

Vanessa C. Burbano
 Management Division, Columbia Business School
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EDUCATION, ACADEMIC AND NON-ACADEMIC POSITIONS

Columbia Business School , New York, NY	
Sidney Taurel Associate Professor of Management (without tenure)	2021 – present
Assistant Professor of Management	2016 – 2021
Instructor	2015-2016
<i>(Tenure clock was stopped once for maternity leave and once for medical leave)</i>	
UCLA Anderson School of Management , Los Angeles, CA	
Ph.D. in Management (Strategy concentration)	2009-2015
Princeton 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	2002-2003
M.A. in International Development (<i>Rotary Ambassadorial Scholar</i>)	
University of Pennsylvania , Philadelphia, PA	
B.A. in Economics and International Relations, <i>summa cum laude</i>	2002

RESEARCH AWARDS AND HONORS

2023	Winner, SMS Emerging Scholar Award Strategic Management Society
2023	Finalist, ONE-SIM Outreach Award Academy of Management’s Organizations and the Natural Environment (ONE) and Social Issues in Management (SIM) Divisions
2022	Winner, ONE Emerging Scholar Award, Academy of Management’s Organizations and the Natural Environment (ONE) Division
2022	Finalist, ONE and Network for Business Sustainability Research Impact on Practice Award
2021	Winner, STR Emerging Scholar Award, Academy of Management’s Strategic Management (STR) Division
2021	Winner, ARCS Emerging Sustainability Scholar Award, Alliance for Research on Corporate Sustainability
2021	Finalist, ONE and Network for Business Sustainability Research Impact on Practice Award
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

Peer Reviewed Publications

1. Portocarerro, Florencio and **Vanessa C. Burbano**. 2023. The Effects of a Short-term Corporate Social Intervention on Employee Turnover: Field Experimental Evidence. *Management Science*. (Articles in Advance; <https://pubsonline.informs.org/doi/10.1287/mnsc.2022.01517>)
 - Winner, 2019 Best Paper Award, International Association of Business and Society Conference
2. **Burbano, Vanessa C.***, and Bennett Chiles*. 2022. Mitigating Gig and Remote Worker Misconduct: Evidence from a Real Effort Experiment. *Organization Science* 33(4): 1273–1299.
3. Abraham, Mabel*, and **Vanessa C. Burbano***. 2022. Congruence between Leadership Gender and Organizational Claims Affects the Gender Composition of the Applicant Pool: Field Experimental Evidence. *Organization Science* 33(1):393-413.
 - Finalist, ONE and Network for Business Sustainability Research Impact on Practice Award (2022)
4. **Burbano, Vanessa C.** 2021. The Demotivating Effects of Communicating a Social-Political Stance. *Management Science* 67(2):1004-1025.
 - Winner, Best Paper Award, Alliance for Research on Corporate Sustainability Annual Conference (2018)
 - Finalist, ONE and Network for Business Sustainability Research Impact on Practice Award (2021)
 - Finalist, ONE-SIM Outreach Award (2023)

5. **Burbano, Vanessa C.***, and James Ostler*. 2021. Differences in Consumer-Benefitting Misconduct by Nonprofit, For-profit, and Public Organizations. *Organizational Behavior and Human Decision Processes* 166:117-136.
 - Winner, Best Ethics Paper, Midwest Strategy Conference (2017)
6. **Burbano, Vanessa C.** 2021. Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence. *Organization & Environment* 34(3):387-412.
7. **Burbano, Vanessa C.**, John Mamer, and Jason Snyder. 2018. Pro Bono as a Human Capital Learning and Screening Mechanism: Evidence from Law Firms. *Strategic Management Journal* 39:2899-2920.
 - Winner, Best Paper Award, Alliance for Research on Corporate Sustainability Conference (2017)
 - Finalist, Industry Studies Association Ralph Gomory Best Industry Studies Paper Award (2019)
8. **Burbano, Vanessa C.** 2016. Social Responsibility Messages and Worker Wage Requirements: Field Experimental Evidence from Online Labor Marketplaces. *Organization Science* 27(4):1010-1028.
 - Winner, Investment for Impact Research Prize, Berkeley Sustainable Business and Investment Forum (2017)
 - Winner, Responsible Research in Management Award, Community for Responsible Research in Business and Management (2017)
 - Honorable Mention, Best Paper Award, Strategic Management Society Annual Meeting (2013)
 - People's Choice Award, Alliance for Research on Corporate Sustainability Conference (2014)
9. Delmas, Magali, and **Vanessa C. Burbano**. 2011. The Drivers of Greenwashing. *California Management Review*.

