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Contact Information: Joao_Mazzoni1@baylor.edu
School: Hankamer School of Business, Baylor University
Area of Interest: Entrepreneurship
Year of entry in the PhD program: August 2022
Expected year of Completion: May 2026
Faculty Member Supplying Letter of Recommendation: Dr. Peter G. Klein

JOÃO FERNANDO ROSSI MAZZONI

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EDUCATION

Ph.D. – Entrepreneurship**,** Baylor University
August 2022 – Present
Advisor: Dr. Peter. G. Klein

M.S. - Management**,** Universidade de São Paulo (USP) - Brazil
March 2020 – September 2022
Advisor: Dr. João Luiz Passador

B.S. – Economics**,** Universidade de São Paulo (USP) - Brazil
February 2014 – December 2018
Advisor: Dr. Fabio Barbieri

PEER-REVIEWED PUBLICATIONS

De Aquino, T. M., Mazzoni, J. F. R., Azenha, G. O. Development of Entrepreneurial Capabilities Through Cognitive Interdependence in University Entrepreneurial Ecosystems.
RAE - Revista de Administração de Empresas (Journal of Business Management). Forthcoming.

Boudreaux, C. J., Bradley, S. W., Jha, A., Mazzoni, J. F. R. (2024). You are Only as Strong as Your Weakest Link: Founder and Community Social Capital and Start-Up Survival.
Small Business Economics (SBEJ).
https://doi.org/10.1007/s11187-024-00977-1

Calais, P., Mazzoni, J.F.R., Abreu, M. P. (2024). Contemporary Austrian School as a Research Program: What Can Bibliometrics Teach Us?
The Review of Austrian Economics (RAE).
https://doi.org/10.1007/s11138-024-00657-z

Ceolin, A.M., Mazzoni, J. F. R. (2024). Beyond Rationality: Exploring Neoclassical, Behavioral, and Austrian Approaches to Finance.

Quarterly Journal of Austrian Economics (QJAE), 27(3).
https://doi.org/10.35297/001c.123502

Barbieri, F., & Mazzoni, J.F.R. (2023). Where Economics and Management Connect - Courcelle-Seneuil: An unknown pioneer of scientific management. *Journal of Management History*, 29(4), 518-532.
https://doi.org/10.1108/JMH-12-2022-0075

Paranaiba, A., & Mazzoni, J. F. R. (2023). Murray Rothbard´s Monopoly Theory Applied to the Brazilian Transport Sector: An Overview. *MISES: Interdisciplinary Journal of Philosophy, Law and Economics*, 11, 1-18.
https://doi.org/10.30800/mises.2023.v11.1455

Barossi-Filho, M., Sztajn, R., & Mazzoni, J.F.R. (2023). Economic and legal challenges of virtual money: the central banks issuance. *MISES: Interdisciplinary Journal of Philosophy, Law and Economics*, 10, 1-18.
https://doi.org/10.30800/mises.2022.v10.1448

D'Andrea, F., & Mazzoni, J. F. R. (2019). For a less dramatic creative destruction: Innovation and entrepreneurship as features of the market process. *MISES: Interdisciplinary Journal of Philosophy, Law and Economics*, *7*(3), 599-612.
https://doi.org/10.30800/mises.2019.v7.1245.

Mazzoni, J. F. R. (2019). Falhas de mercado no setor aeroportuário e contraposição da visão neoclássica com a escola austríaca e a escola de public choice. *MISES: Interdisciplinary Journal of Philosophy, Law and Economics*, 7(2), 327-342 (*In Portuguese).*
https://doi.org/10.30800/mises.2019.v7.1189.

ACADEMIC JOURNAL PUBLICATIONS UNDER REVIEW

Mazzoni, J.F.R., Valério, L.C. M. Resource Creation and Property Rights under Knightian Uncertainty: Implications for the Resource-Based View.
1st Revise and Resubmit (R&R) in the *Journal of Management Studies (JMS).*

Sanchez-Ruiz, P., Maldonado-Bautista, I., Mazzoni, J.F.R. Ownership competence and firm performance under state capitalism: Evidence from Mexican publicly listed firms.
Under review in the *Strategic Entrepreneurship Journal (SEJ).*

Bello, A. A. C., Suarez, J. A., Mazzoni, J. F. R. Pitch Perfect: The Role of Assertiveness, Persuasion, Control, and Thematic Focus in Entrepreneurial Funding Success.
Under review in the Strategic Entrepreneurship Journal (SEJ).

