

Joyce (Heqiao) Ma

PHD STUDENT · STRATEGY

Fuqua School of Business, Duke University, 100 Fuqua Dr, Durham, NC 27708

☎ +1 919-638-3999 | ✉ hm173@duke.edu | 🌐 www.joycehma.com

Education

Duke University

Durham, NC

PHD IN BUSINESS ADMINISTRATION (STRATEGY)

Sep 2021 - present

- Dissertation Committee: Aaron Chatterji (Chair), Daniel Gross, Michael Lenox, Yoko Shibuya

Duke University

Durham, NC

MA IN ECONOMICS

Sep 2019 - May 2021

- Advisor: Daniel Yi Xu

University of Chicago

Chicago, Illinois

VISITING STUDENT

July 2017 - Dec 2017

Central University of Finance and Economics

Beijing, China

BS IN MATHEMATICAL ECONOMICS AND MATHEMATICAL FINANCE

Sep 2015 - May 2019

- Best Undergraduate Thesis Award Winner

Research

IN REVIEW

Ma, Joyce, Aaron Chatterji, Jorge Guzman, Ryan McDevitt. Political Entrepreneurs

Academy of Management Proceedings, NBER Working Paper No.35637, Under Review at Management Science

WORKING PAPERS

Ma, Joyce. Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations *Job Market Paper*

Ma, Joyce, Ashish Arora, Sharon Belenzon. Corporate Science and Startup Performance. *Available at SSRN*

Ma, Joyce, Divya Sebastian, Anurag Wasnik. How Does Immigration Policy Impact Innovation Outsourcing? Evidence From U.S. Public Firms With Federal Contracts

WORK IN PROGRESS

Ma, Joyce. Startup Participation in Federal Rulemaking and Performance Implications

Ma, Joyce, Aaron Chatterji. Agility or Legitimacy? Semiconductor Entrepreneurship Under CHIPS Act Guardrails

Ma, Joyce, Ana Antolin. The Shift in Power: Firms, Agencies, and the End of Chevron Deference

Ma, Joyce, Ana Antolin. Regulatory Influence and Innovation Investment: Evidence from the Withdrawal of Chevron Deference

Ma, Joyce, Celine Fei. The Cost of Decoupling: How the Retreat of Foreign Venture Capital Reshapes Entrepreneurial Performance and Innovation

Ma, Joyce, David Tan, Niki West. From Guidelines to Rules: How Do Firms Deploy Science Across Regulatory Stages?

Ma, Joyce, Shirley Tang. Cleaning Up after Incumbents: Environmental Crisis and Startup Innovation

Awards, Fellowships, & Grants

2015-2018 **Academic Excellence Scholarship**, Central University of Finance and Economics

2016 **College Student Entrepreneurship Design Competition**, Beijing Municipal Commission of Education *Third Prize*

2017 **College Student Innovation and Entrepreneurship Training Program**, Ministry of Education of China *National Grant*

2017 **The Interdisciplinary Contest in Modeling**, Consortium for Mathematics and its Applications *Honorable Mention*

2017 **CUFE Tennis Competition**, Central University of Finance and Economics *Championship in Mixed-Double*

2019 **Best Undergraduate Thesis Award**, Central University of Finance and Economics

2019-2020 **Merit Scholarship**, Duke University Graduate School

2021-present **PhD Fellowship**, Duke University Graduate School

2025 **Graduate School Travel Award**, Duke University Graduate School

2026-2027 **Bass Instructional Fellowship**, Duke University Graduate School

Presentations

CONFERENCES

August 2025. *Persuade vs. Inform: How Do Firms Influence Environmental Regulations?* **Academy of Management Annual Meeting**

October 2025. *Persuade vs. Inform: How Do Firms Influence Environmental Regulations?* **Strategic Management Society Annual Conference**

November 2025. *Political Entrepreneurs* **Association for Public Policy Analysis and Management Annual Conference**

May 2026. *Political Entrepreneurs* **Columbia Management, Data, and Analytics Conference**

May 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **East Coast Doctoral Conference**

May 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Non-Market Strategy Research Community Doctoral Conference**

May 2026. *Political Entrepreneurs* **Strategy Science Conference**

May 2026. *Political Entrepreneurs* **Industry Studies Association Conference**

May 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Industry Studies Association Conference**

June 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Alliance for Research on Corporate Sustainability Conference**

June 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **SMS Hong Kong Special Conference**

