

Vanessa C. Burbano

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EDUCATION, ACADEMIC AND NON-ACADEMIC POSITIONS

Columbia Business School , New York, NY Assistant Professor of Management	July 2015 – present
UCLA Anderson School of Management , Los Angeles, CA Ph.D. in Management (Strategy concentration) M.A. in Economics	2015 2011
Princeton Woodrow Wilson School of Public and International Affairs , Princeton, NJ M.P.A. in Public Affairs	2007-2009
Associate, Goldman Sachs , New York, NY	2005-2007
Strategy Consultant, Monitor Group , New York, NY	2003-2005
Universidad Complutense , Madrid, Spain M.A. in International Development (<i>Rotary Ambassadorial Scholar</i>)	2002-2003
University of Pennsylvania , Philadelphia, PA B.A. in Economics and International Relations, <i>summa cum laude</i>	2002

RESEARCH HONORS, AWARDS AND GRANTS

Honors and Awards

2017	Winner, Investment for Impact Research Prize, Berkeley Sustainable Business and Investment Forum
2017	Winner, Responsible Research in Management Award
2017	Winner, Outstanding Paper Award, Alliance for Research on Corporate Sustainability Conference
2017	Winner, Best Ethics Paper, Midwest Strategy Conference
2016	Finalist, Wiley Blackwell Award for Outstanding Dissertation Research in Business Policy and Strategy (1 of 6 finalists)
2015	Xavier Dreze Prize for best dissertation
2014	People's Choice Award, Alliance for Research on Corporate Sustainability Conference, for paper presentation at conference
2013	Honorable Mention, Best Paper Award, Strategic Management Society Annual Meeting, Atlanta (1 of 5 finalists)

2013 Nominated, Best Conference Paper for Practical Implications, Strategic Management Society Annual Meeting, Atlanta

Research Grants and Funding

2016 Columbia University Provost's Small Grants Program for Junior Faculty
2014 UCLA Dissertation Year Fellowship
2012 Strategy Research Foundation Dissertation Fellowship
2011 Price Center Research Grant
2009-2013 UCLA Anderson Doctoral Fellowship

RESEARCH

Publications

1. **Burbano VC** (2016) Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces. *Organization Science* 27(4): 1010 – 1028.
 - Winner, 2017 Investment for Impact Research Prize, Berkeley Sustainable Business and Investment Forum
 - Winner, 2017 Responsible Research in Management Award, co-sponsored by the Community for Responsible Research in Business and Management and the International Association for Chinese Management Research
 - Honorable Mention, 2013 Best Paper Award, Strategic Management Society Annual Meeting
 - People's Choice Award, 2014 Alliance for Research on Corporate Sustainability Conference
2. Delmas M and **Burbano VC** (2011) The Drivers of Greenwashing. *California Management Review* 54(1): 64-87.

Under Review

3. **Burbano VC**, Mamer J, and Snyder J. Pro Bono as a Human Capital Learning and Screening Mechanism: Evidence from Law Firms – under 3rd round review at *Strategic Management Journal*
 - Winner, 2017 Outstanding Paper Award, Alliance for Research on Corporate Sustainability Conference
4. **Burbano, VC** and Ostler, J. Strategic Behavior by Nonprofit, For-profit, and Public Organizations: A Coalitional Game Theoretic Perspective – under 2nd round review at *Strategic Management Journal*
 - Winner, 2017 Best Ethics Paper, Midwest Strategy Conference, under prior title “Unethical Behavior by Nonprofit, For-Profit, and Public Organizations”

5. Hawn O and **Burbano VC**. National Culture and Sustainability – under review

Working Papers

6. **Burbano VC**. Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence.
7. **Burbano, VC**. The Effect of Corporate Activism on Employee Motivation: Field Experimental Evidence from Online Labor Market Platforms.
8. **Burbano VC**, Carlson N, and Ostler J. A New Way of Engaging with Stakeholders: Crowdfunding and the Advantage of Social Ventures.

In Progress

Cultural Antecedents of Corporate Social Responsibility: Experimental Evidence (w/Olga Hawn, UNC and Elizabeth Moulton, CBS). Data analysis in progress.

Corporate Sustainability: The Evolution of the Field as Shown Through Science Mapping (w/ Manuel de Cobo, U Cadiz and Magali Delmas, UCLA). Data analysis completed.

The Effect of Employer Social Mission and Incentives on Employee Willingness to Invest in Firm-Specific-Human Capital (w/ David Krysynski, BYU and Elizabeth Moulton, CBS). Field experiments in progress.

Prosocial Risk Preferences (w/ Elizabeth Webb, CBS). Data analysis.

The Effect of Employer Mission and Rankings on Employee Motivation (w/ Jana Gallus, UCLA). Data analysis.

Understanding the Effects of Social Mission and Gendered Job Characteristics on Prospective Employee Applications and Wage Demands (w/ Mabel Abraham, CBS). Running pilot.

MBA Preferences for Corporate Social Responsibility: A Conjoint Analysis (w/ Stephan Meier, CBS). Data analysis.

