Corina Nicoara

Ph.D. Candidate

Entrepreneurship

Hankamer School of Business

Baylor University

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EDUCATION

2022 – 2026   Baylor University, Texas, USA

Ph.D. Entrepreneurship (Expected May 2026)

2017-2020   Bachelor's Degree in Business and Economics (2020)
University of Bologna, Italy

DISSERTATION

Crafted Authenticity: Attribute Substitution in Authenticity Judgment Formation

Chair: Dr. David J. Scheaf

Committee Members: Dr. Peter Klein, Dr. Rebecca Thornton, Dr. Justin Yan

Research In Progress

Projects in the final write-up stage:

Nicoara, C. - GenAI in the Creative Industries: Reject and Resubmit at Journal of Business Venturing

Nicoara, C., Chen, J. - A Formal Model of Strategic Renewals and Authenticity Resets

Mazzoni J.F., Brown A. , Koch H., Nicoara C. - paper on NIL rules for student athletes

Projects in the data collection/analysis stage:

Nicoara, C. The Public B Corporation: Navigating Stakeholder Commitments and Shareholder Expectations

TEACHING

Instructor For Strategic Management, Baylor University

Spring 2025.

CONFERENCES

Markets And Management Conference 2024-2025 (Florida Atlantic University, Baylor University, University of Maryland)

OTHER APPLIED RESEARCH PROJECTS

App Prototype Development