

JIAYI BAO

CONTACT INFORMATION

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ACADEMIC APPOINTMENTS

Mays Business School, Texas A&M University

Assistant Professor in Strategy and Entrepreneurship, Department of Management 2023 – Present

University of North Carolina at Chapel Hill

Assistant Professor in Public Policy and Entrepreneurship, Department of Public Policy 2020 – 2023

Core Faculty Member, Shuford Program in Entrepreneurship 2020 – 2023

CREATE Fellow, Kenan Institute of Private Enterprise 2021 – 2023

EDUCATION

University of Pennsylvania, The Wharton School

Philadelphia, PA

Doctor of Philosophy (Ph.D.) in Applied Economics 2014 – 2020

Master of Science (M.S.) in Applied Economics & Managerial Science 2014 – 2016

Vassar College

Poughkeepsie, NY

B.A. in Economics and B.A. in Mathematics (with Honors) 2010 – 2014

RESEARCH

Publications

- [1] **Bao, Jiayi.** 2024. “Do Makerspaces Affect Entrepreneurship? If So, Who, How, and When?” **Strategic Management Journal**, forthcoming.
- [2] **Bao, Jiayi.** 2024. “Gender Gap in STEM Entrepreneurship: Effects of the Affordable Care Act Reform.” **Strategic Management Journal**, 45(8): 1567–1596.
- [3] **Bao, Jiayi.** 2022. “Social Safety Net and New Venture Performance: The Role of Employee Access to Paid Family Leave Benefits.” **Strategic Management Journal**, 43(12): 2545–2576.
- [4] Yang, Tiantian, **Jiayi Bao**, and Howard Aldrich. 2020. “The Paradox of Resource Provision in Entrepreneurial Teams: Between Self-Interest and the Collective Enterprise.” **Organization Science**, 31(6): 1313–1620.
- [5] **Bao, Jiayi**, and Benjamin Ho. 2015. “Heterogeneous Effects of Informational Nudges on Pro-Social Behavior.” **BE Journal of Economic Analysis & Policy**, 15(4): 1619–1655.

Journal Articles under Review (†student co-author at time of research)

- [6] Yang, Tiantian, **Jiayi Bao**, and Ming Leung. “Reacting to Rejection: How Gender Differences in Response to Job-Seeking Failure Contribute to the Leaky-Pipeline in Male-Typed Job Domains.” **Minor Revision at Social Forces**
- [7] **Bao, Jiayi**, †Joonho Oh, and Bowen Lou. “Makerspaces, Venture Social Focus, and Resource Acquisition.” **Reject and Resubmit at Strategic Management Journal**
- [8] Yang, Tiantian, **Jiayi Bao**, Tianna Barnes, and Ming Leung. “Looking the Part? Differential Effects of Appearance for Black versus White Job Applicants on Hiring in a Low-Wage Labor Market.” **Under Review**
- [9] **Bao, Jiayi**, and †Miaomiao Zhang. “Regulatory Uncertainty, Entrepreneurial Entry, and Market Identity Specificity: Evidence from the U.S. Autonomous Vehicle Industry.” **Under Review**
- [10] **Bao, Jiayi**. “Is Unlimited PTO a Benefit or a Gimmick? Evidence from Uber’s Internal Transfer Program.” **Under Review**
- [11] **Bao, Jiayi**, Andy Wu, and †Miaomiao Zhang. “Organizational-Performance Pay and Compensation Dispersion.” **Under Review**

Select Working Papers and Work in Progress (†student co-author at time of research)

- [12] **Bao, Jiayi**, Bowen Lou, and †Hongshen Sun. “Generative AI and Entrepreneurial Entry.” (Manuscript preparation)
- [13] **Bao, Jiayi**, and †Joonho Oh. “Educational Assistance and Entrepreneurial Career Choice.” (Data analysis in progress)
- [14] **Bao, Jiayi**, and Kate Wang (equal authorship, listed alphabetically). “Community Protest Proclivity and Investor Preference for Social Ventures.” (Data analysis in progress)
- [15] **Bao, Jiayi**, and Srikanth Paruchuri. “AI and Startup Human Capital.” (Survey Design)
- [16] **Bao, Jiayi**, and Srikanth Paruchuri. “Accelerators Interacting with Makerspaces: The Beacon vs. Sunlight Effect.” (Data analysis in progress)
- [17] **Bao, Jiayi**. “Community Biolabs and Entrepreneurial Innovation.” (Data collection in progress)

