

**Maria Figueroa-Armijos, PhD**  
Associate Professor of Entrepreneurship  
EDHEC Business School  
Paris & Lille  
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[www.figueroa-armijos.weebly.com](http://www.figueroa-armijos.weebly.com)

## **EDUCATION**

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- 2013      **PhD**, Public Policy, University of Missouri-Columbia, USA  
Focus: Entrepreneurship  
Dissertation: Three Essays on Entrepreneurship & Regional Economic Development
- 2009      **MSc**, Applied Economics, University of Missouri-Columbia, USA  
Minor: International Development  
Thesis: Adapting to Climate Change in the Bolivian Highlands
- 2004      **BSc (Honors)**, Sustainable Agriculture and Natural Resource Management, EARTH  
University, Costa Rica

## **ACADEMIC EXPERIENCE**

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- 2020-present    Associate Professor of Entrepreneurship, EDHEC Business School, France
- 2015-2019      Affiliated Research Faculty, AU Center for Innovation, Washington, DC, USA  
*NSF Innovation Corps (I-Corps) site*
- 2017-2019      Academic Director, MSc in Sustainability Management, Kogod School of Business,  
American University, Washington, DC, USA
- 2015-2019      Assistant Professor of Management, Kogod School of Business, American  
University, Washington, DC, USA
- 2013-2015      Assistant Professor of Economics, College of Business and Economics, Lehigh  
University, USA

## **RESEARCH INTERESTS**

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Entrepreneurship, Business Ethics, Social Responsibility  
Women's Entrepreneurship, Entrepreneurial Finance, Entrepreneurship Policy

## PUBLICATIONS

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\*Denotes equal authorship

1. da Motta Veiga, S.P., **Figueroa-Armijos, M.**, & Clark, B.B. (2023). Seeming ethical makes you attractive: Unraveling how ethical perceptions of AI in hiring impacts organizational innovativeness and attractiveness. *Journal of Business Ethics*, 186(1), 199-216. [10.1007/s10551-023-05380-6](https://doi.org/10.1007/s10551-023-05380-6)
2. **Figueroa-Armijos, M.**, Clark, B.B., & da Motta Veiga, S.P. (2023). Ethical perceptions of AI in hiring and organizational trust: The role of performance expectancy and social influence. *Journal of Business Ethics*, 186(1), 179-197. [10.1007/s10551-022-05166-2](https://doi.org/10.1007/s10551-022-05166-2)
3. da Motta Veiga, S.P., & **Figueroa-Armijos, M.** (2022). Considering artificial intelligence in hiring for cybervetting purposes. *Industrial and Organizational Psychology*, 15, 354-356. [10.1017/iop.2022.54](https://doi.org/10.1017/iop.2022.54)
4. **Figueroa-Armijos, M.**, & Berns, J.P. (2022). Vulnerable populations and individual social responsibility in prosocial crowdfunding: Does the framing matter for female and rural entrepreneurs? *Journal of Business Ethics*, 177(2), 377-394. [10.1007/s10551-020-04712-0](https://doi.org/10.1007/s10551-020-04712-0)  
[2022 Honor Roll of Responsible Research in Business and Management](https://www.tandfonline.com/doi/full/10.1007/s10551-020-04712-0)
5. Javadian, G., **Figueroa-Armijos, M.**, Gupta, V., Modarresi, M., & Dobratz, C. (2021). Does it pay to act feminine? A cross-cultural study of gender stereotype endorsement and cognitive legitimacy of new ventures. *International Journal of Gender and Entrepreneurship*, 13(4), 330-352. [10.1108/IJGE-07-2020-0092](https://doi.org/10.1108/IJGE-07-2020-0092)
6. Berns, J.P.\* , **Figueroa-Armijos, M.\***, da Motta Veiga, S.P.\* , & Dunne, T. (2020). Dynamics of lending-based prosocial crowdfunding: Using a social responsibility lens. *Journal of Business Ethics*, 161(1), 169-185. [10.1007/s10551-018-3932-0](https://doi.org/10.1007/s10551-018-3932-0)
7. **Figueroa-Armijos, M.** (2019). Does Public entrepreneurial financing contribute to territorial servitization in manufacturing and KIBS in the US? *Regional Studies*, 53(3), 341-355. [10.1080/00343404.2018.1554900](https://doi.org/10.1080/00343404.2018.1554900)
8. **Figueroa-Armijos, M.**, & Valdivia, C. (2017). Sustainable innovation to cope with climate change and market variability in the Bolivian Highlands. *Innovation and Development*, 7(1), 17-35. [10.1080/2157930X.2017.1281210](https://doi.org/10.1080/2157930X.2017.1281210)
9. **Figueroa-Armijos, M.**, & Johnson, T.G. (2016). Entrepreneurship policy and economic growth, solution or delusion? Evidence from a state initiative. *Small Business Economics*, 47(4), 1033-1047. DOI: <https://link.springer.com/article/10.1007/s11187-016-9750-9>
10. **Figueroa-Armijos, M.**, & Johnson, T.G. (2013). Entrepreneurship in rural America across typologies, gender and motivation. *Journal of Developmental Entrepreneurship*, 18(2). DOI: [10.1142/S1084946713500143](https://doi.org/10.1142/S1084946713500143)

