

Zixun Zhou



Title : Assistant Professor
School : School of Business
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Academic Qualification

2019/09-2024/07 Ph.D.: Peking University; Major: Management

2015/09-2019/07 BA: Sun Yat-Sen University, Major: Business Administration

Working Experience

2024/09-Now Assistant Professor, Macau University of Science and Technology

Teaching Activities

Business Ethics

Business Ethics and Corporate Social Responsibility

Strategic Management

Introduction to Management

Research Area

Sustainable Innovation

AI for Social Science

Sustainability

Selected Publications (* Denotes corresponding author)

➤ Featured works

[1] **Zixun Zhou**, Xinyu Zhou*, Xuezhi Zhang, Hao Zhong, Qi He. Caring Shoots Beneath the Algorithms: Employee-Related CSR and AI innovation. *Journal of Business Ethics*, online first. (JCR Q1 Top)

- [2] **Zixun Zhou**, Xinyu Zhou*, Xuezhi Zhang, Wei Chen. 2025. Judicial Waves, Ethical Shifts: Bankruptcy Courts and Corporate ESG Performance. *Journal of Business Ethics*, 198: 537–557. (FT 50 in publication year, JCR Q1 Top)
- [3] **Zixun Zhou**, Xinyu Zhou*, Xuezhi Zhang, Qi He. 2025. Not all sparks ignite the same flame: Firm AI innovation and ESG performance. *Journal of Business Research*, 201, 115738. (ABS 3, JCR top)

➤ Other works

- [4] Song, F., Huang, Y., Luo, S., & **Zhou, Z.** (2026). Social credit System pilots and corporate renewable energy technology Innovation: Insights from machine learning. *Technology in Society*, 103378. (Equal Contribution, JCR Q1 Top 1%)
- [5] **Zixun Zhou**, Xinyu Zhou*, Xuezhi Zhang, Wei Chen. 2026. Do corporate social responsibility practices alleviate poverty? Evidence from firms’ targeted pairing assistance with counties. *Humanities and Social Sciences Communications*, Online first, doi.org/10.1057/s41599-026-06659-5. (JCR Q1 Top)
- [6] **Zixun Zhou**, Xinyu Zhou*, Hao Zhong, and Xuezhi Zhang. 2025. Bridging social responsibility and grassroots finance: Evaluating the impact of firms’ targeted pairing assistance on county digital financial inclusion. *Research in International Business and Finance*, 76, 102839. (JCR Q1 Top)
- [7] Chan Ke, Xuezhi Zhang, **Zixun Zhou**. 2024. From apathy to activism: Shareholder dissent on director’s pay proposals and board effectiveness. *The British Accounting Review*, 56: 101360. (Equal Contribution, ABDC A*, JCR Q1 Top)
- [8] Wenxin Wu, Minya Xu*, **Zixun Zhou**. 2023. Targeted poverty alleviation disclosure and analyst forecast accuracy: Evidence from a quasi-natural experiment. *Finance Research Letters*, 54:130767. (Equal Contribution, JCR Q1 Top)
- [9] Wenxin Wu, Xuezhi Zhang*, **Zixun Zhou**. 2022. Institutional investors’ corporate site visits and pay-performance sensitivity. *Pacific-Basin Finance Journal*, 76: 101875. (Equal Contribution, JCR Q1 Top)
- [10] Xuezhi Zhang, Wenxin Wu*, **Zixun Zhou**, Lin Yuan. 2020. Geographic proximity, information flows and corporate innovation: Evidence from the high-speed rail construction in China. *Pacific-Basin Finance Journal*, 61, 101342.

Selected Publications in Top-tier Chinese Journal :

- [1] **周梓洵**；吴文心*；徐敏亚；孙澜澜；机构调研与企业“脱虚返实”——来自来自机构投资者治理作用的证据，*管理科学学报*，2026, 29 (2): 21-44.（国自科管科学部 A 类期刊）
- [2] **周梓洵**；张闰龙；周欣雨*；企业结对帮扶能助力县域经济增长吗——来自扶贫工作信息披露准自然实验的证据，*中国农村经济*，2023（10）：49-66.（AMI 权威期刊）
- [3] 周欣雨；张学志；**周梓洵***；吴文心；企业结对帮扶与县域利用外资，*世界经济*，2023，46

(02): 105-133. (AMI 顶级期刊)

[4] 张学志; 李灿权; **周梓洵***; 员工持股计划、内部监督与企业违规, *世界经济*, 2022, 45

(03): 185-211. (AMI 顶级期刊, 被引量: 200+)

[5] 武常岐; 张昆贤; 周欣雨; **周梓洵***; 数字化转型、竞争战略选择与企业高质量发展——基于机器学习与文本分析的证据, *经济管理*, 2022, 44 (04): 5-22. (人大复印《企业管理研究》2022 年第 9 期全文转载, 被引量: 1000+, 0.1%高被引文章)

CNKI Citation for Chinese Publication: 1500+

Google Citation for English Publication: 200+ (as of August, 2026)

Other Professional Activities

Ad hoc reviewer for *Journal of Business Ethics*, *Management and Organization Review*, *British Accounting Review*, *Technovation*, *Applied Economics*, *Applied Economics Letters*, *Economic Modelling*, *Finance Research Letters*

Member of AOM, IACMR, SMS

Selected Honors/Awards

[1] 2025 CNKI Top 1% Highly Cited Scholar

[2] 2024 CNKI Top 1% Highly Cited Scholar