Forthcoming

10. **Burbano, Vanessa C.***, Olle Folke*, Stephan Meier*, and Johanna Rickne*. The Gender Gap in Meaningful Work – *Forthcoming, Management Science*
11. **Burbano, Vanessa C.***, Stephan Meier*, and Nicolas Padilla*. Gender Differences in Preferences for Meaning at Work – *Forthcoming, American Economic Journal: Economic Policy*
12. **Burbano, Vanessa C.***, Magali Delmas*, and Manuel J. Cobo Martin. The Past and Future of Corporate Sustainability Research – *Forthcoming, Organization & Environment*

Revise & Resubmit / Under Review

13. Bondi, Tommaso*, **Vanessa C. Burbano***, and Fabrizio Dell'Acqua*. When to Talk Politics in Business: Theory and Experimental Evidence – *Revise & Resubmit, Strategic Management Journal*
14. **Burbano, Vanessa C.***, Wesley Koo*, and Jiao Luo*. A Platform Rating System and Vulnerable Workers: Evidence from Field Experiments in Singapore – *Revise & Resubmit, Organization Science*

15. Hawn, Olga, **Vanessa C. Burbano**, and Edy Moulton-Tetlock. Gender, Future Orientation, and Corporate Social Responsibility: Evidence from Mixed Methods – *Revise & Resubmit, Journal of Business Ethics*

Works in Progress

16. **Burbano, Vanessa C.***, Natalie Carlson*, and Jim Ostler*. A Sustainable Product Penalty and How to Avoid It: Evidence from Kickstarter Campaigns. *Working Paper*.
17. **Burbano, Vanessa C.***, Sinziana Dorobantu*, and Kade Odziemkowska*. “From Stakeholder to Activist: Interests, Identity and Community Mobilization against Polluting Companies” – writing paper.
18. Genevieve Gregorich, Dan Wang, and **Vanessa C Burbano**. “Why Firms Speak Up: Fortune 500 Responses to the Black Lives Matter Movement” – data analysis completed.
19. **Burbano, Vanessa C.***, Cedric Gutierrez*, Anne Jacqueminet*, and Angela Ryu*. “The Effects of Blind Hiring Processes on Job Applicants: Field Experimental Evidence” – field experiment completed, data analysis stage.
20. Abraham, Mabel*, **Vanessa C. Burbano***, and James Carter*. “The Diversity Disconnect: The Effect of Diversity Claims Decoupling” – data analysis stage.
21. Portocarrero, F., Scott Newbert, Andrew Corbett, and **Vanessa C. Burbano**. “Empowerment of Necessity-based Entrepreneurs in Latin America” – data analysis stage.
22. **Burbano, Vanessa C.***, Rebecca Ponce de Leon*, and Mike White*. “How Prosocial Framing Affects Prospective Employee Interest” – data analysis stage.
23. **Burbano, Vanessa C.***, Florencio Portocarrero*, and Mike White*. “Climate Sustainability and Microentrepreneurs: a Field Experiment in Latin America” – field experiment in progress.
24. **Burbano, Vanessa C.*** and Natalie Carlson*. “Gender and Social Impact Innovation: Field Experimental Evidence from a Curricular Learning System in Latin America” – design/development stage.
25. **Burbano, Vanessa C.***, Florencio Portocarrero*, and Inara Tareque*. “Organizational Reactions to Climate Change: An Audit Study” – design/development stage.
26. **Burbano, Vanessa C.**, Max Kagan, and Tom Lyon. “Stakeholder Responses to Corporate Political Action” – experimental design/development stage.

(*) indicates equal authorship.

