

Vanessa C. Burbano

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Last updated June 2020

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

2019	Selected to <i>Poets & Quant's</i> Best 40 Under 40 MBA Professors
2019	Winner, Best Paper Award, International Association of Business and Society Conference
2019	Finalist, Industry Studies Association Ralph Gomory Best Industry Studies Paper Award
2018	Winner, Best Paper Award, Alliance for Research on Corporate Sustainability Annual Conference
2017	Winner, Investment for Impact Research Prize, Berkeley Sustainable Business and Investment Forum
2017	Winner, Responsible Research in Management Award
2017	Winner, Best Paper Award, Alliance for Research on Corporate Sustainability Annual 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
- 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

- 2020 Paul Richman Center for Business, Law, and Public Policy Faculty Grant
- 2018 Sanford C. Bernstein & Co. Center for Leadership and Ethics Faculty Grant (Co-PI: Bennett Chiles)
- 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** (2019) The Demotivating Effects of Communicating a Social-Political Stance: Field Experimental Evidence from an Online Labor Market Platform. Forthcoming, *Management Science*
 - Winner, 2018 Best Paper Award, Alliance for Research on Corporate Sustainability Annual Conference
2. **Burbano VC** and Ostler, J. (2020) Differences in Consumer-Benefitting Misconduct by Nonprofit, For-profit, and Public Organizations. Forthcoming, *Organizational Behavior and Human Decision Processes*
 - Winner, 2017 Best Ethics Paper, Midwest Strategy Conference, under prior title “Unethical Behavior by Nonprofit, For-Profit, and Public Organizations”
3. **Burbano VC** (2019) Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence. *Organization & Environment*. 1-26.
4. **Burbano VC**, Mamer J, and Snyder J (2018) Pro Bono as a Human Capital Learning and Screening Mechanism: Evidence from Law Firms. *Strategic Management Journal* 39(11): 2899-2920.
 - Winner, 2017 Best Paper Award, Alliance for Research on Corporate Sustainability Conference

- Finalist, 2019 Industry Studies Association Ralph Gomory Best Industry Studies Paper Award
5. **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
 6. Delmas M and **Burbano VC** (2011) The Drivers of Greenwashing. *California Management Review* 54(1): 64-87.

Under Review

7. Abraham M and **Burbano VC**. Congruence between Leadership Gender and Organizational Claims Affects the Gender Composition of the Applicant Pool: Field Experimental Evidence. – 2nd Round R&R, *Organization Science*
8. **Burbano VC** and Chiles B. Mitigating Gig Worker Misconduct: Evidence from a Real Effort Experiment. – 2nd Round R&R, *Organization Science*
9. Hawn O, **Burbano VC**, and Moulton-Tetlock E. Future Orientation, Diversity, and Corporate Social Responsibility
– Under review
10. **Burbano VB**, Meier S, and Padilla N. Gender Differences in Preferences for Meaning at Work.
– Under review

In Progress

When One Isn’t Enough: Organization-level and Product-level Social Responsibility in New Ventures (w/ N. Carlson and J. Ostler) – in process of writing paper

Examining the Causal Effects of Employee Participation in Corporate Social Responsibility Initiatives: Field Experimental Evidence from a Latin American Bank (w/ F. Portocarero) – in process of writing paper

–Winner, 2019 Best Paper Award, International Association of Business and Society Conference

The Diversity Disconnect: The Effect of Diversity Claims Decoupling (w/ M. Abraham & J. Carter) – in process of writing paper

The Influence of Identity and Interests on Community Mobilization Against Corporations: Evidence from Mixed Methods (w/ S. Dorobantu & K. Odziemkowska) – in process of writing paper

Charitable Donations, Employee Performance, and Passion for Work (w/ J. Jachimowicz) – data analysis completed

A Bibliometric Review of the Field of Corporate Sustainability (w/ M. de Cobo & M. Delmas) – data analysis in progress

The Sensitivity of Labor Productivity to Shock-Related vs. Stable CSR (w/ L. Ballesteros & A. Cobb) – data collection in progress

Mission and Pay-for-Performance (w/ J. Bogard & J. Gallus) – study in progress

The Effect of Communicating a Social-Political Stance on Job Applicant Interest: Field Experimental Evidence (w/ F. Dell’Acqua) – design/development stage

