

## 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 area: 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
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#### BBA programme

<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  
Member of Academy of International Business

18 Jan 2022  
8 Oct 2019

**Representative Publications:**

Lu, Y., Zuo, P\*, Alves J., C. & Wang, J. 2014. Unlocking the Relationship Between Entrepreneurial Orientation and International Performance: A Systematic Review. *Journal of International Entrepreneurship*, Online published, DOI: 10.1007/s10843-023-00340-7 (\*the corresponding author)

**Working papers**

Peixin Zuo, Marian V Jones, and Melanie Hassett. Social Capital Application in SME Internationalisation: A Critical Literature Review.

**Conferences**

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