Boudreaux, C. J., Mazzoni, J.F.R. *Mise en place*: Rural entrepreneurship and the moderating role of the community.
Under review in the *Small Business Economics Journal (SBEJ)*.

BOOK CHAPTERS

Mota, E. C., Mazzoni, J.F.R., Klein, P. G. "Digital Technologies and the Generative Mechanisms Driving Value Creation in the Sharing Economy." In *Value Creation in Digital Platforms and Business Ecosystems: Networks, Relationships and Platform Markets*. Forthcoming.

Klein, P. G., Mazzoni, J.F.R. "The Make-or-Buy Decision Revisited". *In Handbook of New Institutional Economics*. Forthcoming
Available at SSRN: https://ssrn.com/abstract=4810444.
http://dx.doi.org/10.2139/ssrn.4810444

PEER-REVIEWED BOOK REVIEWS

Mazzoni, J. F. R. (2024). Review of "Why They Can't Write: Killing the Five-Paragraph Essay and Other Necessities." *Education Review, 31*.
https://doi.org/10.14507/er.v31.3885

Mazzoni, J. F. R. (2022). Review of "The evolutionary invisible hand: "Why are we successful? And how do we know we have made an economic error?" *MISES: Interdisciplinary Journal of Philosophy, Law and Economics, 10.*
https://doi.org/10.30800/mises.2022.v10.1441

WORKING PAPERS

Valério, L.C. M., Mazzoni, J.F.R., Klein, P.G. Entrepreneurial Dynamic Capabilities: Organizing the Exercise of Judgment.
Target: *Strategic Management Journal* (SMJ).

De Tommaso, S. F. N., Borini, F.M., Mazzoni, J.F.R., Gomes, L.A.V. Understanding how deep tech entrepreneurs exercise entrepreneurial judgment transitioning through ecosystems to create and grow ventures.
Target: *Entrepreneurship Theory & Practice (ET&P).*

Santos, F., Borini, F. M., Mazzoni, J. F. R. Bounded Rationality as an Adaptive Mechanism: A Framework for Entrepreneurial Judgment.
Target: *Strategic Entrepreneurship Journal (SEJ).*

Valério, L.C. M., Mazzoni, J.F.R., Bello, A. A. C. From Imagination to Action: Entrepreneurial Strategies for Uncertainty Reduction and Avoidance.
Target: *Academy of Management Review (AMR)* (**Selected for the AMR Paper Development Program**).

Mazzoni, J.F.R., Brown, A., Koch, H., Nicoara, C. How Entrepreneurial Incubators Deploy Dynamic Capabilities to Handle External Enablers: The case of COVID-19 and the Name, Image, and Likeness Rules.
Target: *Entrepreneurship Theory & Practice (ET&P)*.

Meireles, F. R. S., Boaventura, J. M. G., Mazzoni, J. F. R., Klein, P. G. The Dynamics of Reciprocity, Justice and Temporal Consistency in Stakeholder Engagement for Co-Patenting: Insights from Brazilian Publicly Traded Companies.
Target: *Long Range Planning*.

OTHER PUBLICATIONS

Mazzoni, J. F. R. (2022). *A qualitative investigation on market concentration in supplementary health in Brazil*. Master´s Dissertation, Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto, Universidade de São Paulo, Ribeirão Preto (*In Portuguese*).
https://doi.org/10.11606/D.96.2022.tde-23112022-102313.

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Ceolin, A. M, Mazzoni, J.F.R. The Interdependence between Entrepreneurship and the Firm. *XXVII SemeAd (Management Seminars)*. São Paulo, November 2024.

Valério, L.C. M., Mazzoni, J.F.R., Ceolin, A. M. Dynamic capabilities under entrepreneurial uncertainty. *48th Annual Meeting of the Brazilian Academy of Management (EnANPAD)*, Florianópolis, September 2024.
https://doi.org/10.21714/2177-2576EnANPAD2024.

Valério, L.C. M., Mazzoni, J.F.R. Dynamic capabilities in an entrepreneurial theory of the firm. *84th Annual Meeting of the Academy of Management*, Chicago, August 2024.
https://doi.org/10.5465/AMPROC.2024.14563abstract.