TEACHING

MBA Core Strategy Course, Columbia GSB (2015, 2016, 2017, 2018, 2019, 2021, 2022, 2023)

PhD Management Proseminar, Columbia GSB (2015, 2021)

Executive Education – “Making Strategic Choices,” Columbia GSB (2017, 2018, 2019, 2023)

Executive Education – “Corporate Scope,” Columbia GSB (2019, 2021, 2022, 2023)
Executive Education – “Navigating Social Responsibility and the Socio-Political Environment (2023)
Executive Education – “Creating Strategy & Competitive Advantage” (2023)

INVITED PRESENTATIONS

- 2023 Harvard Business School, NOM Unit; MIT, Technological Innovation, Entrepreneurship and Strategic Management Department; Kellogg, MORS Dept; London School of Economics, Center for Economic Performance & Dept of Psychological and Behavioral Science; Cornell SC Johnson College of Business, Management and Organizations Dept; University of Michigan (scheduled); Yale School of Management, Innovation and Entrepreneurship (scheduled); Alliance for Research on Corporate Sustainability conference; Migrations Conference; Academy of Management conference
- 2022 Harvard Business School, Strategy Unit; Wharton, Management Department; INSEAD, Strategy Department; Princeton University, Behavioral Science for Policy Lab; Washington University Business School, Strategy Department; Nottingham Business School; Alliance for Research on Corporate Sustainability Conference; Strategy Science Conference; Strategy, Innovation, and Entrepreneurship Virtual Seminar Series; Academy of Management Conference; Wharton People and Organizations conference
- 2021 Purdue University, Strategic Management Department; UW Madison, Management and Human Resources Department; Columbia Business School, Management Department; Copenhagen Business School, Department of Strategy and Innovation; Alliance for Research on Corporate Sustainability Conference; Academy of Management Conference; Nonmarket Strategy Research Seminar Series
- 2020 Rice University, Strategic Management Department; USI Lugano, Management and Organization Department; Alliance for Research on Corporate Sustainability Conference; NYU Stern Nonmarket Strategy Workshop
- 2019 University of Toronto, Rotman School of Management, Strategy Department; UCLA Anderson, Strategy Department; Michigan Ross School of Business, Strategy Department; University of Maryland Robert Smith School of Business, Dept of Management and Organization; George Washington University, International Business Dept & Dept of Strategic Management and Public Policy; Rutgers School of Business, Management Department; Manhattan College School of Business; Wharton Corporate Strategy and Innovation Conference; Strategic Management Society Conference; Academy of Management; Strategy Science Conference; Alliance for Research on Corporate Sustainability Conference; Strategic Management Society Conference; Columbia Business School, Bernstein Center; Strategy Research Foundation Conference
- 2018 Duke, Strategy Department; INFORMS College of Organization Science Program, ASU; Alliance for Research on Corporate Sustainability; Academy of Management; Dartmouth Junior Faculty Summer Camp
- 2017 Berkeley Sustainable Business and Investment Forum; Columbia Business School, Management Department Baruch College, Strategy Department; Alliance for Research on Corporate Sustainability Conference; Wharton People and Organizations Conference; Winter Strategy Conference; Academy of Management; UCSB, Bren School of Environmental Science and Management; Strategy Research Forum Conference

- 2015 Harvard Business School, Strategy unit; Duke Fuqua Business School, Strategy department; NYU Stern Business School, Management department; INSEAD School of Business, Strategy department; London Business School, Strategy and Entrepreneurship department; Academy of Management
- 2014 Columbia Business School, Management department; USC Marshall School of Business, Management and Organization department; Strategy and the Business Environment Conference; Alliance for Research on Corporate Sustainability Conference; Academy of Management; CCC Doctoral Colloquium, Boston University; Strategic Management Society Meeting; Academy of Management
- 2013 Strategic Management Society Meeting