AWARDS & GRANTS

Junior Faculty Development Award (\$10,000), UNC-Chapel Hill	2022
National Science Foundation (NSF) Grant (\$370,066), Principal Investigator	2021 – 2024
Wharton People Analytics Research Paper Competition Co-Winner, Wharton	2020
Kauffman Knowledge Challenge Grant (\$12,000), Ewing Marion Kauffman Foundation	2018 – 2020
Wharton Doctoral Fellowship	2014 – 2020
Mack Institute Research Fellowship (\$22,500), Wharton	2016, 2017, 2018, 2019
Wharton People Analytics Research Paper Competition Finalist, Wharton	2017, 2019
George James Travel Award (\$1,250), Wharton	2017, 2018
Russell Ackoff Doctoral Student Fellowship Award (\$4,500), Wharton Risk Center	2016, 2018
Emilie Louise Wells Fellowship (\$13,000), Vassar College	2016, 2017
GAPSA Research Travel Grant Award (\$570), University of Pennsylvania	2017

Lui & Wan Foundation Scholarship, Vassar College	2010 – 2014
DeGolier Prize for Academic Excellence (Highest GPA), Vassar College	2013

TEACHING EXPERIENCE

Mays Business School, Texas A&M University	College Station, TX
MGMT 376/SOCI 376 Entrepreneurial Perspectives (Undergraduate), Instructor	Fall 2023, 2024
MGMT 637 Foundations of Entrepreneurship (Graduate), Instructor	Fall 2023, 2024

University of North Carolina at Chapel Hill	Chapel Hill, NC
ECON 125 Introduction to Entrepreneurship (Undergraduate, 200 students), Instructor	Spring 2023
ECON 125 Introduction to Entrepreneurship (Undergraduate, 400 students), Instructor	Fall 2020, 2021, 2022
ECON 125 Introduction to Entrepreneurship (Undergraduate, 40 students), Instructor	Spring 2021
PLCY 581 Research Design for Public Policy (Undergraduate), Instructor	Spring 2021, Fall 2022

The Wharton School, University of Pennsylvania	Philadelphia, PA
MGMT 816 Building Human Assets in Entrepreneurial Ventures (MBA), TA	Spring 2019 – Spring 2020
WH 150 Evaluating Evidence (Undergraduate), Guest Lecturer	Spring 2019
Leadership in the Business World Program, Module Lecturer for Management	Summer 2018
MGMT 801 Entrepreneurship (MBA), TA	Spring – Fall 2017
MGEC 611/612 Microeconomics for Managers (Executive MBA), Recitation Instructor	Summer 2017
EDEN 501 Entrepreneurship in Education (Master), TA	Summer 2017
Leadership in the Business World Program, Module Lecturer for Management	Summer 2017
BEPP 250 Managerial Economics (Undergraduate), Recitation Instructor	Spring 2017

CONFERENCE PRESENTATIONS AND INVITED TALKS (presentations by co-authors not listed)

