

Curriculum Vitae – Spring 2023

Family name: Mao
Given name: Jiongni
Gender: Female
Date of birth: 05/01/1996
Citizenship: Chinese
Email address: jiongni.mao@phd.unibocconi.it

Qualifications

2019-Present **Bocconi University (Italy)**
Ph.D. in Business Administration and Management - 4 years; 3rd year of attendance
2017-2019 **Rennes School of Business (France)**
Master of Science in International Marketing - 1.5 years
2014-2018 **Zhongnan University of Economics and Law (China)**
Bachelor of Management in International Business – 4 years

Awards and Scholarships

2019 – 2023 Ph.D. in Business Administration and Management, **Full Fellowship**
2021 Award for innovative doctoral theses, **AIDEA Grant**
2019 Master of Science in International Marketing, **Distinction**
2018 Bachelor of Management in International Business, **Distinction**
2017 **Exceptional Volunteer of 2017 HSYLC** as Teaching Fellow certified by Harvard College for US-China Relations
Third-Class Scholarship issued by Zhongnan University of Economics and Law
2016 **First-Class Scholarship** issued by Zhongnan University of Economics and Law
2015 **National Scholarship** issued by Ministry of Education of PRC

Research Interests

Nonverbal Communication in Entrepreneurial Pitching, Female Entrepreneurship

Working Projects

Free to Be You and Me: Emotional Restraint and Gender Roles in Nonverbal Expression of Crowdfunding Pitches (with Charles Williams)

This paper studies nonverbal emotional restraint in entrepreneurial pitch delivery and how it relates to gender-biased evaluation in early-stage entrepreneurial financing.(complete manuscript)

Presented at Strategic Management Society, London, UK, in September 2022
Will present at IE Doctoral Consortium, Madrid, Spain, in May 2023
Will present at Transatlantic Doctoral Conference, London, UK, in May 2023
Will present at INSEAD Doriot Entrepreneurship Conference, Singapore, in June 2023
Will present at Bocconi Study Day, Milan, Italy, in June 2023
Accepted at Strategic Management Society, Toronto, in September 2023

Coding Tool Comparison of Nonverbal Cues Using Machine Learning Application

This paper provides an overview of algorithmic methods used for nonverbal behavioral cues analysis in management. (in progress)

Entrepreneurial Goal Updating in Early-Stage Entrepreneurship

This project aims to model the goal-updating process in early-stage entrepreneurship and provide correlative evidence to the theory using observational data of 225490 entrepreneurs in crowdfunding. (in progress)

Industry Experience

*Feb. - May 2019 **Market Analyst Intern** at Tencent Advertising, Shenzhen, China*

- Supported interviews with industry experts in FMCG and retail to form 'New Retail' insight report and collaborated with operation and product team to make advertising solution plans.
- Responsible for channel test independently and questionnaire delivery effect (exposure, click and collection rate) analysis to facilitate leader's decision making.
- Grabbed web data of traveling sites and restaurants on traveling websites and supported traveling insight report building.
- Designed general tool for questionnaire data analysis based on SPSS and improved quantitative data analysis process.

*Nov. 2018 - Jan. 2019 **Research Assistant Intern** at Megamerger Consulting, Shanghai, China*

- Conducted primary research at SGCC business hall in Guilin and recorded transcripts to support the project manager.
- Implemented secondary research independently about Chinese electric vehicle market prospect to supplement the final report well.

*June 2018 - Oct. 2018 **Purchasing Data Analyst Intern** at Maersk, Shanghai, China*

- Developed internal tools (Docking Database; Yard Price Index; Post Docking Evaluation) to improve data visibility and help the team to make better procurement decisions.

*July 2017 - Aug. 2017 **Sales Intern** at L'Oreal, Shanghai, China*

- Visited at least 2 KA customers (8 KA in total including Walmart, Carrefour, RT-Mart...) per day in 6 weeks and write 10-page report to reflect merchandise display, inventory, salesperson work efficiency at store.
- Computed OOS level at visited stores and found out 4 influencers, then decreased OOS level from 6% to 1% through purchase-sell-stock table improvement and efficient implementation in 2 weeks.
- Tracked purchase record both online and offline and made creative plan to invite 200 sleeping customers back to counters of 8 KAs I was in charge and achieved win-back rate of 15%, bringing about RMB 20,000.

Language Skills

Mandarin (Native); English (IELTS 7.0; GRE 324; TOIEC 930); French(B2); Italian(A1)

IT Skills

- - Microsoft office, SPSS, Gretl, AMOS (excellent)
- - Python (good)
- - R, Stata (basic)