Platform Markets and Social Outcomes: A Field Experiment in Collaboration with a Platform Market in Singapore (w/ J. Luo & W. Koo Wu-Yi) – design/development stage

TEACHING

- 2019 MBA Core Strategy, Columbia GSB (Fall)
“Making Strategic Choices,” Executive Education Programs
“Corporate Scope,” Executive Education Program
- 2018 MBA Core Strategy, Columbia GSB (Fall)
“Making Strategic Choices,” Executive Education Programs
- 2017 MBA Core Strategy, Columbia GSB (Fall)
“Making Strategic Choices,” Executive Education Programs
- 2016 MBA Core Strategy, Columbia GSB (Fall)
- 2015 PhD Management Proseminar, Columbia GSB (Fall)

CONFERENCE AND SEMINAR PRESENTATIONS

* Indicates presentation by co-author

Burbano VC (2016) Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces. *Organization Science*

- 2017 Berkeley Sustainable Business and Investment Forum (Winner, Best Paper Award)
- 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 (Winner, People's Choice Award)
- 2014 Academy of Management
- 2014 CCC Doctoral Colloquium, Boston University
- 2013 Strategic Management Society Meeting (Honorable Mention, Best Paper Award)

Burbano VC, Mamer J, and Snyder J. (2018) Pro Bono as a Human Capital Learning and Screening Mechanism: Evidence from Law Firms. *Strategic Management Journal*

- 2017 Alliance for Research on Corporate Sustainability Conference (Winner, Best Paper Award)
- 2017 Wharton People and Organizations Conference
- 2014 Academy of Management

Burbano VC. (2019) Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence. *Organization & Environment*.

- 2017 Winter Strategy Conference
- 2017 Academy of Management
- 2017 Baruch College, Strategy Department
- 2017 UCSB, Bren School of Environmental Science and Management
- 2016 Alliance for Research on Corporate Sustainability Conference
- 2015 Academy of Management

Burbano VC. (2020) The Demotivating Effect of Communicating a Social-Political Stance: Field Experimental Evidence from an Online Labor Market Platform. *Management Science*, forthcoming.

- 2019 University of Toronto, Rotman School of Management, Strategy Department
- 2019 Michigan Ross School of Business, Strategy Department
- 2019 University of Maryland Robert Smith School of Business, Dept of Management and Organization
- 2019 Wharton Corporate Strategy and Innovation Conference
- 2019 Strategic Management Society Conference
- 2018 Manhattan College School of Business
- 2018 INFORMS College of Organization Science Program, ASU

- 2018 Alliance for Research on Corporate Sustainability (Winner, Best Paper Award)
- 2018 Academy of Management

Burbano, VC and Ostler, J. (2020) Differences in Consumer-Benefitting Misconduct by Nonprofit, For-profit, and Public Organizations. *OBHDP*, forthcoming.

- 2017 Strategy Research Forum Conference
- 2017 Michigan Ross School of Business, Strategy Department* (Winner, Award for Best Paper on Ethics)
- 2017 Organization Science Winter Conference*

Burbano VC, Carlson N, and Ostler J. When One Isn't Enough: Organization-level vs. Product-level Social Responsibility in New Ventures

- 2020 Alliance for Research on Corporate Sustainability Conference, scheduled
- 2019 Strategy Research Foundation Conference
- 2019 Sustainability, Ethics, and Entrepreneurship Conference *
- 2018 Michigan Ross School of Business, Strategy Department*
- 2018 Organization Science Winter Conference*
- 2018 Industry Studies Conference*
- 2018 Academy of Management*
- 2018 Strategic Management Society Conference *
- 2017 Columbia Business School

Hawn O, Burbano VC, and Moulton-Tetlock E. Future Orientation, Diversity, and Corporate Social Responsibility

- 2018 George Washington University*
- 2018 Alliance for Research on Corporate Sustainability*
- 2018 Academy of Management *
- 2017 HEC Paris, Strategy Department*

Abraham M, and Burbano VC. Congruence between Leadership Gender and Organizational Claims Affects the Gender Composition of the Applicant Pool: Field Experimental Evidence