Mazzoni, J. F. R., Brown, A., Koch, H, Suarez, J. A. Leveraging External Enablers in Entrepreneurial Ecosystems: Uncovering the Role of Incubators." *44th Babson College Entrepreneurship Research Conference*, Munich, June 2024 ***(Selected as one of the best papers in the conference and published in the Frontiers of Entrepreneurship Research – FER)***.

Mota, C. E., Mazzoni, J.F.R. "Digital Technology and Public Value: A Novel Class of Effects." *Strategic Management Society 43rd Annual Conference*, Toronto, 2023.

Suárez, J. A., Sanchez-Ruiz, P., Beltran, J., Mazzoni, J. F. R. "Entrepreneurial Language During and Post Adversity," *43rd Babson College Entrepreneurship Research Conference*, Knoxville, 2023.

Mazzoni, J.F.R., "The sharing economy and Subjective Value – A conceptual framework proposition for the ridesharing services." *Austrian Economics Research Conference (AERC)*, Auburn, 2023.

Guerra, P. C., Mazzoni, J.F.R., Paranaíba, A. C. "Austrian School as a research program: what bibliometrics can teach us?" *Austrian Economics Research Conference (AERC)*, Auburn, 2023.
Boudreaux, C. J., Bradley, S. W., Jha, A., Mazzoni, J. F. R. "Social Capital and Organizational Exit: A multi-level Perspective." *83rd Annual Meeting of the Academy of Management, Boston*, 2023.
https://doi.org/10.5465/AMPROC.2023.19686abstract.

Barbieri, F., Mazzoni, J.F.R. "Courcelle-Seneuil: An unknown pioneer of scientific management." *83rd Annual Meeting of the Academy of Management*, Boston, 2023.
https://doi.org/10.5465/AMPROC.2023.154bp.

Ou, M., Nicoara, C., Mazzoni, J. F. R., Koch, H. "Negotiating High Touch and High-Tech Platforms to Promote Regional Entrepreneurial Ecosystems." *TREO Talks – International Conference on Information Systems (ICIS)*, Copenhagen, 2022.

Paranaíba, A. C., Mazzoni, J. F. R. "Murray Rothbard´s Monopoly Theory applied to the Brazilian Transport Sector - An overview." *VI Fórum Mackenzie de Liberdade Econômica*, São Paulo, 2022 (In Portuguese).
https://doi.org/10.29327/1172323.

Mazzoni, J. F. R., Schüler, F. L. "Increased Individual Autonomy and Transaction Costs." *Markets & Society Conference*, Falls Church, 2022.

Mazzoni, J. F. R., D'Andrea, F. "Public Policies and New Business in Brazil: Motivation and Innovation." *ALTEC 2021: XIX Congreso Latino-Iberoamericano de Gestión Tecnológica y de la Innovación*, Lima, 2021.

Mazzoni, J. F. R. "Market Failures in the Airport Sector and the Counter Position of the Neoclassical Vision with an Austrian School and a School of Public Choice." *Austrian School Students Conference (ASSC)*, Grove City, 2019.

GENERAL MEDIA PUBLICATIONS

Mazzoni, J. F. R. (2024). Interdisciplinary Studies: Preparing Students for a Complex World. *Faculty Focus*.
https://www.facultyfocus.com/articles/course-design-ideas/interdisciplinary-studies-preparing-students-for-a-complex-world/.

PAPER DEVELOPMENT WORKSHOPS

Revista de Administração de Empresas (RAE) Paper Development Workshop – "The future of innovation and entrepreneurship: Revisiting the role of Universities," 2024 (Online)

Technology and Innovation Management (TIM) Division & *Academy of Management Journal (AMJ)* Virtual Paper Development Workshop for Junior scholars, 2024 (Online)

Small Business Economics (SBEJ) 2nd Online Conference for Early Career Researchers, 2023 (Online)

Strategy Division Paper Development Workshop (PDW) for South America - *Academy of Management*, 2023 and 2024 (Online)
Junior Scholar Paper Development Workshop - *Strategic Management Society (SMS) 43rd Annual Conference*, Toronto, 2023.