August 2026. *Political Entrepreneurs.* **Academy of Management Annual Meeting**

August 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Academy of Management Annual Meeting**

October 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Strategic Management Society Annual Conference**

October 2026. *Political Entrepreneurs.* **Strategic Management Society Annual Conference**

November 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **INFORMS Annual Meeting**

SEMINARS, SYMPOSIA, AND WORKSHOPS

August 2025. *Persuade vs. Inform: How Do Firms Influence Environmental Regulations?* **AOM STR Doctoral Consortium**

September 2025. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Duke Strategy Seminar**

October 2025. *Persuade vs. Inform: How Do Firms Influence Environmental Regulations?* **SMS Annual Doctoral Workshop**

October 2025 - April 2026. **Non-Market Strategy Research Community Doctoral Seminar**

March 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **Wharton Innovation Doctoral Symposium**

April 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **TPRI Research Workshop**

August 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **AOM STR Manage Your Dissertation Workshop**

August 2026. *Innovators as Rulemakers: Technical Expertise and Firm Influence in Environmental Regulations.* **AOM Presenter Symposium: Firm Strategies Under Changing Institutional Environments: Connection, Influence, Disclosure, and Adaptation** Organizer & Presenter

Teaching Experience

Spring 2018 **Intermediate Econometrics**, Teaching Assistant & Lab Instructor

Spring 2022 **Strategy 840E: Emerging Market Strategy**, Teaching Assistant

Spring 2023 **Strategy 840: Emerging Market Strategy**, Teaching Assistant & Instructor

Spring 2024 **Strategy 845: Entrepreneurial Execution**, Teaching Assistant

Spring 2024 **FUQINTRD 692: Business and Common Purpose**, Teaching Assistant

Fall 2024 **Strategy 835: Foundations of Strategy**, Teaching Assistant

Spring 2025 **Strategy 845E: Entrepreneurial Execution**, Teaching Assistant

Summer 2025 **Fuqua PhD Summer Camp: Econometrics**, Instructor

Fall 2025 **Strategy 841: Strategy Implementation**, Teaching Assistant

Fall 2025 **Strategy 557K: Principles of Strategy**, Teaching Assistant

Fall 2026 **Strategy 835: Foundations of Strategy**, Teaching Assistant

Fall 2026 **I&E 101: Innovation, Creativity, & Entrepreneurial Mindset**, Teaching Assistant & Instructor

Professional Experience

Chinese Academy of Social Sciences, Institute of World Economics and Politics

RESEARCH ASSOCIATE

Beijing, China

June 2018 - July 2019

Industrial and Commercial Bank of China, ICBC Credit Suisse Asset Management

INVESTMENT INTERN

Beijing, China

July 2016 - Sep 2016

Service and Outreach

SERVICE AND MEMBERSHIPS

2016-2019 **China Economics and Management Academy Student Committee**, Committee Member

2016-2017 **Central University of Finance and Economics Tennis Club**, Deputy Director

2022-2023 **Fuqua PhD Student Club**, **The Fuqua School of Business**, Committee Member

2024-2025 **Fuqua PhD Student Club**, **The Fuqua School of Business**, Committee Chair

2024-2026 **Duke Strategy PhD Conference**, **The Fuqua School of Business**, Organizing Committee Member

2025 **Strategic Management Society**, Volunteer

REVIEW FOR JOURNALS

Ad-hoc reviewer for the following academic journals: Strategic Management Journal, Management Science, and Journal of Economics and Management Strategy

REVIEW FOR CONFERENCES

Ad-hoc reviewer for conferences held by the following academic organizations: Academy of Management (AOM), Strategic Management Society (SMS), Alliance for Research on Corporate Sustainability (ARCS), Association for Public Policy Analysis and Management (AAPAM)

Skills

Proficient in Microsoft Office, Python, R, Stata, SQL, and Google Cloud Platform

Native in Chinese, proficient in English, beginner in Hindi

References

Aaron Chatterji

Mark Burgess & Lisa Benson-Burgess Distinguished Professor
Fuqua School of Business, Duke University
ronnie@duke.edu

Daniel Gross

Associate Professor
Fuqua School of Business, Duke University
daniel.gross@duke.edu

Michael Lenox

University Professor and Tayloe Murphy Professorship in Business Administration
Darden School of Business, University of Virginia
LenoxM@darden.virginia.edu

Yoko Shibuya

Assistant Professor
Fuqua School of Business, Duke University
yoko.shibuya@duke.edu