

Maria Figueroa-Armijos, PhD
 Associate Professor of Entrepreneurship
 EDHEC Business School
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EDUCATION

- 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
 Entrepreneurial project: ENFICORO – Organic Farm to Table

LEADERSHIP EXPERIENCE

- 2020-2021 Academic Director, MSc in Entrepreneurship and Innovation,
 EDHEC Business School, France
Led the curricular transformation to achieve national accreditation
- 2017-2019 Academic Director, MSc in Sustainability Management,
 Kogod School of Business, American University, Washington, DC, USA
Awarded the Page Grand Prize for Best Sustainability Curriculum in a Business School

ACADEMIC EXPERIENCE

- 2020-present Associate Professor of Entrepreneurship, EDHEC Business School, France
- 2015-2019 Affiliated Research Faculty, Veloric Center for Entrepreneurship,
 Washington, DC, USA
- 2015-2018 Senior Research Fellow, Schar School of Policy, George Mason 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, Lehigh University, USA

RESEARCH INTERESTS

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

PUBLICATIONS

*Denotes equal authorship

1. Banks, G., Rasmussen, L.M., Tonidandel, S., Pollack, J.M., Hausfeld, M.M., Williams, C., Albritton, B.H., **Figueroa-Armijos, M.**, et al. (2025). Women's and men's authorship experiences: A prospective meta-analysis. *Journal of Management*, 51(4), 1273-1287. [10.1177/01492063251315701](https://doi.org/10.1177/01492063251315701)
2. 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)

[2025 Syntec Conseil FNEGE Academic Prize for Management Research](#)
3. **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)
4. 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)
5. **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](#)
6. 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)
7. 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)
8. **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)
9. **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)
10. **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>

11. **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)
12. **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.
13. **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

1. **Figueroa-Armijos, M. & Valdivia, C.** (Forthcoming). Entrepreneurship and enterprise development in new settlement communities: Insights for Latino entrepreneurship policy in times of change. In Melchor Duran, I.L., & Villegas, A. (Eds.), *Entrepreneurial Ecosystems Builders: Understudied Contexts and Concepts*. Emerald Publishing.
2. **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/10.1016/B978-0-12-818003-7)
3. **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

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>

MEDIA PUBLICATIONS

1. **Figueroa-Armijos, M. & Banks, G.C.** (2025, March). How to ensure equal recognition of women in research: 7 tips for fair authorship. *EDHEC Vox*.
2. **Figueroa-Armijos, M.** (2024, Sept). The rise of Latino entrepreneurship. *EDHEC Vox*.
3. da Motta Veiga, S. & **Figueroa-Armijos, M.** (2024, April). How AI is revolutionizing recruitment. *QuiFinanza*.
4. da Motta Veiga, S. & **Figueroa-Armijos, M.** (2024, Jan). Are job applicants receptive to being assessed by AI? *HRMAsia*.
5. **Figueroa-Armijos, M. & da Motta Veiga, S.** (2024, Jan). Are you cool with being recruited by a robot? *The Conversation Europe*.

6. da Motta Veiga, S. & **Figueroa-Armijos, M.** (2024, Jan). Looking for a job? This is how you do an interview with Artificial Intelligence (in Italian). *True-News*.
7. Figueroa-Armijos, M. (2023, Dec). Circular economy: Why are we wasting time? *EDHEC Vox*.
8. **Figueroa-Armijos, M.** & da Motta Veiga, S. (2023, Nov). AI ethics in hiring (in French). *The Conversation*.
9. **Figueroa-Armijos, M.** (2022, May). Business models for a circular economy (in French). *The Conversation*.
10. **Figueroa-Armijos, M.** (2021, Nov). Entrepreneurship at a time of crisis. *EDHEC Vox*.
11. **Figueroa-Armijos, M.** (2020, Oct). Millennials and self-employment in recessionary times. *EDHEC Vox*.

FELLOWSHIPS, HONORS & AWARDS

1. [Syntec Conseil FNEGE Academic Prize for Management Research, 2025](#)
2. [Best Paper, ENT Division, Academy of Management, 2025](#)
3. [Honor Roll of Responsible Research in Business and Management, 2022](#)
4. Excellent Pedagogical Performance, Award, EDHEC Business School, 2022
5. Excellent Pedagogical Performance, Award, EDHEC Business School, 2021
6. Greenberg Scholarship of Teaching and Learning Award, Nominee, 2019
7. AU Complex Problems, Core Faculty, 2019
8. Kogod Undergraduate Professor of the Year, Top 5, 2018
9. BYU Business Language Case Competition, 1st place, Mentor, 2018
10. AU Faculty Research Support Grant (\$7,500), 2018
11. AU NSF Innovation CORPS (ICORPS) Faculty, 2018-2019
12. AU Honors Challenge Course Faculty, 2018
13. Walkathon by AHealthyU (most steps by AU employee), 1st place, 2018
14. ADVANCE NSF Small Grant for Interdisciplinary Collaboration and Leadership, 2014
15. Eugene Mercy, Jr. President's Fund for Faculty Development, Lehigh University, 2013
16. Doctoral Consortium, USASBE, San Francisco, CA, 2013
17. Entrepreneurship Doctoral Consortium, Academy of Management, Boston, MA, 2012
18. Preparing Future Faculty, Fellow, Graduate School, University of Missouri, 2012
19. Dr. John D. Bies International Travel Scholarship, Award, MU Graduate School, 2012
20. Graduate Student Council, Representative, University of Missouri, 2012
21. Hemispheric Forum for Young Leaders in Ag Entrepreneurship, Inter-American Institute for Cooperation on Agriculture (IICA) and University of Nebraska, Representative, 2010
22. Endowment Peter Gilmore & EARTH University Endowment, Full Scholarship, 2001-04
23. Student Council, Spokesperson to the Dean, EARTH University, Costa Rica, 2002-04
24. Outstanding Professional Performance, Award, EARTH University, Costa Rica, 2002
25. Central America towards Río + 10: World Summit for Sustainable Development, Johannesburg 2000 Workshop, Representative, ACICAFOC, Costa Rica, 2002

