

Peixin Zuo



Position: Assistant Professor
 Faculty: Faculty of Business
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Links

- ResearchGate: <https://www.researchgate.net/profile/Peixin-Zuo>

Teaching and Research Areas:

Teaching areas: International business, Research methodology

Research areas: International business, International entrepreneurship, High-tech SMEs internationalisation, Social capital.

Education:

PhD in Management	The University of Sheffield
MSc in Management (International Business)	The University of Sheffield
BA in International Business	Qingdao University
BEC in Finance	Qingdao University

Academic Appointments:

Assistant Professor	City University of Macau	2022-Present
Graduate Teaching Associate	The University of Sheffield	2018-2021
Research Assistant	The University of Sheffield	2017-2019

Teaching Experiences:

City University of Macau

<u>MBA programme</u>	
<i>Research Methodology</i>	2022/23/24

<u>BBA programme</u>	
<i>Research Method</i>	2022/23
<i>International Business Management</i>	2022/23
<i>Study Report</i>	2021/22

The University of Sheffield

Master programme

Research Methods
International Management

2019-2020
2019 Spring

Bachelor programme
Management Themes and Perspectives

2018 Autumn

Fellowships:

AFHEA, Associate Fellow at Advance Higher Education, UK 18 Jan 2022
Member of Academy of International Business 8 Oct 2019

Representative Publications and conferences:

- Lu, Y., Zuo, P*., Alves J., C. & Wang, J. 2024. Unlocking the Relationship Between Entrepreneurial Orientation and International Performance: A Systematic Review. *Journal of International Entrepreneurship*, DOI: 10.1007/s10843-023-00340-7 (*the corresponding author)
- Peixin Zuo, Marian V Jones, and Melanie Hassett (Jul 2023). Social Capital Application in SME Internationalisation: A Critical Literature Review. Presented at the Academy of International Business Conference 2023, Warsaw, Poland.
- Peixin Zuo, Melanie E Hassett, and Marian V. Jones (Nov 2021). Creating social capital for internationalisation: Unravelling the problem of outsidership. Peer reviewed and paper presentation at Academy of International Business Oceania Chapter Annual Meeting 2021, virtual conference.
- Peixin Zuo (Autumn 2020). Exploring the creation of social capital and its utilisation for high-tech SMEs, Accepted at Academy of International Business, UKI Chapter, Doctoral Consortium, Leeds, UK.
- Peixin Zuo (Oct 2020). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Accepted at Academy of International Business, US Southeast Chapter, Doctoral Consortium, virtual conference.
- Peixin Zuo (Sep 2019). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Presented at Sheffield University Management School Annual Doctoral Conference, Sheffield, UK.
- Peixin Zuo (Sep 2018). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Presented at Sheffield University Management School Annual Doctoral Conference, Sheffield, UK.
- Peixin Zuo (Apr 2018). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Presented at Academy of International Business, UKI Chapter, Doctoral Consortium, Birmingham, UK.
- Peixin Zuo (May 2017). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Presented at Sheffield University Management School Annual Doctoral Conference, Sheffield, UK.
- Peixin Zuo (May 2017). Exploring the creation of social capital and its utilisation for high-tech SMEs internationalisation, Presented at White Rose DTC Conference, York, UK

Current Research Interests:

- International entrepreneurship
- International business



- Internationalisation
- SMEs
- High-tech firms
- Social capital
- Networks of relationships
- Networking