WORKSHOPS AND CONSORTIUMS

STR Virtual Symposium – "Reviewing for Conferences and Journals: Best Practices" - *Academy of Management*, 2024 (Online)

Stakeholders, Property Rights, and Entrepreneurship: New Frontiers for Foundational Questions – *The Institute for an Entrepreneurial Society (IES) – Syracuse University*, Syracuse, 2023.

Research Methods Community Doctoral Student and Junior Faculty Consortium (Online) - Strategic Management Society (SMS), 2023 (Online)

INVITED PRESENTATIONS

Ou, M., Nicoara, C., Mazzoni, J. F. R., Koch, H. Building a Regional Entrepreneurial Ecosystems: The Role of the New Name, Image, and Likeness (NIL) Rules. *Baylor University Entrepreneurship Research Seminar*, Waco, 2022.

ACADEMIC AWARDS

Entrepreneurship (ENT) Division Outstanding Reviewer - *84th Annual Meeting of the Academy of Management* *2024*

Best International Paper - *Journal of Management History* 2023

Nominee for the Carolyn B. Dexter Award for Best International Paper – *83rd Annual Meeting of the Academy of Management* 2023

Kenneth Garschina Graduate Student Essay Contest Winner – Mises Institute 2023

Second place on the 12° IESS award for studies of the healthcare market in Brazil 2022

OTHER AWARDS

Travel Award - The Institute for an Entrepreneurial Society (IES) – Syracuse University 2023

Research Conference Travel Award - Mises Institute 2023

Conference Travel Award - Mercatus Center at George Mason University 2022

Conference Travel Award - Grove City College 2019

FELLOWSHIPS

Junior Fellowship - Institute for Humane Studies 2025

Markets and Management Ph.D. Development Program Fellowship - Ed Snider Center For Enterprise and Market at the University of Maryland 2024 - Present

Adam Smith Fellowship – Mercatus Center at George Mason University 2023 - Present

Don Lavoie Fellowship – Mercatus Center at George Mason University 2021/2022 - Present

Discussion Colloquia Fellowship - Institute for Humane Studies 2021

ACADEMIC SERVICE

Ad-hoc Journal Reviewer: *Small Business Economics Journal (SBEJ), Midwest Journal of Undergraduate Research (MJUR), MISES: Interdisciplinary Journal of Philosophy, Law and Economics, Œconomia – History / Methodology / Philosophy.*

Ad-hoc Conference Reviewer: *43rd Babson College Entrepreneurship Research Conference, 2023; 83rd Annual Meeting of the Academy of Management, 2023; 44th Babson College Entrepreneurship Research Conference, 84th Annual Meeting of the Academy of Management, 2024; 24th European Academy of Management (EURAM) Conference, 2024; 2024 Meeting of the Southern Management Association (SMA), 2024 Midwest Academy of Management Annual Conference; XXVII SemeAd (Management Seminars)*; *45th Babson College Entrepreneurship Research Conference, 2025; 85th Annual Meeting of the Academy of Management, 2025.*

Session Discussant and Moderator – XXVII, XXVI, XXV and XXIII SemeAd (Management Seminars) - São Paulo, 2020, 2022, 2023 and 2024 (Online, In Portuguese)

COURSES

Economics of Ideas, Sciences, and Innovation – Institute for Progress (Online) 2024

Carnegie School of Organizational Learning Academy (CSOL - Online) 2023

EVENTS

Virtual Summer School of Entrepreneurial Research (VSSER) – The University of Alabama 2024

Graduate Conferences – Institute for Humane Studies (Online) 2023/2024

Three-Minute Thesis (3MT) Competition – Baylor University, Waco, TX 2023/2024

Discussion Colloquia – "Modern Monetary Theory and Populism" - Institute for Humane Studies, Arlington, VA 2023

Entrepreneurial Ecosystems and Economic Development – IMT School for Advanced Studies (Online) 2023

GENERAL SERVICE

Baylor University Graduate Student Association (GSA) Representative, 2024/2025

TEACHING EXPERIENCE

Baylor University
Fall 2024, Spring 2025

- *BUS 4385 - Strategic Management*

Universidade Virtual do Estado de São Paulo – UNIVESP – Brazil
May 2021 – October 2022

- Worked as an online tutor for Industrial Engineer students. Helped them with the following courses: Economic and Financial Engineering, Entrepreneurship, Project Management, and Integrative Projects.

