

ZHIXUAN GUO

zhixuan_guo@outlook.com ◇ MY PERSONAL HOMEPAGE

EDUCATION

Hong Kong University of Science and Technology (Guangzhou)

Guangzhou, China

M.Phil. in Urban Governance and Design (GPA: 4.1/4.3)

Expected August 2024

- Supervisors: Prof. Lin YANG and Prof. Jinyu HE
- Core Courses: Data Science in Empirical Economics (A+, PhD level), Corporate ESG Practice and Research (A, PhD level), Cities and the Environment (Ongoing, PhD level), Environmental Economics and Sustainable Development (PhD level), Cross-disciplinary Design Thinking (A, PhD level)
- Awards: Received a Postgraduate full studentship, valued at 240,000 CNY (~ \$33,000)

University of Aberdeen

Aberdeen, U.K.

M.A. in Economics and Finance *with First Class Honours*

July 2022

Note: In Scotland, an MA is an undergraduate degree awarded after a four-year course in humanity and social science.

Shandong Normal University

Jinan, China

Bachelor of Economics in Finance (GPA: 3.76/5.00)

June 2022

- Awards: Outstanding Graduate, Class President, and Volunteer (Top 3% University-wide); 35,000 CNY (~ \$4,800) Scholarship for Studying Abroad (Top 1% University-wide); Provincial 1st Prize of “Challenge Cup” College Students’ Academic Works Contest; Provincial 2nd Prize in the National Mathematical Modeling Contest; and National Reading Speech Star (Top 1% National-wide).

RESEARCH INTERESTS

Corporate Social Responsibility and Sustainability, Business Economics, Environmental Economics

WORK IN PROGRESS

Extreme Heat, Corporate Investment and Adaptation Strategy

- The rise of extreme heat events due to climate change challenges businesses disrupting operations and prompting strategic planning for sustainability. I examine how firms’ M&A strategies adapt by incorporating “green” capabilities to respond to rising temperature. Using multiple datasets from 2011-2020, I employ a staggered DiD design to identify the strategic changes in M&A activity. The preliminary results reveal a clear shift towards acquisitions with “green” features, suggesting that firms tend to response strategically to climate challenges. (*Master’s Thesis*)

Greenwashing by Association: Exploring Inter-Organizational Spillover Effects within Alliances and Peer Responses to Perceived Risks

- As environmental sustainability gains importance in business, many companies engage in greenwashing, making deceptive environmental claims, to align with global sustainability expectations. This study explores ‘greenwashing by association’, focusing on how a firm’s perceived greenwashing affects its peers within business networks. Using data from the SDC Refinitiv and ASSET4, I differentiate between focal and peer firms, using CSR decoupling for greenwashing measurement. The preliminary results find a spillover effect of greenwashing within alliances. These phenomena prompts peer firms to reconsider their environmental strategies, either aligning with or distancing themselves from the focal firm, highlighting the crucial need for firms to carefully scrutinize their alliances. (*targeting Organization Science*)

The Duality of Governance Explored: Two Replicating Studies on Technological Dynamics in Air Pollution Monitoring and Institutional Complexity in CSR Reporting

- Revisiting the findings from “Can Technology Solve the Principal-Agent Problem? Evidence from China’s War on Air Pollution”, I replicate the study further to explore the impact of automated air pollution monitoring systems in China. Building upon the original study’s observation of a 35% increase in reported PM₁₀ levels post-automation, my research delves into the broader effects of this technological shift on policy implementation and environmental compliance.
- Revisiting the theoretical framework from “Whose Call to Answer: Institutional Complexity and Firms’ CSR Reporting”, we examine the advanced phase of CSR reporting in China. We explore the evolving dynamics between central and local government objectives and their influence on CSR reporting, using measures of Substantive versus Symbolic CSR. Our replication provides new insights into organizational strategies under conflicting government pressures, contributing to the understanding of greenwashing and CSR complexities. (*with Wen WEN, targeting Strategic Management Journal*)

PUBLICATIONS

1. **Guo, Z.**, Tan, Y., & Ma, R. (2020). Risk Management and Control of Cold Chain Logistics of Fresh Food E-commerce in Post-epidemic Era in China, *Journal of Global Economy, Business & Finance*.
2. Ma, R., Wang S., & **Guo, Z.*** (2020). Analysis of China’s Cultural Tourism Industry Based on SCP Paradigm, *Chinese Industry & Economy*, (19), 117-118.

RESEARCH PROJECTS

- Principal investigator, “Research on ESG investing in New Energy Vehicles Industry”, September - December 2021 (awarded by Global Sustainable ESG Investing Contest, the University of Chicago, top 1% worldwide of 19.79% investment return of the 2nd Runner Up).
- Principal investigator, “Exploring the Future of Oil Industry in the IoT Market: Entry Strategy for Shaanxi Yanchang Petroleum Group”, Oliver Wyman, March - May 2021.
- Principal investigator of subproject, “Innovation is A Double-edged Sword: The Survival Perspective of Technology-based SMEs” (May - September 2019) in “Research on the International Transfer of Excess Capacity in Shandong Province: from the Perspective of Heterogeneous Firms” (# ZR2018LG002), Natural Science Foundation of Shandong Province, CNY50,000, April 2018 - December 2020.

TEACHING EXPERIENCE

Teaching Assistant at HKUST(GZ)

- UUG1000 - Critical Thinking & Data Literacy in Entrepreneurship (for Prof. Yun Hou) Fall 2023
- Redbird M.Phil. Early Admission Camp (for an interdisciplinary project) Summer 2023

SKILLS

Computer	Stata, R, Python, EViews, ArcGIS, L ^A T _E X, MS Office
Languages	Mandarin (native), English (fluent)