INVITED AS PANELIST/ MODERATOR/ DISCUSSANT

- 2023 Academy of Management STR Mid-Career Consortium – panelist
Academy of Management ONE Junior Faculty Consortium – panelist
Consortium of Competitiveness and Cooperation conference – discussant (2023)
Alliance for Research on Corporate Sustainability PhD Workshop – discussant (2023)
Maryland Entrepreneurship conference session “Strategy Human Capital” – panelist (2023)
Tech for Climate Risk, World Economic Forum – working group member / presenter (2023)
- 2022 NY Federal Reserve Workshop “Harnessing Technology to Build Healthier Cultures” – presenter
STR Academy of Management Doctoral Consortia – organizer & panelist
Academy of Management PDW “Corporate purpose” – panelist
- 2021 Strategic Management session “Contested Terrains in Strategic Human Capital” – panelist;
Academy of Management session “Corporate Social and Political Activism” – panelist
STR Academy of Management session “Work Habits and Productivity” – panelist
STR Academy of Management session “Meet a Method: Field Experiments in Strategy”-
Panelist
STR Academy of Management Doctoral Consortia – organizer & panelist
- 2020 Strategic Management Society session “Field Experiments in Strategy Research” – panelist;
Strategic Management Society session “Human Capital and the Future of Work” – panelist
- 2019 Winter Strategy Conference session “Cutting Edge Field Experimental Methods in Strategy Research” – panelist; OCR Senior Corporate Affairs Summit – moderator; Academy of Management STR Doctoral Consortium – faculty participant; Academy of Management PDW Workshop “Strategy and Innovation Field Experiments: How to Design and Run Experiments in Firms and Markets” – panelist
- 2018 Strategy Research Forum Conference – discussant
- 2017 Strategy and the Business Environment conference – discussant; Navigating the Political Divide, OCR Senior Corporate Affairs Summit - moderator
- 2016 Academy of Management, caucus “Making Organizations Meaningful through Non-market Activity” – panelist; 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 in the Popular Press:

- The Financial Times. Academic research award: tipping point for action. January 15, 2023.
- My paper "The Demotivating Effects of Communicating a Social-Political Stance: Field Experimental Evidence from an Online Labor Market Platform" was featured in the Financial Times list of "Academic Research with Real-World Impact: Highly Commended"
- The Washington Post. The Outspoken CEO is a rapidly dying breed. January 9, 2023.
- The Associated Press. Walmart expands abortion coverage for employees. August 19, 2022.
- Newsweek. As "woke" businesses face right-wing wrath, culture war capitalists cash in. August 3, 2022.
- The Financial Times. Companies cannot win America's culture wars. July 25, 2022.
- The New York Times. When where you work determines if you get an abortion. July 2, 2022.
- The Hill. Why companies think paying for abortion travel is worth it. June 28, 2022
- The Financial Times. Elon Musk demands Tesla employees show up to the office full-time. June 1, 2022
- MarketWatch. Elon Musk tells workers to return to the office or quit. It's a big gamble: 'Tesla is kick-starting its own local Great Resignation. June 1, 2022
- The Financial Times. The war on 'woke capitalism.' May 27, 2022
- MarketWatch. Elon Musk vs. the Great Resistance. CEOs and employees are locked in a battle of wills over returning to the office. May 23, 2022
- Catalyst. Netflix Delivers Salvo for Free Expression With 9 Little Words. May 17, 2022
- BBC. Ukraine war: L'Occitane U-turn as it closes Russian shops. April 16, 2022
- BBC. Beauty firm L'Occitane keeps Russian stores open. April 13, 2022.
- The Associated Press. Russia's war spurs corporate exodus, exposes business risks. March 3, 2022
- CNBC. How to stop doomscrolling when tragedy strikes. How companies should and shouldn't respond. Feb 25, 2022
- The Wall Street Journal. These People Who Work From Home Have a Secret: They Have Two Jobs. August 13, 2021
- The Financial Times. Corporate America and civil rights: Chauvin trial highlights changing expectations. April 22, 2021
- Forbes. Silence is Not an Option: Research Shows Consumers Expect CEOs to Take a Stand on Political Issues. April 19, 2021
- The Daily Caller. Strength in Numbers: Corporate America Takes on a New Role with Collective Response to Georgia Voting Law. Apr 15, 2021.
- Business Insider. Corporate America wants to avoid higher taxes and social issues. That's not likely to happen. Apr 10, 2021.
- The New York Times. "Business Leaders, Drawn into Fray by Trump, See Chance to Step Back" Nov 9, 2020.
- The Financial Times. "Employees step up pressure for corporate reform" Dec 6, 2020
- Quartz. "What's the ethical case for CEO's publicly endorsing candidates?" Oct 30, 2020.