11. **Figueroa-Armijos, M.**, Dabson, D., & Johnson, T.G. (2012). Rural entrepreneurship in a time of recession. *Entrepreneurship Research Journal*, 2(1). [10.2202/2157-5665.1044](https://doi.org/10.2202/2157-5665.1044)  
*Attracted regional media attention (interviews): KOMU-TV News 08/09/2012, KBIA 91.3 FM radio 08/01/2012, KCUR 89.3 FM radio 08/14/2012, and Columbia Daily Tribune newspaper 08/04/2012. Also cited in other popular media and blogs.*
12. **Figueroa-Armijos, M.**, Alvarado, I., & French, J. (2005). Description and analysis of the transformation of the horticulture supply system in the supermarket sector of Costa Rica. *Tierra Tropical: Sostenibilidad, Ambiente y Sociedad*, 1(1).

## BOOK CHAPTERS

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1. **Figueroa-Armijos, M.** (2021). Business model innovation for a circular economy: Adapting to create value. In Jakobsen, S., Lauvås, T., Quatraro, F., Rasmussen, E., & Steinmo M. (Eds) *Research Handbook on Innovation for a Circular Economy*. Edward Elgar Publishing. [ISBN: 9781800373082](https://doi.org/10.1080/9781800373082)
2. **Figueroa-Armijos, M.**, & Valdivia, C. (2013). Market access and resilience in the Bolivian Highlands (In Spanish). In Elizabeth Jimenez (Ed.), *Adapting to Climate Change in the Bolivian Highlands*. La Paz, Bolivia: CIDES-UMSA.

## BOOK REVIEWS

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1. **Figueroa-Armijos, M.** (2017). Book Review: Women's Entrepreneurship in Global and Local Contexts (Edited by Diaz-Garcia, C., Brush, C.G., Gatewood, E.J., & Welter, F.). *Growth and Change*, 48(3), 487-489. DOI: <https://doi.org/10.1111/grow.12217>

## RESEARCH REPORTS

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1. **Figueroa-Armijos, M.**, Johnson, T.G., & Stallmann, J.I. (2012). International Comparative Rural Policy Studies (ICRPS) Summer Institute 2004-2011 Participants Survey Report. Rural Policy Research Institute (RUPRI), University of Missouri.
2. Johnson, T.G., Dabson, B., Miller, K., **Figueroa-Armijos, M.**, Kelrick, P., & Gautam, S. (2011). Transportation, Economic Development and Quality of Life in Rural America. Project report, University of Missouri.
3. Robinson, D., Johnson, T.G., Mendoza, J., **Figueroa-Armijos, M.**, & Vila-Brunet, N. (2010). Applying recognized economic measures to Department of Homeland Security Critical/Key Infrastructure Sectors. Project Report, University of Missouri.