Institute of Education and Research – INSPER – Brazil
March 2021 – June 2022

- Teaching Assistant (T.A.) for the Economics and Management first-year students. Worked under the guidance of Dr. Fernando Luís Schuler in the course "Critical Thinking and Ethics."

Faculdade de Economia, Administração e Contabilidade de Ribeirão Preto (FEA-RP/USP)
July 2020 – December 2020; April 2021 – July 2021

- Teaching Assistant (T.A.) for Microeconomic Theory II (Undergraduate Level). Supervised by Dr. Roberto Guena de Oliveira.
- Teaching Assistant (T.A.) for Microeconomic Theory III (Undergraduate Level). Supervised by Dr. Milton Barossi-Filho.
-

PROFESSIONAL AFFILIATIONS

- *Academy of Management (AOM) – ENT and STR Divisions*

- *Brazilian Academy of Management (ANPAD)*

- *National Association for Studies in Entrepreneurship and Small Business Management (ANEGEPE) – Brazil*

One-Page Motivation Essay:

My current research lies on the intersection between Economics, Entrepreneurship, and Strategic Management. My general research interests are understanding the mechanisms of value creation by entrepreneurs and firms under different institutional arrangements and mechanisms. I am eager to attend the NBER Entrepreneurship Research Boot Camp 2025 to deepen my understanding of the dynamic relationship between entrepreneurship, innovation, and economic growth. This opportunity will allow me to engage with leading scholars and researchers, gain hands-on experience with cutting-edge methodologies, and refine my research skills. By participating in the boot camp, I aim to enhance my ability to analyze and contribute to impactful, data-driven research on entrepreneurship, which will further shape my academic and professional pursuits. I look forward to gaining insights crucial for advancing my career in entrepreneurship research and its application to policy and practice.

Baylor University

10 February 2025

To Whom It May Concern:

I'm pleased to recommend João Fernando Rossi Mazzoni for the 2025 NBER Entrepreneurship Research Boot Camp. João is a third-year Ph.D. student in the Department of Entrepreneurship and Corporate Innovation at Baylor University. I am chairing his dissertation committee, he has worked as my research assistant for the last two years, and I have served as his adviser since he began the program.

João has proved himself an exceptionally capable and productive researcher in just two years as a Ph.D. student. He came to Baylor after completing his M.A. Economics at the University of São Paulo, generally considered the top research university in Brazil. There he published several papers in English and in Portuguese on various issues in the law and regulation of the Brazilian transportation sector. He came to Baylor for the Ph.D. in Entrepreneurship, with a particular interest in public policy toward entrepreneurship and innovation and has been a star student in our program. I expect him to graduate in 2026.

Our program features an interdisciplinary core with theory and methods courses that deal with a variety of entrepreneurship topics from economic, sociological, and psychological perspectives. With João's background in economics, but this interdisciplinary perspective, I expect him to benefit substantially from the lectures and discussion at the boot camp, which will allow him to delve more deeply into the modeling and econometrics issues central to economics research on entrepreneurship.

While completing his coursework (with high marks) and completing his candidacy requirements, and assisting me with my own projects, João has managed to publish five papers in peer-reviewed journals, present at several academic conferences, and coauthor two book chapters. This is an exceptional level of research productivity for a third-year student. And with one exception, these are papers initiated by João or coauthored by João and other Ph.D. students or junior faculty members, not projects coming out of my lab or research center. In short, João is establishing himself as an independent thinker and a creative and productive research scholar on a set of related topics in entrepreneurship and innovation.

João is working this semester on narrowing his dissertation topic and working on his dissertation proposal to be defended later this Spring. The dissertation will deal with aspects of industrial policy, especially in a developing-country context. This includes an analysis of subsidies and other

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incentive programs designed to stimulate entrepreneurship and innovation. Besides his knowledge of the transportation sector in Brazil, João has been studying Brazil's agro-biotechnology industry which has also been shaped by a variety of industrial policies. The dissertation papers will include quantitative and qualitative assessments of the impact of these policies on both the target entrepreneurs as well as those in neighboring sectors, for whom the spillover impact is unclear according to the current research literature.

In short, João has my strongest recommendation for participation in the Boot Camp.

If I can provide any further information, please don't hesitate to ask.

Sincerely,



Peter G. Klein
W. W. Caruth Endowed Chair and Professor of Entrepreneurship
Chair, Department of Entrepreneurship and Corporate Innovation