JIONGNI MAO

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EDUCATION

Bocconi University, Italy   *Sept. 2019 - Jan. 2025*
Ph.D. in Business Administration and Management

Dissertation: "Subtle Cues and Substantial Challenges in Entrepreneurial Financing: Essays on Pitch Evaluation and Women in Entrepreneurship"
Committee: Charles Williams (supervisor), Celia Moore (external reviewer), Chiara Spina (external reviewer)

Rennes School of Business, France   *Sept. 2017 - June 2019*
Master of Science in Marketing *(summa cum laude)*

Zhongnan University of Economics and Law, China   *Sept. 2014 - June 2018*
Bachelor in International Business *(summa cum laude)*

RESEARCH INTERESTS

Areas: Gender and entrepreneurship, entrepreneurial pitch, community-based entrepreneurship
Methods: Empirical quantitative, computational psychometrics, text/image/video as data

AWARDS AND SCHOLARSHIPS

Registration Scholarship in ENT Division at Academy of Management Annual Conference in 2024.

Ph.D. Special Scholarship in Business Administration and Management from 2023 to 2024.

Ph.D. Fellowship in Business Administration and Management from 2019 to 2023.

AIDEA Grant Award for innovative doctoral theses in 2021.

Distinction in Master of Science in International Marketing in 2019.

Distinction in Bachelor of Management in International Business in 2018.

First Class and Second Class Scholarship issued by Zhongnan University of Economics and Law in 2016 and 2017.

National Scholarship issued by Ministry of Education of the People's Republic of China in 2015.

PROJECTS

Poker Face and Steady Voice: Nonverbal Emotional Neutrality and Gender in Crowdfunding Pitches (w.Charles Williams)
This project theorizes that emotional neutrality in nonverbal behavior (e.g., neutral facial expressions and steady vocal tones) in early stage entrepreneurial pitching positively correlate with crowdfunding performance for male entrepreneurs but negatively correlate with female entrepreneurs using 183 crowdfunding pitch videos analyzed by ML applications. (Ready for Submission)

Quantify Nonverbal Emotions: Review and Brief Technical Exploration Using Video Analysis
This project reviews affective computing methods employed in 36 recent studies from these fields, combined with practical examination of 50 finalist pitch videos from Antler Demo Day spanning 2019-2022, aiming to gauge the coherence among varied approaches. (Ready for Submission)

Women Support Women? Public Attention to Fraud Scandal and Female in VC
This project aims to examine the change in female VC representation and the same-gender support they provide for female entrepreneurs after the high-profile Elizabeth Holmes scandal. (Complete manuscript - ENT Division Best Paper Nomination at AOM 2024)

Crowd Feedback and Entrepreneurial Aspiration in Crowdfunding Reentry (w. Matthias Trobinger)
This project explores how entrepreneurs learn to adjust funding goal and target their idea framing to core crowd supporters in crowdfunding. (Data Analysis)

CONFERENCES

Academy of Management Annual Conference, Chicago, US (Aug. 2024)

Women and Immigrant in Entrepreneurship Workshop, Copenhagen, Denmark (June 2024)

DRUID Conference, Nice, France (June 2024)

Babson College Entrepreneurship Research Conference, Munich, Germany (June 2024)

INFORMS Organization Science Winter Conference, Zurich, Switzerland (Feb. 2024)

Artificial Intelligence, Machine Learning, Business Analytics Conference, Philadelphia, US (Dec. 2023)

INSEAD Doriot Entrepreneurship Conference, Singapore (June 2023)

Transatlantic Doctoral Conference, London, UK (May 2023)

Strategic Management Society, London, UK (Sept. 2022)

DOCTORAL WORKSHOPS

AOM Entrepreneurship Doctoral Consortium, Chicago, US (Aug. 2024)

IE Doctoral Consortium, Madrid, Spain (May 2023)

Duke Innovation Summer School, Durham, US (July 2022)

Workshop on "Contributing" to Management Literature w. Prof.Hart Posen, Paris, France (May 2022)

Workshop on Behavioral Theory of Firms w. Prof.Thomes Keil, Zurich, Switzerland (Nov. 2021)

SERVICE

Reviewer, Academy of Management Annual Conference (2023/2024)

Reviewer, Strategic Management Society (2024)

Reviewer, Alliance for Research on Corporate Sustainability (2022)

TEACHING EXPERIENCE

Teaching Assistant (TA) - Bocconi University

Empirical Methods for Innovation Strategies w. Prof.Sandeep Pillai and Prof.Stefano Breschi (2022/2023)

Fundamentals of Management w. Prof.Sandeep Pillai and Prof.Harsh Ketkar (2022)

Developing Your Company, Digital Business Transformation w. Prof.Luigi Proserpio (2021/2022)

Business Plan (2021/2022), *Strategic Management for SMEs* (2022/2023) w. Lecturers

INDUSTRY EXPERIENCE

Market Analyst Intern at **Tencent Advertising**, Shenzhen, China (2019)

Purchasing Data Analyst Intern at **Maersk**, Shanghai, China (2017)

Summer Intern at **L'Oreal**, Shanghai, China (2017)

Entrepreneurial Attempt: Fresh flower sales through social media marketing and popup activities, Zhejiang, China (2016)

EXTRA-CURRICULAR ACTIVITIES

Bocconi Association of Gender Equality and Diversity in Academia (AGEDA) (2021 - present)

Science Communicator of Bocconi Knowledge - Management and Marketing Division (2020 - present)

Exchange session about Strategic Management, University of Almeria, Spain (2019)

Teaching Fellow of Harvard Summit of Young Leaders in China, Hangzhou, China (2017)

Honored Student Journalist of Xinhua News Agency, Wuhan, China (2015)

LANGUAGE AND IT SKILLS

Languages	Mandarin (Native), English (C1); French(B2); Italian(A2)
Software & Tools	MS Office, Python, STATA (proficient); Latex, AMOS, SPSS, R (basic)

REFERENCES

Charles Williams
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