- 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 Financial Times survey of top "Business School Research with Social Impact"
- Fortune. "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 "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
- The New York Times "Social Responsibility that Rubs Right Off," Oct 17 2015

Academic Media Mentions of Research:

- Columbia Business Magazine. Measuring the Pros and Cons of Social Consciousness. February 10, 2023.
- Columbia Business Magazine. Climate Modeling Reaches for Next Level. Winter/Spring 2023.
- Columbia Business School Leading Through Change Series – Are Governments at COP26 Guilty of Greenwashing? – November 11, 2021
- The Columbia Law School's Blue Sky Blog – May 20, 2021
- Strategy Researcher Virtual Proseminar Series interview – February, 2021.
- 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.

GRANTS

2022	Columbia U. Sanford C. Bernstein & Co. Center for Leadership and Ethics Faculty Grant (w/ D. Wang) - \$10,000
2021	NSF Science & Technology Center (STC) "Learning the Earth with Artificial Intelligence and Physics" (LEAP) – Co-Investigator, Corporate Engagement Director & Executive Committee Member – Award amount for STC is \$25M over 5 years
2021	Columbia U. Tamer Center Climate and Business Program Faculty Research Grant (w/ S. Meier) – \$160,000
2020	Columbia U. Richard Paul Richman Center for Business, Law and Public Policy Faculty Research Grant - \$5K

- 2020 Columbia U. Chazen Institute for Global Business Faculty Grant - \$7.9K
- 2019 Columbia U. Sanford C. Bernstein & Co. Center for Leadership and Ethics Faculty Grant - \$10K
- 2016 Columbia U. Provost's Small Grants Program for Junior Faculty - \$25K
- 2012 Strategy Research Foundation Dissertation Fellowship - \$10K
- 2011 UCLA Price Center's Research Grant - \$9K

ACADEMIC SERVICE

- Editorial Review Board Member, *Organization Science* (2020-present)
- Editorial Review Board Member, *Strategic Management Journal* (2022)
- Editorial Review Board Member, *Strategic Entrepreneurship Journal* (2022)
- Executive Committee, STR Division of Academy of Management (2021-2023)
- Board Member / Steering Committee Member, Alliance for Research on Corporate Sustainability (2016-present)
- Co-organizer, STR Dissertation Consortium - Academy of Management (2021 and 2022)
- Strategy and Business Environment Conference Program Committee (2022)
- Ad Hoc Reviewer for *Management Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Academy of Management Review*, *Academy of Management Journal*, *Strategic Entrepreneurship Journal*, *Organization & Environment*, *California Management Review*, *Business & Society*
- Nominations Committee, Alliance for Research on Corporate Sustainability (2015-2020)
- Board of Faculty Leaders, Columbia Business School Sanford C. Bernstein & Co Center for Leadership and Ethics (2018-present)
- Research Committee Member, STR division of AOM (2018-2020)
- Representative at Large, Stakeholder Strategy interest group of Strategic Management Society (2018-2020)
- Representative at Large, Strategic Human Capital interest group of Strategic Management Society (2018- 2020)
- Review Committee, Responsible Research in Management Award (2019-2020)
- Membership Interview Committee, Strategic Human Capital Interest Group of SMS (2018)
- 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 Academy of Management conference, Strategic Management Society conference, Alliance for Research on Corporate Sustainability conference

DOCTORAL & POST DOCTORAL STUDENTS

Post Doctoral Scholars

- Florencio Portocarrero, Post Doctoral Scholar, Columbia Management Department, and LEAP Post Doctoral Scholar (2022-2024) – faculty sponsor.

Doctoral Dissertation Committees

- Chang-wa Huynh (expected 2023). External Committee Member.
- Natalie Carlson (2020) First placement: Wharton. Committee Member.
- Elizabeth Moulton (2018) First placement: Manhattanville College. Committee Member.
- Sungyong Chang (2017) First placement: LBS. Committee Member.

OUTSIDE ACTIVITIES

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

PERSONAL

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