

ZHIXUAN GUO

zhixuan_guo@outlook.com ◇ MY PERSONAL HOMEPAGE

EDUCATION

The Hong Kong University of Science and Technology (Guangzhou) M.Phil. in Urban Governance and Design (GPA: 4.1/4.3) <i>Research Area: Environmental Economics and Strategic Management</i>	Guangzhou, China Expected 2024
University of Aberdeen M.A. ¹ in Economics and Finance (GPA: 18.9/22.0) <i>with First Class Honours</i>	Aberdeen, U.K. 2022
Shandong Normal University Bachelor of Economics in Finance (GPA: 3.76/5.00)	Jinan, China 2022

RESEARCH INTERESTS

Corporate Governance, Organizational Adaptation, Corporate Social Responsibility and Sustainability, ESG, Strategy and Entrepreneurship, Business Economics, Environmental and Urban Economics

WORK IN PROGRESS

Extreme Heat, Corporate Investment and Adaptation Strategy

- Using 2011-2020 data from meteorological sources, Thomson Refinitiv, and Compustat, this study employs a staggered DiD method to reveal that extreme heat significantly steers firms' M&A strategies towards 'green' capabilities. Our findings underscore strategic adaptations to climate challenges, providing key insights for stakeholders.

Greenwashing by Association: The Spillover Effects of Perceived Greenwashing on Peer Firms and the Moderating Role of Green Innovation

- Drawing from the Chinese Industrial Enterprise Database (1998-2014), this study examines the ripple effects of a firm's perceived greenwashing on its peers, termed 'greenwashing by association'. We further explore how Green Patents can buffer these peers from negative environmental outcomes. Our research offers a nuanced understanding of greenwashing perceptions within corporate networks.

Deterrent or Facilitator? The Role of Sustainability Assurance in Greenwashing

- Analyzing 54 US utilities (2010-2020), this study aims to explore the potential impact of 'sustainability assurances' on greenwashing, considering variations by assurance type and firm characteristics. We seek to illuminate the intricate dynamics of sustainability assurance in corporate transparency.

Revisiting Institutional Complexity: CSR Reporting Under Conflicting Government Pressures

- We reexamine the dynamics of institutional complexity in China, referencing "Whose Call to Answer: Institutional Complexity and Firms' CSR Reporting." Our replication aims to validate the original findings in a fresh context, emphasizing the evolving challenges of CSR disclosure amidst conflicting governmental directives. (*with Wen WEN*)

¹Scottish MA is the nomenclature for bachelor's equivalent in Scotland's four ancient universities including Aberdeen.

RESEARCH EXPERIENCE

Research in Climate Change and Sustainable Development

2022 - 2023

- Urban Solutions for Climate Change: Built Environment and Adaptive Behaviors. An interdisciplinary group project involving urban planning, sociology, economics, and sustainable energy management working together to propose integrated urban solutions to climate change.
- Sustainable Design Thinking Certificate Program 2023. Introduced 'Sol-brella', a transformative solar-panel umbrella, highlighting design thinking for an energy-efficient and sustainable campus.
- EQUA: Empowering Elderly Independence. Interdisciplinary project using modular aquaponics to promote elderly safety, mental health, and environmental sustainability.

Research in Business Strategy and Management

2019 - 2021

- Exploring the Future of Oil Industry in the IoT Market: Entry Strategy for Shaanxi Yanchang Petroleum Group. Competed in Oliver Wyman Case Competition, March-May 2021.
- Risk Management and Control of Cold Chain Logistics of Fresh Food E-commerce in Post-epidemic Era. Funded by entrepreneurship program and published in JGEBF, Oct. 2019 - Oct. 2020.
- Innovation is A Double-edged Sword: A Study Based on the Survival Perspective of Technology-based SMEs. Field research conducted, June-September 2019.

Research in Social Science and Practice

2019 - 2021

- The 11th Winter School in Applied Social Science Research Methods, held by HKUST Center for Applied Social and Economic Research, January 2023. Passed with distinction in *STATA and Applied Regression Analysis* focusing on multiple linear regression techniques, and *Categorical Data Analysis* for estimating various categorical outcomes.
- Hand in Hand: Block-chain Credit Score Cloud Platform, Piloted in Zhejiang Province. Competed in Internet Plus Innovation and Entrepreneurship Competition, June 2021 - October 2021.
- Study on China's cultural tourism industry based on SCP paradigm. Funded by entrepreneurship program and published in the Journal of Chinese Industry and Economy, July-October 2020.
- A drone-based system to detect traffic violations, offering automation in dynamic flight path planning, takeoff and landing, in collaboration with SDU. Competed in IoT and iCAN Contest, Jan.-Oct. 2020
- Research on the problem and countermeasures of parking transformation in old residential area of Jinan city, Shandong Province. Competed in Challenge Cup Competition, January-June 2019.

TEACHING EXPERIENCE

Fall 2023 UCUG1000 Cognitive Foundations of University Education: Critical Thinking and Data Literacy in Entrepreneurship (TA for Prof. Yun Hou, *HKUST*)

Summer 2023 Redbird MPhil Early Admission Camp (TA for an interdisciplinary project, *HKUST*)

Spring 2021 EC3529 Econometrics (Class Representative for Prof. Alexandros Zangelidis, *UoA*)

Fall 2019 Management (TA for Prof. Qiang Liu and Dr. Anne Muchemi, *SDNU*)

INDUSTRY EXPERIENCE

Zhejiang Geely Holding Group

April 2021 - September 2021

Industry Research Intern

- Executed due diligence and researched LiDAR (e.g. RoboSense and Innovusion) and new energy battery (e.g. RuiPu Energy and SES solid-state batteries) investments;
- Participated in ODI filings and prepared proposals for capital investment projects (e.g. Lotus Fund);
- Monitored macro economy, auto news and stock prices, supported for financial reporting analysis and roadshows for Daimler Group and Volvo Group, and contributed to weekly reports and meetings.

Shandong Xinjia Equity Investment Management Company

October 2020 - February 2021

Assistant Investment Analyst

- Collected policy and industry information and conducted on-site due diligence;
- Wrote investment analysis reports based on industry research and stock valuation methodologies;
- Prepared the investment proposal for the Qingdao CoEC Luxin Cross-border Venture Capital fund.

China Bohai Bank, Jinan Branch

July 2020 - August 2020

Assistant Account Manager

- Assisted account director with client acquisition, maintenance, and market development;
- Engaged in field marketing, boosting market share and promoting business growth;
- Managed daily financial information updates, file organization, and data statistics.

FELLOWSHIP & AWARDS

Postgraduate Studentship Award, HKUST(GZ)

September 2022

Scholarship for Outstanding Students Studying Abroad, SDNU

November 2020

2nd Runner Up, Global Sustainable ESG Investing Contest, University of Chicago

December 2021

Provincial 2nd Prize, National College Students' Mathematical Modeling Competition

October 2021

Provincial 3rd Prize, iCAN International Innovation and Entrepreneurship Competition

October 2020

Provincial 3rd Prize, Shandong Internet of Things Creativity Competition

October 2020

Provincial 1st Prize, *Challenge Cup* College Students' Academic Works Contest

June 2019

Outstanding Graduate, Outstanding Class President, Outstanding Volunteer, SDNU

May 2022

Outstanding CSSA-ABDN Member, UoA

September 2021

SKILLS

Computer Skills

STATA, R, Python, EViews, ArcGIS, MS Office

Languages

English (fluent), Mandarin (native)