## **POLICY BRIEFS**

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1. **Figueroa-Armijos, M.**, Dabson, B., & Johnson, T.G. (2013). Rural entrepreneurship in a time of recession. Institute of Public Policy, University of Missouri.
2. Dabson, B., Johnson, T.G., Wesemann, A., **Figueroa-Armijos, M.**, & Stallmann, J.I. (2013). Assessing the impact of Missouri's tax credits. Submission to the Missouri Tax Credit Review Commission, Institute of Public Policy, University of Missouri.

## **MEDIA PUBLICATIONS**

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1. **Figueroa-Armijos, M.** & da Motta Veiga, S.P. (2023, Nov). AI ethics in hiring (in French). *The Conversation*.
2. **Figueroa-Armijos, M.** (2022, May). Business models for a circular economy (in French). *The Conversation*.
3. **Figueroa-Armijos, M.** (2021, Nov). Entrepreneurship at a time of crisis. *EDHEC Vox #12*.
4. **Figueroa-Armijos, M.** (2020, Oct). Millennials and self-employment in recessionary times. *EDHEC Vox*.

## **CONFERENCE PRESENTATIONS & PROCEEDINGS**

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1. **Figueroa-Armijos, M.** & da Motta Veiga, S.P. (2023). Unraveling the age-entrepreneurship dynamics in early careers: A longitudinal study exploring individual and contextual conditions. *Academy of Management (AOM) Annual Meeting*. Boston, MA, USA.
2. **Figueroa-Armijos, M.** (2023). External enablement of women's entrepreneurship in the U.S. Annual Meeting of the *Regional Studies Association (RSA)*, Ljubljana, Slovenia.
3. **Figueroa-Armijos, M.** & da Motta Veiga, S.P. (2022). Is self-employment a viable early-career option in a recession? Annual Meeting of the *Regional Studies Association (RSA)*, London, UK.
4. da Motta Veiga, S.P., **Figueroa-Armijos, M.**, & Clark, B.B. (2022). Artificial intelligence in hiring and applicant attraction. *Academy of Management (AOM) Annual Meeting*, Seattle, WA.
5. **Figueroa-Armijos, M.**, Clark, B.B., & da Motta Veiga, S.P. (2021). Ethical perceptions of ai in the hiring process and organizational trust. *North American Regional Science Council (NARSC) and Regional Science Association International Annual Meeting*, Denver, CO, & *Society of Industrial and Organizational Psychology (SIOP) Annual Meeting*, Seattle, WA.
6. **Figueroa-Armijos, M.** (2021). Start-up entrepreneurial finance of women-owned firms in the United States. *Academy of Management (AOM) Conference*, Virtual.

