

# BAIFU CHEN

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

E-mail: [bc55@rice.edu](mailto:bc55@rice.edu)

## EDUCATION

---

- |       |   |
|-------|---|
| 2022- | <b>Rice University</b> , Houston, TX<br>Ph.D. in Strategic Management<br>Committee: Alessandro Piazza (co-chair), Michael Pfarrer (University of Georgia), Randolph Stevenson (Rice Political Science), Anastasiya Zavyalova (co-chair) |
| 2019  | <b>Columbia University</b> , New York, NY<br>M.A. in Mathematics of Finance   |
| 2017  | <b>Shanghai University of Finance and Economics</b> , Shanghai, China<br>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." (2<sup>nd</sup> 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."

## CONFERENCE PRESENTATIONS

---

- [1] **Chen, B.**, & Piazza, A. "When Status Worlds Collide: Making Sense of Organizational Responses to Status Inconsistency."
- *Strategic Management Society 45<sup>th</sup> Annual Conference, San Francisco, October 2025*
  - *Academy of Management 85<sup>th</sup> Annual Meeting, Copenhagen, July 2025*
- [2] **Chen, B.**, Kale, P., Koka, B., & Tang, Y. "The Emergence and Impact of Institutional Trust in Digitally

Mediated Platform Networks."

- *Trust and Social Networks Conference, Milan, July 2025*

[3] **Chen, B.**, Zhao, B., & Wang, T. "Preventing from Failing or Promote to Correct? CEO Regulatory Focus and Product-harm Crises."

- *Strategic Management Society 40<sup>th</sup> Annual Conference, Virtually, October 2020*

## INVITED SYMPOSIA AND WORKSHOPS

---

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