

Yiyun (Evian) LUO



Title : Assistant Professor
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Academic Qualification

2023.06-2026.09	Ph.D. City University of Hong Kong, Entrepreneurship
2021.09-2026.06	Ph.D. Zhejiang University, Entrepreneurship Management
2017.09-2021.06	Bachelor, Sun Yat-sen University, Business Administration

Working Experience

2026.09-present Assistant Professor, MUST

Teaching Activities

Strategic Management

Research Areas

- ✧ Entrepreneurship
- ✧ Artificial Intelligence and Entrepreneurship
- ✧ Frontier Technology and Entrepreneurship
- ✧ Specialized, Refined, Differentiated and Innovative (SRDI) enterprises

Selected Publications

PUBLISHED PAPERS

- [1] “**Luo, Y.**, Duan, X., Chandra, Y., Wu, A. (2026). Crowd-Streaming by Poverty-Stricken Entrepreneurs: Can Poverty-As-Comparison Enhance Poverty Alleviation Efforts?” **International Journal of Information Management**, 89, 103069. (SSCI, JCR: Q1; IF=27)
- [2] “**Luo, Y.**, Wu, A., Liu, Y., & Song, D. (2024). The impact of long-term orientation on the resilience of niche leaders” **Asia Pacific Journal of Management**, 1-26. (SSCI, ABS: 3, JCR: Q1)
- [3] “Chandra, Y., & **Luo, Y.** (2025). Celebrating A Decade of Entrepreneurship Research in JBVI (2014-2024): Taking the Pulse of the Past to Chart the Future” **Journal of Business Venturing Insight**, 23, e00525. (Australian Business Deans Council (ABDC): A)
- [4] “**Luo, Y.**, Wu, A., & Wang, X. (2026). Does specialization facilitate internationalization? Evidence from Chinese niche leaders” **Chinese Management Studies**, forthcoming (SSCI)
- [5] “**Luo, Y.**, Wu, Y. & Wu, A. (2026) Harmony in diversity: The impact of top management team characteristics on innovation quality of ‘SRDI’ firms” **Asia Business & Management**, forthcoming (SSCI)
- [6] “Chandra, Y., **Luo, Y.**, & Tan, J. (2025). AI and the Future of Human Relations: Eastern and Western Perspectives”, **Nature Springer**.

CONFERENCES

- [1] “**Luo, Y.**, Guarding the old, facing the new: The influence of Confucian culture on AI adoption in family firms”, **Academic of Management (AOM)**, Philadelphia, 2026.
- [2] “Luo, Y., & Ma, R., The impact of strategic persistence on innovation quality: Moderating role of environmental dynamism”, **Academic of Management (AOM)**, Philadelphia, 2026.
- [3] “**Luo, Y.**, Chandra, Y., Duan, X., & Wu, A. Live-Streaming as a Form of Digital Entrepreneurship”, **Academic of Management (AOM)**, Copenhagen, 2025.
- [4] “Liu., Y., Wu, A., **Luo, Y.**, Liu, X., & Lei, J., Timing Matter: How Early International E-commerce Adoption Shapes Performance Outcomes of Digital Platform-based Exporters”, **Academic of International Business (AIB)**, Louisville USA, 2025.
- [5] “**Luo, Y.**, Wu, A., Zhong, Y., The Double-Edged Sword of Institutional Support: Balancing International Intensity and Sustainability in Emerging Economy Firms”, **Academic of International Business (AIB)**, Louisville USA, 2025.
- [6] “**Luo, Y.**, Chandra, Y., & Tan, J. Trust Me, I am Almost a Doctor: Uncertainty in Artificial Intelligence Mediated Doctor-Patient Interactions”, **International Research Society for Public Management (IRSPM)**, Italy, 2025
- [7] “**Luo, Y.**, & Wu, A. Does specialization Matter for Internationalization? Evidence from Niche Leaders”, **Academic of International Business (AIB)**, Seoul, 2024.
- [8] “Chandra, Y., & **Luo, Y.** Mapping A Decade of Entrepreneurship Research in JBVI (2014-2024)”, **Journal of Business Venturing Insights (JBVI)**, Hong Kong, 2024.

- [9] “**Luo, Y.**, Wu, A., Liu, Y., & Song, D. The Impact of Long-term Orientation on the Resilience of Niche Leaders: Evidence from China”, **Academic of International Business (AIB)** Asia Pacific Regional Conference, Ningbo, 2022.

Other Professional Activities

Ad-hoc Reviewer :

- ✧ Academy of Management Journal (AMJ)
- ✧ Asia Pacific Journal of Management
- ✧ Journal of Business Venturing Insights
- ✧ Social Enterprise Journal
- ✧ Business Ethics, the Environment & Responsibility
- ✧ China Management Studies
- ✧ Academy of Management Annual Meetings
- ✧ Academy of International Business Annual Meetings

Honors/Awards

Zhejiang University

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| 2026 | Graduate with Distinction |
| 2026 | The first Prize Scholarship of Zhejiang University |
| 2025 | The first Prize Scholarship of Zhejiang University |
| 2024 | The first Prize Scholarship of Zhejiang University |
| 2024 | Chuanhua Scholarship of Zhejiang University |