- 2019 George Washington University, International Business Dept & Dept of Strategic Management and Public Policy
- 2019 Rutgers School of Business, Management Department
- 2019 Academy of Management
- 2019 Strategy Science Conference
- 2019 Alliance for Research on Corporate Sustainability
- 2019 UCLA Anderson
- 2019 Strategic Management Society Conference
- 2018 INFORMS College of Organization Science Program, ASU*
- 2018 University of Toronto*
- 2018 Maryland Entrepreneurship Conference*
- 2018 Hiring & Organizations Conference*
- 2018 MIT Sloan*
- 2018 People and Organizations Conference, Wharton*

- 2018 Columbia Business School, Management Department*
- 2018 INFORMS College of Organization Science Program, ASU*
- 2018 Duke, Strategy Department

Burbano VC, and Chiles B. Social Responsibility and Employee Misconduct

- 2019 Columbia Business School, Bernstein Center Lightning Talks
- 2019 Alliance for Research on Corporate Sustainability*
- 2018 People and Organizations Conference, Wharton*

Portocarrero F and Burbano VC. Examining a Causal Effect of Corporate Volunteer Programs on Employees: Field Experimental Evidence from a Latin American Bank

- 2019 International Association for Business and Society Conference (Winner, Best Paper Award)*
- 2019 Academy of Management*

Burbano VC, Meier S, and Padilla N. Gender Differences in Preferences for Meaning at Work.

- 2020 Alliance for Research on Corporate Sustainability Conference, scheduled
- 2019 University of Toronto, Rotman School of Management, Strategy Department*
- 2019 Wharton Corporate Strategy and Innovation Conference*

Abraham M, Burbano VC, and Carter J. The Diversity Disconnect: The Effect of Diversity Claims Decoupling

- 2020 SPSP Conference*

PRESENTATIONS AS PANELIST/ MODERATOR/ DISCUSSANT

- 2019 Winter Strategy Conference session “Cutting Edge Field Experimental Methods in Strategy Research” – panelist
- 2019 OCR Senior Corporate Affairs Summit – moderator
- 2019 Academy of Management STR Doctoral Consortium – faculty participant
- 2019 Academy of Management PDW Workshop “Strategy and Innovation Field Experiments: How to Design and Run Experiments in Firms and Markets” – speaker
- 2018 Dartmouth Junior Faculty Summer Camp – presenter
- 2018 Strategy Research Forum Conference – discussant
- 2017 Strategy and the Business Environment conference – discussant
- 2017 Navigating the Political Divide, OCR Senior Corporate Affairs Summit - 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:

- The Financial Times. [Academic focus limits business schools' contribution to society](#). Feb 23, 2020.
 - The paper "Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces" was listed in the Finances Times survey of top "Business School Research with Social Impact"
- *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 "The Demotivating Effects of Communicating a Social-Political Stance: Field Experimental Evidence from an Online Labor Market Platform" in "[Your Employer's Politics May Affect Your Motivation at Work](#)" – February 24, 2020.
- *Columbia Ideas at Work* featured "Pro Bono as a Human Capital Learning and Screening Mechanism: Evidence from Law Firms" in "[How Your Charitable Work Benefits Your Employer](#)" – November 13, 2018. Article and video.
- *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

- Research Committee Member, STR division of AOM (2018-present)

- Representative at Large, Stakeholder Strategy interest group of Strategic Management Society (2018-present)
- Representative at Large, Strategic Human Capital interest group of Strategic Management Society (2018- present)
- Review Committee, Responsible Research in Management Award (2019-2020)
- Membership Interview Committee, Strategic Human Capital Interest Group of SMS (2018)
- Board of Faculty Leaders, Columbia Business School Sanford C. Bernstein & Co Center for Leadership and Ethics (2018-present)
- Board Member, Alliance for Research on Corporate Sustainability (2016-present)
- Nominations Committee, Alliance for Research on Corporate Sustainability (2015-present)
- Strategy Research Forum member (2016 – present)
- Faculty Program Lead, Climate Change and Business Program, CBS (2016)
- Member of the Real Time Expert Poll Panel on Corporate Political Activism (2016-present)
- Advisory Board Member, Network for Business Sustainability (2012-2015)
- Ad Hoc Reviewer for *Organization Science*, *Management Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Academy of Management Review*, *Academy of Management Journal*, *Organization & Environment*, *California Management Review*, *Business & Society*
- Ad Hoc Reviewer for Academy of Management conference, Strategic Management Society conference, Alliance for Research on Corporate Sustainability conference

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.