Yuqi Liu

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Advisor: Dr Laura Guillen & Dr François Collet

Research Group: Leadership Development Research Group (GLEAD) & Strategy and Entrepreneurship Research Group (GRIE)

Research Interests:

→ Leadership and dark personality traits
→ Social network
→ Applied nature language processing and computer vision
→ Cultural Differences

Short Bio:

Yuqi Liu's interest lies in the intersection of organizational behavior and organizational theory. He uses machine learning algorithms, econometric models and experiments, to investigate "what" happened in real life and develop psychological explanations to reveal "how" and "why." He believes that machine learning tools, such as language processing algorithms and computer vision models, will add to management research. His current project reveals how culture drives follower's leadership preferences.

Before joining Esade, Yuqi assisted consumer behavior and market modeling research projects at The Chinese University of Hong Kong and Hong Kong Baptist University.