

PEIYI JIA

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EDUCATION:

University of Massachusetts Lowell	2017 - 2022
- Ph.D. in Entrepreneurship	
State University of New York at Albany	2015 - 2017
- Doctoral Student in Economics	
Boston University	2007 - 2009
- M.A in Economics	
Tianjin University of Finance and Economics	2004 - 2007
- B.A in Economics	

ACADEMIC EXPERIENCE

California State University San Bernardino	2017 - 2022
- Assistant Professor of Entrepreneurship	
University of Massachusetts Lowell	
- Adjunct Instructor	2019- 2022
- Teaching Assistant	2017- 2019
The State University of New York at Albany	
- Tutor of "Intermediate Microeconomics" and "Intermediate Macroeconomics"	2016 - 2017

RESEARCH EXPERIENCE

Publications:

- Peiyi Jia and Ciprian Stan. "Artificial Intelligence Factory, Data Risk, and VCs' Mediation: The Case of ByteDance, an AI-Powered Startup." *Journal of Risk and Financial Management* 14, no. 5 (2021): 203.
- Sunny Li Sun, William Chongyang Zhou, Peiyi Jia (2020) Experimentation organization: New organizational paradigm in the digital age, *Business Review*, August-September, 134-143.(In Chinese)
- Chapter 4: Crowdfunding platforms: Taking stock and looking forward / Michael P. Ciuchta, Roberto S. Santos, Peiyi Jia and Amy M. Yacus, *Handbook of Research on Crowdfunding*. Edward Elgar Publishing, 2019.

Under Review:

- Peiyi Jia and Sunny Li Sun, "Upholding the Double Bottom Line: Could the Microfinance Industry Fight the Mission Drift Globally?" Under the 2nd round of review at *Cross Cultural & Strategic Management*
- Sunny Li Sun, Peiyi Jia, Chao Guo, Jipeng Qi, "Social Mobility, Social Venture Creation, and Income Inequality: An Opportunity Structure Perspective on the Effects of High-speed Rail Connectivity". Preparing for the 2nd round of review at *Entrepreneurship and regional development*

Ready to Submit:

- Sunny Li Sun and Peiyi Jia, "Scaling Social Ventures under Institutional Fragility."
- William Chongyang Zhou, Sunny Li Sun, Peiyi Jia, "Business Model Resilience during a Crisis: Subscription as a Service and Co-creation Strategy."
- Peiyi Jia and Sunny Li Sun, "Tell Me a Story- A Sensemaking and Sense-giving Perspective on IPOs"
- Peiyi Jia and Sunny Li Sun, "International Migrant Remittances and the Informal Economy"
- Peiyi Jia and Sunny Li Sun, " Examining the Penrose Effect in Newly Public Firms' First Acquisitions "

Work in Progress:

- Peiyi Jia and Yi Yang, "Dynamics of Technological Relationships between Corporate Venture Capital Investors and Portfolio Companies."
- Yuejun Tang, Bing Ren, Peiyi Jia, Xiaoyi Luo, "The private enterprise constitutionalism of Heibei Dawu group."

Conference Presentations and Invited Talks: (* Presenter)

- Peiyi Jia* and Li Sun, "Tell Me a Story- A Sensemaking and Sense-giving Perspective On IPOs." Presented at **2021 Academy of Management (AOM) Conference**.
- Li Sun, Peiyi Jia*, Jipeng Qi, Chao Guo, "Social Mobility, Social Venture Creation, and Income Inequality: An Opportunity Structure Perspective on the Effects of High-speed Rail Connectivity." Presented at **2021 Academy of Management (AOM) Conference**.
- William Chongyang Zhou*, Li Sun, Peiyi Jia, "Business Model Resilience during a Crisis: Subscription as a Service and Co-creation Strategy." Presented at **2021 Academy of Management (AOM) Conference**.
- Peiyi Jia* and Li Sun, "International Migrant, Remittances and Economic Informality." Presented at **2020 Academy of Management (AOM) conference**.
- Peiyi Jia* and Yi Yang, "Dynamics of Technological Relationships between Corporate Venture Capital Investors and Portfolio Companies" Presented at **2020 Academy of Management (AOM) conference**
- Peiyi Jia* "How do Microfinance Institutions Fulfill Their Missions?" Presented at **2019 United States Association of Small Business and Entrepreneurship (USASBE) Conference**.
- Yuejun Tang, Bing Ren*, Peiyi Jia, Xiaoyi Luo, "The private enterprise constitutionalism of Heibei Dawu group." Presented at **2019 Asia Academy of Management (AAOM) Conference**.
- **Webinar speaker** for *Global Entrepreneurship Exchange Webinar Series: 2020-3*. "Teaching Social Entrepreneurship: Encouraging Students to Address Social Challenges."

Honors:

- Best New Scholar Paper Award of 2019 **United States Association of Small Business and Entrepreneurship (USASBE)** Conference

PROFESSIONAL EXPERIENCE

Government of Beijing Fangshan, Beijing, China 2013 - 2015

Senior Staff Member at Commission of State-owned Enterprises

- Analyzed investment proposals for supervised enterprises.
- Advised supervised enterprises on a restructuring plan and annual development plan (strategic plan).

Ernst & Young (China) Advisory Ltd., Beijing, China 2011 - 2013

Tax advisory consultant

- Negotiated on behalf of clients with the tax authority and advised clients in mediations and disputes.
- Advised on optimal tax strategy for establishing wholly-owned foreign enterprises in China.

Lenovo (Beijing) Co., Ltd., Beijing, China 2010 - 2011

Billing and Cash application Specialist

- Mapped billing adjustment process to identify and resolve pain points (e.g., duplication, lack of controls).
- Managed relationships with accounting and US sales team and implemented billing adjustments.

SKILLS

Language: Bilingual in English & Mandarin Chinese

Skills: Econometrics modeling, Stata, R, LIWC, SmartPLS, SAS, Advanced Microsoft Office