7. **Figueroa-Armijos, M., & Berns, J.P.** (2021). Vulnerable populations and individual social responsibility in prosocial crowdfunding: Does the framing matter for female and rural entrepreneurs? *Hawaii International Conference on System Sciences (HICSS)*, Virtual.
8. **Figueroa-Armijos, M.** (2020, Nov). Public entrepreneurial financing for women entrepreneurs? Annual Meeting of the *North American Regional Science Council (NARSC)* and the *Regional Science Association International*, Virtual.
9. **Figueroa-Armijos, M., & da Motta Veiga, S.P.** (2020). Early-career self-employment among millennials in the great recession: Did parenting during adolescence affect their career decisions? *AOM's 1st Careers Division Community Conference (CarCon)*, Vienna, Austria, & *Academy of Management Conference*, Virtual.
10. Hallowell, A., Crawley, A., & **Figueroa-Armijos, M.** (2019). The role of rural labor markets in female entrepreneurship. Annual Meeting of the *North American Regional Science Council (NARSC)* & the *Regional Science Association International*, Pittsburgh, PA.
11. **Figueroa-Armijos, M., & Berns, J.P.** (2019). Vulnerable populations and entrepreneurship in prosocial crowdfunding. *Academy of Management Annual Meeting*, Boston, MA.
12. **Figueroa-Armijos, M., & da Motta Veiga, S.P.** (2019). Predictors of early-career self-employment among millennials in the digital economy: The role of The Great Recession. *Hawaii International Conference on System Sciences (HICSS)*, Maui, HI.
13. **Figueroa-Armijos, M., & da Motta Veiga, S.P.** (2018). Predictors of early-career self-employment among millennials: The role of The Great Recession by gender and location. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, San Antonio, TX.
14. Javadian, G., **Figueroa-Armijos, M., & Crystal Dobratz.** (2018). Not just a man's job anymore: Examining the feminine side of entrepreneurship. Annual Meeting of the *Southern Management Association*, & Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, San Antonio, TX.
15. **Figueroa-Armijos, M.** (2018). Is public entrepreneurial financing contributing to territorial servitization in manufacturing and KIBS in the US? Annual Meeting of the *Regional Studies Association (RSA)*, Lugano, Switzerland.
16. da Motta Veiga, S.P., & **Figueroa-Armijos, M.** (2018). Individual and family predictors of self-employment as a sustainable career option among millennials. Annual Meeting of the *Regional Studies Association (RSA)*, Lugano, Switzerland.
17. **Figueroa-Armijos, M.** (2017). Entrepreneurship policy and territorial innovation: An examination of the manufacturing and knowledge intensive sectors in the United States. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, Vancouver, BC.

18. **Figueroa-Armijos, M.**, & Berns, J.P. (2017). The role of gender, rurality, and teams in prosocial crowdfunding. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, Vancouver, BC.
19. Berns, J.P., **Figueroa-Armijos, M.**, da Motta Veiga, S.P., & Dunne, T. (2016). Crowdfunding from the heart? Unraveling the drivers and outcomes of globally crowdfunded entrepreneurship. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, Minneapolis, MN.
20. **Figueroa-Armijos, M.** (2015). What drives environmental entrepreneurship? The role of informal institutions. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, Portland, OR.
21. **Figueroa-Armijos, M.**, Johnson, T.G., & Berns, J.P. (2015). Institutions and the financing of entrepreneurial ventures: the role of entrepreneurship policy and public start-up capital. *Academy of Management Conference*, Vancouver, BC, Canada.
22. Berns, J.P., Dunne, T., **Figueroa-Armijos, M.**, & da Motta Veiga, S.P. (2015). Funding from the head or the heart: An examination of entrepreneurial crowdfunding lending. *Academy of Management Conference*, Vancouver, BC, Canada.
23. **Figueroa-Armijos, M.** (2014). Sustaining regional innovation: Start-up and expansion capital in family businesses. *Southern Regional Science Association (SRSA) Conference*, San Antonio, TX.
24. **Figueroa-Armijos, M.**, & Johnson, T.G. (2013). The additionality of public start-up capital on U.S. entrepreneurial performance. Annual Meeting of the *North American Regional Science Council (NARSC)* and *Regional Science Association International (RSAI)*, Atlanta, GA.
25. **Figueroa-Armijos, M.**, Valdivia, C.B., & Higgins, K. (2013). Latino entrepreneurship in three new settlement communities in the Midwest: *Southern Regional Science Association (SRSA) Conference*, Washington DC and *Cambio de Colores Conference*, St Louis, MO.
26. **Figueroa-Armijos, M.**, & Johnson, T.G. (2012). Optimizing public spending in an age of scarcity: Tax credit policy and economic development in missouri. *Association for Public Policy Analysis and Management (APPAM) Conference*, Baltimore, MD.
27. **Figueroa-Armijos, M.** (2012). Toward a sustainable economy: A system dynamics model of entrepreneurship and regional wealth. *Academy of Management Annual Meeting*, Boston, MA.
28. **Figueroa-Armijos, M.** (2012). The effect of US renewable energy policy on regional entrepreneurial outcomes and economic growth. *International Symposium on Society and Resource Management*, Edmonton, AB, Canada.