INVITED PRESENTATIONS

- ESCP Europe Business School, Dept of Entrepreneurship, France, 2024
- ESCP Europe Business School, Dept of Entrepreneurship, France, 2023
- Euratechnologies, Startup incubator and accelerator, France, 2022
- ESCP Europe Business School, Dept of Entrepreneurship, France, 2022
- Miami University, Farmer School of Business, Dept of Entrepreneurship, USA 2021
- ESCP Europe Business School, Dept of Entrepreneurship, France, 2019
- University of Maine, School of Economics, USA 2019
- ULB - Solvay Brussels School of Economics and Management, Belgium, 2018
- University of Texas at Dallas, School of Economic and Policy Sciences, USA, 2018
- University College Dublin, Ireland, 2017
- USDA Economic Research Service, USA, 2016
- ULB - Solvay Brussels School of Economics and Management, Belgium, 2016
- KU Leuven - Research Center for Globalization, Innovation, Competition, Belgium, 2016
- George Mason University, School of Business, USA, 2015
- Suffolk University, Sawyer School of Business, USA, 2013
- City University of New York Baruch College, School of Public Affairs, USA, 2013

CONFERENCE PRESENTATIONS & PROCEEDINGS (full list available upon request)

- Academy of Management (AOM), 2012-2025
[*"Best Paper", ENT Division, AOM 2025*](#)
- Strategic Management Society (SMS), Special Conference on Grand Challenges, 2025
- Regional Studies Association (RSA), 2018, 2022-2024
- Regional Science Association International (RSAI), 2010-2021
- Society of Industrial and Organizational Psychology (SIOP), 2021
- Hawaii International Conference on System Sciences (HICSS), 2019, 2021
- AOM's 1st Careers Division (CAR) Conference, 2020
- Southern Management Association (SMA), 2018
- Southern Regional Science Association (SRSA), 2011, 2013-2014
- Association for Public Policy Analysis and Management (APPAM), 2012
- International Symposium on Society and Resource Management (ISSRM), 2012
- Rural Wealth Creation and Livelihoods Conference, 2011
- Mason Entrepreneurship Research Conference (MERC), 2011
- American Agricultural Economics Association (AAEA), 2008
- International Entrepreneurship Conference, 2004

TEACHING EXPERIENCE (mean teaching effectiveness)

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

**Indicates own initiative/design*

Strategic Management (4.5/5, NPS +37)
MSc Management

*Entrepreneurship & AI for Sustainability
(4.7/5, NPS +71)
GETT track, MSc Management

*Innovation in Sustainability Systems (4.6/5, NPS +24)

MSc Sustainability Management & MSc Entrepreneurship & Innovation

*Sustainable Entrepreneurship & Innovation (4.6/5, NPS +64) – Apprenticeship

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

*Social Entrepreneurship & Innovation (4.9/5, NPS+90) – MSc Entrepreneurship

*Entrepreneurship & Sustainability: Business Solutions for a Sustainable World (5/5, NPS +100) – PM & BBA Global Corporate Citizenship (6.8/7)

PhD SUPERVISION

Co-supervisor for Manayer AlSharekh, Executive PhD in Mgmt (2024-), ESCP Business School

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

PROFESSIONAL SERVICE

- Expert Reviewer, French National Research Agency (ANR), [AAPG](#) 2025
- Mentor, AIM HIGH 2025 program, *Journal of Management*
- Editorial Review Board: *Journal of Management Studies*
- Ad hoc Reviewer: *Research Policy*, *Entrepreneurship Theory & Practice*, *Journal of Business Venturing*, *Journal of Business Ethics*, *Regional Studies*, *Business & Society*, *Small Business Economics*, *World Development*

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM), ENT and ONE Divisions

Global Scholar Development Committee Member, ENT Division, 2025-2026

Regional Studies Association (RSA)

OTHER EXPERIENCE

2018	Visiting Professor, Solvay Brussels School of Management, Belgium
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

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

PERSONAL INTERESTS

Pilates, Zumba, Running, Travel, Nature, Hiking