

Rui XIONG

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RESEARCH INTEREST

My research focuses on entrepreneurship studies aimed at regional development, concentrating on the macro entrepreneurial environment and policy evaluation. Specifically, the Entrepreneurship Ecosystem, its microfoundations, and measurement methods. I'm also interested in entrepreneurial intention, entrepreneurial education, and technology transfer.

EDUCATION

City University of Hong Kong	<i>Ph.D. in Systems Engineering, Specialize in Entrepreneurship</i>	<i>Hong Kong, CN</i>
		<i>Oct. 2025</i>
• Advisor: Prof. Hongyi SUN		
<i>M.Sc. in Engineering Management</i>		<i>Jun. 2021</i>
Xi'an Jiaotong University	<i>B.Eng. in Energy and Power Engineering, B. Ec. in Finance (Double degree)</i>	<i>Shannxi, CN</i>
		<i>Jun. 2020</i>

RESEARCH EXPERIENCE

Hainan Normal University	<i>Assistant Professor, School of Economics and Management</i>	<i>Hainan, CN</i>
		<i>Nov. 2025 – Present</i>
Universidad de Sevilla	<i>Visiting Ph.D. student, Entrepreneurship & Innovation research group</i>	<i>Sevilla, ES</i>
		<i>Sep. 2024 – Jan. 2025</i>
• Advisor: Prof. Francisco Liñán		
• With the assistance of Prof. Francisco Liñán and Prof. SUN Hongyi, I developed a model to measure the dynamic Established Entrepreneurship. It effectively reflects the impacts of the subprime crisis and COVID-19 on Spain, as well as the subsequent recovery. This model also evaluates the effectiveness of Spain's 2013 and 2022 entrepreneurship laws.		

PUBLICATION

Journal Paper

- **Xiong, R.,** & Sun, H. (2025). Impact of Entrepreneurship Support on Entrepreneurship Performance: A Sequential Exploratory Study. *Administrative Sciences*, 15(1), 16.
- **Xiong, R.,** Sun, H., Zheng, S., & Liu, S. (2024). A Multi-Criteria Assessment Model for Cooperative Technology Transfer Projects from Universities to Industries. *Mathematics*, 12(12), 1894.
- Liu, S., Sun, H., Zhuang, J., & **Xiong, R.** (2023). The Impact of E-Learning Technologies on Entrepreneurial and Sustainability Performance. *Sustainability*, 15(21), 15660.
- Zhuang, J., **Xiong, R.,** & Sun, H. (2022). Impact of personality traits on start-up preparation of Hong Kong youths. *Frontiers in Psychology*, 13, 994814.

Conference Paper

- **Xiong, R.,** Sun, H., Zhuang, J., & Liu, S. (2023). Decomposition of Valuable Entrepreneurial Activities along the Entrepreneurial Life Cycle: a vertical LMDI approach. Presented at ACIEK 2023, 21-23 June 2023, Madrid, Spain
- Sun, H., Zhuang, J., & **Xiong, R.** (2022, September). An Empirical Study of Entrepreneurial Intention and Youth Entrepreneurship Policy in Hong Kong. In *European Conference on Innovation and Entrepreneurship* (Vol. 17, No. 1, pp. 737-740).

Working Paper

- **Xiong, R.**, Sun, H., & Liñán, F. Measuring and Monitoring the Entrepreneurship Ecosystem via the Valuable Entrepreneurial Activities Equation. (Preparing).
- **Xiong, R.**, & Sun, H. The Controversies of the Ecosystem Metaphor and its Analogies in Economic and Management Studies. (Preparing).
- **Xiong, R.**, & Sun, H. Who matters for new venture performance, entrepreneurs or entrepreneurial team? (Preparing).

RESEARCH PROJECT

A Policy Study along the Life-cycle of Hong Kong Youth Entrepreneurship *SPPR Funding Scheme Participant* Sep. 2021 – May. 2024

- This project aims to analyze Hong Kong Youth entrepreneurship through the entrepreneurial life-cycle and propose policy recommendations based on identified factors and impacts.
- I was primarily responsible for the transition from startup to business sustainability, exploring the pathways through which the entrepreneurship ecosystem impacts entrepreneurship performance at the micro level.

TEACHING ASSISTANT (TA) EXPERIENCE

- ADSE6012 Technological Innovation and Entrepreneurship at City University of Hong Kong, 2024 Spring & 2023 Spring. Instructor: Prof. Hongyi SUN.
- GE2304 Foundations of Innovation and Entrepreneurship at City University of Hong Kong, 2023 Fall. Instructor: Prof. Hongyi SUN.
- GE2339 Smart City - a Systems Engineering Perspective at City University of Hong Kong, 2022 Fall. Instructor: Prof. Yingxia LIU.

FUNDS AND AWARDS

Fellowships and Scholarship

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| • Postgraduate Studentship, City University of Hong Kong | 2021-2025 |
| • Research Tuition Grant, City University of Hong Kong | 2021-2025 |
| • MSEM Entrance Scholarship, City University of Hong Kong | 2020 |
| • Geely first class Fellowship, Xi'an Jiaotong University | 2019 |
| • JiangDeming Scholarship, Xi'an Jiaotong University | 2018 |
| • Siyuan Scholarship, Xi'an Jiaotong University | 2017 |

Honors and Awards

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| • Outstanding Graduate Award, Xi'an Jiaotong University | 2020 |
| • Outstanding Student Award, Xi'an Jiaotong University | 2019 |

LANGUAGES AND SKILLS

Languages: Mandarin (native), English (fluent), German (basic)

Skills: Python, Matlab, SPSS, SmartPLS, fsQCA, Nvivo, Tableau