29. **Figueroa-Armijos, M.**, Dabson, B., & Johnson, T.G. (2011). Rural entrepreneurship in a time of recession. Annual Meeting of the *North American Regional Science Council (NARSC) and Regional Science Association International (RSAI)*, Miami, FL.
30. **Figueroa-Armijos, M.**, Johnson, T.G., & Dabson, B. (2011). Entrepreneurship policy and tax credits: Does it matter for Kansas counties. *Rural Wealth Creation and Livelihoods Conference*, Washington, DC.
31. **Figueroa-Armijos, M.**, & Johnson, T.G. (2011). Women entrepreneurship in rural America: Necessity and opportunity from a three-rural typology comparison. *7<sup>th</sup> Mason Entrepreneurship Research Conference (MERC)*, Washington, DC.
32. **Figueroa-Armijos, M.** (2011). Necessity and opportunity entrepreneurship in America: A study on gender, rurality, and unemployment. *50<sup>th</sup> Southern Regional Science Association (SRSA) Conference*, New Orleans, LA.
33. **Figueroa-Armijos, M.**, Johnson, T.G., & Dabson, B. (2010). The effect of entrepreneurship policy on economic growth: Network Kansas. Annual Meeting of the *North American Regional Science Council (NARSC) and Regional Science Association International (RSAI)*, Denver, CO.
34. **Figueroa-Armijos, M.**, & Valdivia, C.B. (2008). Strategies to develop market access that contribute to resilience in the Bolivian Highlands. *American Agricultural Economics Association (AAEA) Annual Meeting*, Orlando, FL.
35. Alvarado, I., & **Figueroa-Armijos, M.** (2004). Education and its effect in the development of the entrepreneurial profile in youth from agricultural sectors: Case study. *VII International Entrepreneurship Conference*, Entrepreneurship Center, ESEN, El Salvador.

## INVITED PRESENTATIONS

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1. ESCP Europe Business School, Dept of Entrepreneurship, France, 2023
2. Euratechnologies, Startup incubator and accelerator, France, 2022
3. ESCP Europe Business School, Dept of Entrepreneurship, France, 2022
4. Miami University, Farmer School of Business, Dept of Entrepreneurship, USA 2021
5. ESCP Europe Business School, Dept of Entrepreneurship, France, 2019
6. University of Maine, School of Economics, USA 2019
7. ULB - Solvay Brussels School of Economics and Management, Belgium, 2018
8. University of Texas at Dallas, School of Economic and Policy Sciences, USA, 2018
9. University College Dublin, Ireland, 2017
10. USDA Economic Research Service, USA, 2016
11. ULB - Solvay Brussels School of Economics and Management, Belgium, 2016
12. KU Leuven - Research Center for Globalization, Innovation, Competition, Belgium, 2016
13. George Mason University, School of Business, USA, 2015

14. Suffolk University, Sawyer School of Business, USA, 2013
15. City University of New York Baruch College, School of Public Affairs, USA, 2013

## POSTERS

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1. Stallmann, J.I., **Figueroa-Armijos, M.**, Johnson, T.G., & Steel, B.S. (2012). International Comparative Rural Policy Studies. *North American Colleges and Teachers of Agriculture/National Institute of Food and Agriculture (NIFA)*, River Falls, WI.
2. **Figueroa-Armijos, M.**, & Valdivia, C.B. (2012). Adapting to climate and market variability: The case of native potatoes in Bolivia. *Adapting to Climate Change: Gaining the Advantage* Conference, University of Missouri, Columbia, MO.
3. **Figueroa-Armijos, M.**, & Valdivia, C.B. (2008). Strategies to develop market access that contribute to resilience in the Bolivian Highlands. *Sustainable Ag and Natural Resources Mgmt-Collaborative Research Support Program (SANREM-CRSP)* Meeting, Philippines.

