

Yiyun LUO (Evian)

Department of Innovation, Entrepreneurship & Strategy

School of Management, Zhejiang University

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EDUCATION

City University of Hong Kong

2023-2026 Ph.D. in Entrepreneurship (Joint Ph.D., supervisor: Yanto Chandra)

Zhejiang University

2021-2026 Ph.D. in Strategy Management (International Ph.D., supervisor: Aiqi Wu)

Sun Yat-Sen University

2017-2021 B.A. in Business Administration (Supervisor: Xuezhi Zhang)

Dissertation: *CEO's overseas experience, dualistic innovation and enterprise value: Evidence from Chinese family enterprises (Outstanding dissertation for bachelor's degree)*

National Taiwan University of Science and Technology

2019-2020 Exchange Student (TaiwanTech School of Management)

Summer School Experience

Columbia University in the City of New York (2018, Scholarship of outstanding students)

RESEARCH INTERESTS

Entrepreneurship; Digital platform; Entrepreneurial framing; Optimal distinctiveness; Niche leaders; Doing business in China.

CONFERENCES & WORKSHOPS

[1] "The Impact of Long-term Orientation on the Resilience of Niche Leaders: Evidence from China", AIB Asia Pacific Regional Conference, Ningbo, 2022.

[2] "Does specialization Matter for Internationalization? Evidence from Niche Leaders", AIB, Seoul, 2024.

WORKING PAPER

[1] "Digital platform engagement, organizational structure and firm performance", Empirical analysis in progress.

SELECTED HONORS & AWARDS

Zhejiang University

2022 Outstanding Student Leaders

Sun Yat-Sen University

2020 The First Prize Scholarship of Sun Yat-Sen University

2019	The Second Prize Scholarship of Sun Yat-Sen University
2018	The Second Prize Scholarship of Sun Yat-Sen University
2018	Scholarship of outstanding students in exchange program of Columbia University

TEACHING EXPERIENCE

Zhejiang University

MBA Level

- Teaching Assistant to Prof. Aiqi Wu, Strategic Management (Chinese), 2022 Spring/2022 Fall
- Teaching Assistant to Prof. Aiqi Wu, Entrepreneurial Opportunity (Chinese), 2022 Spring/2022 Fall

Master Program in Innovation, Entrepreneurship and Global Leadership

- Teaching Assistant to Prof. Zhongyuan Zhang, Academic Writing (English), 2022 Fall

Undergraduate Level

- Teaching Assistant to Prof. Zhongyuan Zhang, Social Psychology (English), 2022 Fall
- Teaching Assistant to Prof. Zhongyuan Zhang, Fundamentals of Management (English), 2022 Fall

SKILLS

- Language: Chinese (native); English (fluent); Cantonese (fluent); Hokkien (native)
- Program: STATA; SPSS; Mplus; AMOS; Python