Of Covid-19: A Case Study Of Chinese Airlines' "Fly As You Wish" Product* (Grade A)
- Summer School (2019), LMU Munich: European Studies + German Language

Teaching & Assisting

Visualizations & Network Theory

Master, BI Norwegian Business School

Spring 2024, 2025

- Delivered lectures on network theory and provided software guidance
- Evaluated posters and presentations
- Created the exam paper and managed asynchronous course components

Social Media and Society

Bachelor, BI Norwegian Business School

Fall 2024

- Delivered lectures on the future of social media
- Provided feedback on presentations and supervised term papers
- Managed asynchronous course components

Business Optimization

Master, BI Norwegian Business School

Fall 2022

- Led weekly problem-solving sessions
- Drafted solutions for mathematical modeling assignments
- Hosted Q&A sessions and supported students with exam preparation

Publication

† indicates corresponding author.

1. Miguel, C., Lutz, C., Xiao, Y., Majetić, F., & Perez-Vega, R. (2025). Relational work in motion: navigating romantic relationships as digital nomads. *Information, Communication & Society*, 1-18. 10.1080/1369118x.2025.2500484
- †2. Xiao, Y., & Lutz, C. (2024). Wayfarers in Cyberspace: A Temporal Investigation of Digital Nomads Based on Liquid Modernity Theory. *Journal of Travel Research*, 64(4), 966-984. 10.1177/00472875231224242

Work in Progress

- †1. Xiao, Y. Reconfiguring Internal Communication in the Age of Digital Nomadism: The Roles of Institutionalization, Digital Transformation, and Self-Presentation [Collecting Data]
- †2. Xiao, Y. When Nomads Meet Locals: A Comparative Study of Interaction in China and Spain [Collecting Data]
- †3. Xiao, Y., & Lutz, C. (2025). Drivers and Barriers of Digital Nomadism: A Cross-Cultural Analysis of Chinese and American Perspectives [Submitted to *Journal of Destination Marketing & Management*]
- †4. Yuan, S., Xiao, Y., Wu, J., Wong, S., Fieseler, C. (2024). Web Scraping Methodologies for HRM Research and Practice [Submitted to *Journal of Business Research*]

Conferences

1. Miguel, C., Lutz, C., Xiao, Y., Majetić, F., & Perez-Vega, R. (2025, October 15-18). *Relational work in motion: navigating romantic relationships as digital nomads* [Accepted. Paper presentation]. AolR2025, Rio de Janeiro, Brazil.
2. Xiao, Y. (2025, June 12-15). *Reconfiguring Internal Communication in the Age of Digital Nomadism: The Roles of Institutionalization, Digital Transformation, and Self-Presentation* [Paper presentation]. 75th Annual ICA Conference, Denver, United States.
3. Xiao, Y. (2024, July 4-6). *Internal Communication as a Dynamic Capability: Envisioning Future Organization-Digital Nomad-Technology Relationship* [Paper presentation]. 40th EGOS Colloquium, Milan, Italy.
4. Xiao, Y., & Lutz, C. (2024, June 20-24). *Roaming in the Digital Age: A Temporal Analysis of Digital Nomads Through Liquid Modernity Theory* [Paper presentation]. 74th Annual ICA Conference, Gold Coast, Australia.

Languages & Computer Skills

Chinese [Native]

English [C2]

Norwegian [B2]

German [A2]

Python [numpy, pandas, sklearn, seaborn]

R [dplyr, qdap, ggplot, tidyr, stm, tidyverse, tidytext, lavaan]

AMOS/SmartPLS [CB-/PLS-SEM]

Gephi

Honors & Awards

BI Dean's List [2021-2023]

BI International Student Scholarship [2021-2023]

ERASMUS+ Mobility Scholarship [2022]

NUAA First-class Merit Scholarship [2019-2021]

NMUN•NY Honourable Mention Delegation [2018]

NUAA Outstanding League Cadres [2017]

References

Dr. Christoph Lutz

Ph.D. & Master's Supervisor

Professor, Dept. of Communication and Culture

Director, Nordic Centre for Internet and Society

Email: christoph.lutz@bi.no

Dr. Peter Kalum Schou

Ph.D. Co-supervisor

Professor, Dept. of Strategy and Entrepreneurship

Email: peter.k.schou@bi.no