- 2023** Entrepreneurship and Innovation Policy Research Seminar (virtual); AOM 83rd Annual Meeting (Boston, MA); University of North Carolina at Chapel Hill, Kenan–Flagler Business School (Chapel Hill, NC)
- 2022** IACMR Macro Research Forum (virtual); Boston College (Chestnut Hill, MA); University of Wisconsin–Madison, Wisconsin School of Business (Madison, WI); Tulane University, Freeman School of Business (New Orleans, LA); University of Connecticut, UConn School of Business (Storrs, CT); University of Oregon, Lundquist College of Business (Eugene, OR); Penn State University, Smeal College of Business (State College, PA); Texas A&M University, Mays Business School (College Station, TX); Duke Fuqua Strategy Conference (Durham, NC); AOM 82nd Annual Meeting (Seattle, WA); Strategy Science Conference (New York, NY); Strategic Human Capital IG Brown Bag (virtual)
- 2021** Annual People and Organizations Conference (virtual); Strategic Human Capital IG Brown Bag (virtual)
- 2020** AOM 80th Annual Meeting (virtual); Kauffman Knowledge Challenge Research Showcase (virtual)
- 2019** University of North Carolina at Chapel Hill, Public Policy (Chapel Hill, NC); 19th Annual REER Conference, Best Student Paper Finalist (Atlanta, GA); University of Illinois at Urbana-Champaign, Gies College of Business (Champaign, IL); University of Iowa, Tippie College of Business (Iowa City, IA); SMS 39th Annual Conference (Minneapolis, MN); Annual People and Organizations Conference (Philadelphia, PA); Advances with Field Experiments Conference (Chicago, IL); Wharton People Analytics Conference (Philadelphia, PA)
- 2018** Annual People and Organizations Conference (Philadelphia, PA); INSEAD Doriot Entrepreneurship Conference (Fontainebleau, France)
- 2017** Wharton People Analytics Conference (Philadelphia, PA)

2016 Academy of Behavioral Finance & Economics Annual Meeting (Las Vegas, NV); The North American Meetings of the Economic Science Association (Tucson, AZ)

PRESS & CASE COVERAGE

Boxed Apr 2019

Harvard Business School Case 719-496, with Laura Huang and Andy Wu

Link: <https://www.hbs.edu/faculty/Pages/item.aspx?num=56063>

The American Angel Report Nov 2017

with Laura Huang, Andy Wu, and MinJu Lee

Links: <http://www.theamericanangel.org/>, [Business Insider](#)

SERVICE

Ad Hoc Reviewing

Journals: Administrative Science Quarterly, Management Science, Organization Science, Strategy Science

Funding Agencies: National Science Foundation

Strategic Management Society Conferences 2019, 2022, 2023, 2024

Academy of Management Meetings 2018, 2019, 2021, 2024

Professional Service

Representative-at-Large (elected), Strategic Human Capital, Strategic Management Society 2024 – 2025

Representative-at-Large (elected), Teaching Community, Strategic Management Society 2023 – 2024

Webinar Organizer, Strategic Management Society 2024

(Integrating AI into Business School Teaching)

Symposium Organizer, Academy of Management Annual Conference 2023

(Regulatory Uncertainty in Nascent Markets and Entrepreneurial Strategy)

(Who Benefits from Which Intermediary Organizations: Accelerators, Coworking Spaces, and Makerspaces)

Panelist, Academy of Management Annual Conference 2023

(Startup Employees: Current Research and Future Research Directions)

Symposium Organizer, Academy of Management Annual Conference 2022

(Entrepreneurs, Inventors, and Innovative Entrepreneurs: The Exploration of Institutional Forces)

Associate Editor, Academy of Management TIM Division Conference Program 2021

Institutional Service

TAMU Master of Science in Entrepreneurial Leadership (MS-ENLD) Program, Faculty Member 2023 – 2024

UNC Public Policy Undergraduate Studies Committee, Member 2022

UNC Public Policy Faculty Search Committee, Member 2021

UNC Public Policy Graduate Admissions Committee, Member 2020

UNC Shuford Program Recruitment Committee, Reviewer 2020 – 2023

INSEAD-Wharton Doctoral Consortium, Co-Organizer 2017

Mack Innovation Doctoral Association (MIDAs), Co-Organizer 2016 – 2017

Professional Affiliations

Academy of Management (AOM), Strategic Management Society (SMS)

Advising

Dissertation Committee Member for Joonho Oh, UNC-Chapel Hill

Dissertation Committee Member for Scott Langford, UNC-Chapel Hill

Dissertation Committee Member for Feiya Suo, UNC-Chapel Hill (Placement: Meta/Facebook)

Faculty Advisor for Miaomiao Zhang, Pre-Doctoral Mentoring, 2021–2022 (Placement: HBS TOM PhD Program)