

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] Yang, Tiantian, **Jiayi Bao**, and Ming Leung. 2025. “Approaching or Avoiding? Gender Asymmetry in Reactions to Prior Job Search Outcomes by Gig Workers in Female- versus Male-Typed Job Domains.” **Social Forces**, forthcoming.
- [2] **Bao, Jiayi**. 2025. “Do Makerspaces Affect Entrepreneurship? If So, Who, How, and When?” **Strategic Management Journal**, 46(2): 502–533.
- [3] **Bao, Jiayi**. 2024. “Gender Gap in STEM Entrepreneurship: Effects of the Affordable Care Act Reform.” **Strategic Management Journal**, 45(8): 1567–1596.
- [4] **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.
- [5] 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.
- [6] **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 or postdoc co-author at time of research)

- [7] **Bao, Jiayi**, Andy Wu, and †Miaomiao Zhang. “Organizational-Performance Pay and Compensation Dispersion.” **Revise and Resubmit at Journal of Organization Design**
- [8] **Bao, Jiayi**, †Joonho Oh, and Bowen Lou. “Makerspaces, Venture Social Focus, and Resource Acquisition.” **Reject and Resubmit at Strategic Management Journal**
- [9] **Bao, Jiayi**, Bowen Lou, and †Hongshen Sun. “Generative AI and Entrepreneurial Entry.” **Under Review**
- [10] 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**
- [11] **Bao, Jiayi**, and †Miaomiao Zhang. “Regulatory Uncertainty, Entrepreneurial Entry, and Market Identity Specificity: Evidence from the U.S. Autonomous Vehicle Industry.” **Under Review**

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

- [12] Wang, Kate, and **Jiayi Bao**. “Scope of Community Street Protests and Funding of Prosocial Ventures.” (Manuscript in preparation of submission)
- [13] **Bao, Jiayi**, Bowen Lou, and †Hongshen Sun. “Generative AI and Entrepreneurial Participation: Evidence on Geographic Imbalance and Gender Disparity.” (Manuscript in preparation of submission)
- [14] **Bao, Jiayi**, and Srikanth Paruchuri. “AI and Startup Human Capital.” (Survey implementation)
- [15] **Bao, Jiayi**, and Srikanth Paruchuri. “Accelerators Interacting with Makerspaces: The Beacon vs. Sunlight Effect.” (Data analysis in progress)
- [16] **Bao, Jiayi**, and †Joonho Oh. “Educational Assistance and Entrepreneurial Career Choice.” (Data analysis in progress)
- [17] Contigiani, Andrea, Gavin Wang, Bowen Lou, and **Jiayi Bao**. “Experimentation and Generative AI.” (Data analysis in progress)
- [18] †Li, Fanny, Charles Eesley, and **Jiayi Bao**. “Do Makerspaces Have Demographical Identities?” (Data analysis in progress)
- [19] **Bao, Jiayi**. “Community Biolabs and Entrepreneurial Innovation.” (Data analysis 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)

2025 BYU Winter Strategy Conference (Sundance, UT; scheduled); Max Planck Institute for Innovation and Competition (virtual; scheduled)

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 (NSF)

Conferences:

- Strategic Management Society Conferences 2019, 2022, 2023, 2024, 2025
- Academy of Management Meetings 2018, 2019, 2021, 2024, 2025

Grant Review Panels:

- NSF (panel name withheld per NSF policy), Panelist 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 – 2025
- 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)