ZHIXUAN GUO

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EDUCATION

Hong Kong University of Science and Technology (Guangzhou)   Guangzhou, China
M.Phil. in Urban Governance and Design (GPA: 4.1/4.3)   Expected *2024*
Research Area: Environmental Economics and Strategic Management

University of Aberdeen   Aberdeen, U.K.
M.A.[1] in Economics and Finance (GPA: 18.9/22.0)   *2022*
with First Class Honours

Shandong Normal University   Jinan, China
Bachelor of Economics in Finance (GPA: 3.76/5.00)   *2022*

RESEARCH INTERESTS

Environmental Economics, Urban Economics, Business Economics, Climate Change, Organizational Adaptation, Corporate Social Responsibility and Sustainability, Corporate ESG Strategy

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.

Revisiting Technological and Principal-Agent Dynamics in China's Air Pollution War

- I replicate the study on automated pollution monitoring in China, examining the original findings of a 35% increase in reported PM10 post-automation. This amplifies awareness, evidenced by a rise in online searches for defensive air quality products, underscoring technology's role in mitigating informational asymmetry.

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*)

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[1]Scottish 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 Memember, UoA	*September 2021*

SKILLS

Computer Skills	STATA, R, Python, EViews, MS Office, ArcGIS (studying)
Languages	English (fluent), Mandarin (native)

Last updated: October 2023