

BAIFU CHEN

Jones Graduate School of Business
Rice University
6100 Main Street – MS-531
Houston, TX 77005

E-mail: bc55@rice.edu

EDUCATION

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|-------|---|
| 2022- | Rice University , Houston, TX
Ph.D. in Strategic Management
Committee: Alessandro Piazza (co-chair), Michael Pfarrer (University of Georgia), Randolph Stevenson (Rice Political Science), Anastasiya Zavyalova (co-chair) |
| 2019 | Columbia University , New York, NY
M.A. in Mathematics of Finance |
| 2017 | Shanghai University of Finance and Economics , Shanghai, China
Bachelor of Economics in Corporate Finance |

WORKING PAPERS

- [1] **Chen, B.**, & Piazza, A. “When Status Worlds Collide: Making Sense of Organizational Responses to Status Inconsistency.” (*2nd round Review at Academy of Management Review*)

WORK IN PROGRESS

- [1] **Chen, B.**, Piazza, A., & Zavyalova, A. “Not Just Performance: How Heterogeneous Evaluators Interpret Multiple Signals in Certification Contests.”
- [2] **Chen, B.**, Kale, P., Koka, B., & Tang, Y. “The Emergence and Impact of Institutional Trust in Digitally Mediated Platform Networks.”

CONFERENCE PRESENTATIONS

- [1] **Chen, B.**, Piazza, A., & Zavyalova, A. “Not Just Performance: How Heterogeneous Evaluators Interpret Multiple Signals in Certification Contests.” To be presented at the *Strategic Management Society 45th Annual Conference, San Francisco, October 2025*

- [2] **Chen, B.**, Piazza, A., & Zavyalova, A. “Not Just Performance: How Heterogeneous Evaluators Interpret Multiple Signals in Certification Contests.” To be presented at the *Academy of Management 85th Annual Meeting, Copenhagen, July 2025*
- [3] **Chen, B.**, Kale, P., Koka, B., & Tang, Y. “The Emergence and Impact of Institutional Trust in Digitally Mediated Platform Networks.” To be presented at the *Trust and Social Networks Conference, Milan, July 2025*
- [4] **Chen, B.**, Zhao, B., & Wang, T. “Preventing from Failing or Promote to Correct? CEO Regulatory Focus and Product-harm Crises” Presented at the *Strategic Management Society 40th Annual Conference, Virtually, October 27, 2020*

INVITED SYMPOSIA AND WORKSHOPS

2025	Rice University, 13 th Strategy Symposium on Emerging Markets
2024	Rice University, Economic Sociology Conference
2024	Rice University, 12 th Strategy Symposium on Emerging Markets
2023	Academy of Management, OMT PDW, Navigating the First Years of Your PhD
2023	Rice University, 11 th Strategy Symposium on Emerging Markets

TEACHING

Jones Graduate School of Business, Rice University

2025	Strategy Formulation and Implementation (MBA; Teaching Assistant)
2024	ESG Issues in Strategy (MBA; Teaching Assistant)
2023	Strategy in Technology Ecosystems (MBA; Teaching Assistant)
2023	Reputation Management (MBA; Teaching Assistant)
2023	Strategic Management (Undergraduate; Teaching Assistant)

China Europe International Business School

2021	Innovation and Entrepreneurship (DBA; Teaching Assistant)
2021	Innovation and Entrepreneurship (GEMBA; Teaching Assistant)
2021	Innovation and Entrepreneurship (EMBA; Teaching Assistant)
2020	Strategizing in Digital China (MBA; Teaching Assistant)

GRANTS, HONORS, AND AWARDS

2022-	JGSB Graduate Fellowship, Rice University
2014-2017	People’s Scholarship, Shanghai University of Finance and Economics

SERVICE

2024- Reviewer for Academic of Management Annual Conference

SKILLS

Coding Skills & Software Packages

Microsoft Office

Proficiency in Python and Stata

Languages

Chinese: native

English: fluent