Social Entrepreneurship and Crowdfunding (w/ Natalie Carlson, CBS; Ethan Mollick, Wharton; Jim Ostler, Michigan). Data analysis.

Charitable Donations Improve Employee Performance by Increasing Passion for Work (w/Jon Jachimowicz, CBS). Studies in progress.

Social Mission and Unethical Behavior: Field Experimental Evidence from an Online Platform Labor Marketplace (w/ Bennett Chiles, CBS). Design phase.

TEACHING

- 2017 MBA Core Strategy, Columbia GSB (Fall)
Executive Education class “Making Strategic Choices,” AMP program May 8, Oct 23
- 2016 MBA Core Strategy, Columbia GSB (Fall)
- 2015 PhD Management Proseminar, Columbia GSB (Fall)

PRESENTATIONS

Conference and Seminar Paper Presentations

- 2017 Alliance for Research on Corporate Sustainability Conference
- 2017 Strategy Research Forum Conference
- 2017 Academy of Management
- 2017 Winter Strategy Conference
- 2017 Wharton People and Organizations Conference
- 2017 Berkeley Sustainable Business and Investment Forum
- 2017 Baruch College, Strategy Department
- 2017 UCSB, Bren School of Environmental Science and Management
- 2016 Academy of Management
- 2016 Alliance for Research on Corporate Sustainability Conference
- 2015 Duke Fuqua Business School, Strategy department
- 2015 NYU Stern Business School, Management department
- 2015 INSEAD School of Business, Strategy department (Singapore campus)
- 2015 London Business School, Strategy and Entrepreneurship department
- 2015 Harvard Business School, Strategy unit
- 2014 Columbia Business School, Management department
- 2014 USC Marshall School of Business, Management and Organization department
- 2014 Strategy and the Business Environment Conference
- 2014 Alliance for Research on Corporate Sustainability Conference
- 2014 Academy of Management
- 2014 CCC Doctoral Colloquium, Boston University
- 2013 Strategic Management Society Meeting
- 2013 UCLA Institute of the Environment and Sustainability / Luskin School of Public Affairs

Panelist/Discussant/Moderator

- 2017 Strategy and the Business Environment conference – discussant
- 2017 Navigating the Political Divide, OCR Senior Corporate Affairs Summit, NYU - moderator
- 2016 Academy of Management, caucus “Making Organizations Meaningful through Non-market Activity” – panelist
- 2016 Academy of Management, BPS Dissertation Finalist Symposium – panelist
- 2015 Strategic Research Foundation Dissertation Scholar Workshop, Junior Mentor Panel, SMS Conference – panelist
- 2013 Strategic Research Foundation Dissertation Fellow Panel, SMS Conference – panelist

MEDIA MENTIONS

Media Mentions of Research in Popular Press:

- *Fortune.com* featured “Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces” in “[Why Socially Responsible Companies Pay Less for Top Talent](#),” Sept 14, 2016
- Huffington Post article by VC Burbano, “[Can Companies Pay Less by Doing Good?](#)”
- *Forbes.com* featured an interview and “The Drivers of Greenwashing” in article titled “[Will Volkswagen's Possible \\$18B Emissions Penalty Drive Transparency in Manufacturing?](#),” Jan 25, 2016
- *Fortune.com* commentary by VC Burbano, “[These are the Shortfalls of the Paris Climate Change Deal](#),” Dec 17 2015
- *New York Times* mentioned “The Drivers of Greenwashing” in article titled “[Social Responsibility that Rubs Right Off](#),” Oct 17 2015

Academic Media Mentions of Research:

- *Columbia Ideas at Work* featured “Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces” in “[There’s More Than One Route to Doing Well by Doing Good](#)” – Aug 4, 2016.
- *Strategic Management Society Media* featured research as “cutting edge work on corporate social responsibility” in “[Is Corporate Social Responsibility for Real?](#)”- Feb 18 2016
- *Columbia Ideas at Work* featured “The Drivers of Greenwashing” in interview and article titled “[VW Scandal Just the Tip of the Greenwashing Iceberg](#),” October 23 2015, available here:

ACADEMIC SERVICE

- Board Member, Alliance for Research on Corporate Sustainability (2016-present)

- Nominations Committee, Alliance for Research on Corporate Sustainability (2015-present)
- Faculty Program Lead, Climate Change and Business Program, CBS (2016)
- Member of the Real Time Expert Poll Panel on Corporate Political Activism (2016)
- Advisory Board Member, Network for Business Sustainability (2012-2015)
- Ad Hoc Reviewer for *Organization Science*, *Management Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *California Management Review*
- Ad Hoc Reviewer for Academy of Management conference, Strategic Management Society conference, Alliance for Research on Corporate Sustainability conference
- Co-organizer of symposium “Socially Responsible Firm Policies, People and Performance” with T. Gubler at the Academy of Management, 2014

OUTSIDE ACTIVITIES

Columbia Business School requires its faculty members to disclose any activities that might present a real or apparent conflict of interest: None.

PERSONAL

Married with two sons (born 11/2012 and 12/2015). Fluent in English and Spanish.