

- **Corina Nicoara** [corinanicoara01@gmail.com](mailto:corinanicoara01@gmail.com) | LinkedIn | 254-878-4716
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- **Professional Summary**

Analytically driven and creatively inclined data analyst and researcher, combining technical proficiency in Python, R, SQL, and Tableau with a strong foundation in strategic research and business analytics. Currently pursuing a PhD in Entrepreneurship, with a focus on authenticity in entrepreneurship, conjoint analysis, computational modeling, and data storytelling. Experienced in both academic and applied research settings, including qualitative projects using NVivo and in-depth interviews with entrepreneurs. Passionate about leveraging AI tools and models to streamline research, enhance analysis workflows, and drive innovation in both academic and business domains. Built and deployed a personal website and full-stack web application to showcase projects. Adept at transforming complex data into actionable insights and clear narratives to support strategic decisions.

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**Education**

- **PhD in Business Entrepreneurship** (*Expected May 2026*)

Baylor University, Texas, USA

Focus: Authenticity as Business Strategy, Data Analytics, and Decision Science

- Developed computational models to analyze strategic pivots and performance outcomes
- Conducted quantitative and qualitative research using Python, R, NVivo, and statistical tools

- **Bachelor's Degree in Business and Economics** (*2020*)

University of Bologna, Italy

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- **Technical Skills**

**Programming & Analytics:** Python, R, SQL, SAS, SPSS

**Data Visualization:** Tableau, Power BI, Excel (Advanced)

**Machine Learning & Predictive Modeling:** Regression, Classification, Clustering

**Qualitative Research:** NVivo, Interview Design, Thematic Coding, Literature Reviews

**Database Management:** SQL Queries, Data Cleaning, ETL Processes

**Business Intelligence (BI):** KPI Analysis, Dashboard Creation, Reporting

**Web Development:** HTML, CSS, JavaScript, Firebase, GitHub Pages

**Scientific Writing & Documentation:** LaTeX, Overleaf

**AI & Automation:** Prompt Engineering, Generative AI (e.g., ChatGPT), AI-enhanced workflows, Model Evaluation

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**Professional Experience**

- **Graduate Research Assistant**

*Baylor University | 2022 – 2024*

- Collected, cleaned, and analyzed large datasets using Python (Pandas, NumPy), R, and SQL

- Built predictive models to assess firm performance and inform strategic decision-making
  - Designed computational models for analyzing strategic pivots and business authenticity
  - Conducted extensive literature reviews and supported manuscript preparation using Overleaf and LaTeX
  - Collaborated on conjoint analysis study to evaluate perceived authenticity in entrepreneurial messaging
  - **Teaching Assistant – Strategic Management**  
*Baylor University | 2025 – Present*
    - Supported instruction in strategic management course
    - Created and assessed case studies and assignments
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- **Research Projects & Dissertation Work**

- **Dissertation Research**

- Baylor University | 2023 – Present*

- Investigating how firms construct perceptions of authenticity despite inauthentic behavior
      - Utilizing conjoint analysis to experimentally assess consumer perception and strategic positioning
      - Managing data collection, experimental design, and reporting using Python, R, and LaTeX/Overleaf
    - **Qualitative-Quantitative Entrepreneurship Study**
      - Conducted interviews with entrepreneurs and analyzed findings in NVivo
      - Applied thematic coding and integrated insights with firm-level quantitative data
    - **Customer Segmentation Analysis**
      - Used K-Means and DBSCAN to segment customers and refine marketing strategies
    - **Strategic Pivot Modeling**
      - Developed a Python-based model to simulate optimal timing and intensity of strategic business pivots
    - **NLP Mission Statement Analysis**
      - Scraped historical mission statements and applied NLP to track language and strategy shifts
    - **Personal Portfolio & Web Application**
      - Designed and deployed a personal portfolio website and full-stack wardrobe organizing web app
      - Technologies: HTML, CSS, JavaScript, Firebase, GitHub Pages
      - Links: [ncorina.github.io](https://ncorina.github.io) | [wardrobe-logic.web.app](https://wardrobe-logic.web.app)
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- **Soft & Transferable Skills**

- **Creative Problem-Solving:** Develops innovative solutions by integrating business strategy with data science tools

- **Data Storytelling & Communication:** Experienced in translating data into actionable business and academic insights
  - **Strategic Thinking:** Applies analytical models to inform complex decision-making processes
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- **Languages**

English (Fluent) | Italian (Fluent) | Romanian (Fluent)

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- **Professional Interests**

Business Intelligence & Data Science

Strategy Consulting & Analytics

AI Integration & Automation

Digital Transformation & Market Research

Academic Research & Teaching in Entrepreneurship, Strategy, and Data Science