## FELLOWSHIPS, HONORS, & AWARDS

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1. Honor Roll of Responsible Research in Business and Management, 2022
2. Excellent Pedagogical Performance, Award, EDHEC Business School, 2022
3. Excellent Pedagogical Performance, Award, EDHEC Business School, 2021
4. Greenberg Scholarship of Teaching and Learning Award, Nominee, 2019
5. AU Complex Problems, Core Faculty, 2019
6. Kogod Undergraduate Professor of the Year, Top 5, 2018
7. BYU Business Language Case Competition, 1<sup>st</sup> place, Mentor, 2018
8. AU Faculty Research Support Grant (\$7,500), 2018
9. AU NSF Innovation CORPS (ICORPS) Faculty, 2018-2019
10. AU Honors Challenge Course Faculty, 2018
11. Walkathon by AHealthyU (most steps by AU employee), 1<sup>st</sup> place, 2018
12. ADVANCE NSF Small Grant for Interdisciplinary Collaboration and Leadership, 2014
13. Eugene Mercy, Jr. President's Fund for Faculty Development, Lehigh University, 2013
14. Doctoral Consortium, USASBE, San Francisco, CA, 2013
15. Entrepreneurship Doctoral Consortium, Academy of Management, Boston, MA, 2012
16. Preparing Future Faculty, Fellow, Graduate School, University of Missouri, 2012
17. Dr. John D. Bies International Travel Scholarship, Award, MU Graduate School, 2012
18. Hemispheric Forum for Young Leaders in Ag Entrepreneurship, Inter-American Institute for Cooperation on Agriculture (IICA) and University of Nebraska, Representative, 2010
19. Endowment Peter Gilmore & EARTH University Endowment, Full Scholarship, 2001-04
20. Outstanding Professional Performance, Award, EARTH University, Costa Rica, 2002
21. Central America towards Río + 10: World Summit for Sustainable Development, Johannesburg 2000 Workshop, Representative, ACICAFOC, Costa Rica, 2002



## **TEACHING EXPERIENCE** (mean teaching effectiveness)

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*Excellent Pedagogical Performance Award at EDHEC Business School, 2022 & 2021*

*\*Indicates own initiative/design*

Strategic Management (4.6/5)

MSc Management

Course coordinator, 6 faculty, 850 students

\*Innovation in Sustainability Systems (4.7/5)

MSc Sustainability Management &

MSc Entrepreneurship & Innovation

\*Sustainable Entrepreneurship & Innovation

(5/5) – Apprenticeship

\*Crowdfunding for Social & Sustainable Impact (4.8/5) – MSc Management

\*Social Entrepreneurship & Innovation (4.9/5)

MSc Entrepreneurship & Innovation

\*Entrepreneurship & Sustainability:

Business Solutions for a Sustainable World (4.7/5) – PM & BBA

\*Global Corporate Citizenship (6.8/7) Undergraduate

## **PhD committees**

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Jury member for Piotr Horodyski, Executive PhD in Management (2023), ESCP Business School

## **REVIEWER SERVICE**

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Editorial Board: *Journal of Management Studies*

Ad Hoc reviewer: *Research Policy, Journal of Business Venturing, Journal of Business Ethics, Regional Studies, Journal of International Business Studies*

## **PROFESSIONAL AFFILIATIONS**

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Academy of Management (AOM), ENT and TIM Divisions

Regional Studies Association (RSA)

## **OTHER EXPERIENCE**

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2009-2013      Research Assistant, Community Policy Analysis Center, University of Missouri  
2008-2009      Research Assistant, USDA-Rural Development Division grant project  
2006-2009      Graduate Research Assistant, SANREM CRSP, USAID grant project  
2005-2006      Assistant Professor of Agribusiness, Technical University of Machala, Ecuador  
2005-2006      Chief, Solid Waste Mgmt Division, Municipality of Machala, Ecuador  
2003              Intern for Latin American Business, Kalsec Inc., Kalamazoo, MI, USA  
2002-2004      Student Lead, Entrepreneurial Projects Program, EARTH University, Costa Rica

## **LANGUAGES**

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English and Spanish (Bilingual), French (in progress)