

Vanessa C. Burbano
 Management Division, Columbia Business School
 3022 Broadway, 704 Uris Hall, New York, NY, 10027
 Email: vb2399@gsb.columbia.edu | Cell: (+1) 917.628.3800
 Website: www.vanessaburbano.com
 Last updated July 2022

EDUCATION, ACADEMIC AND NON-ACADEMIC POSITIONS

Columbia Business School , New York, NY	
Sidney Taurel Associate Professor of Management (without tenure)	July 2021 – present
Assistant Professor of Management	2015 – July 2021
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

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

Publications

1. Abraham M and **Burbano VC**. (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.
2. **Burbano VC** and Chiles B. (2021) Mitigating Gig and Remote Worker Misconduct: Evidence from a Real Effort Experiment. *Organization Science*. Online version available at <https://pubsonline.informs.org/doi/abs/10.1287/orsc.2021.1488>
3. **Burbano VC** (2021) The Demotivating Effects of Communicating a Social-Political Stance: Field Experimental Evidence from an Online Labor Market Platform. *Management Science* 67(2): 1004-1025
 - Winner, 2018 Best Paper Award, Alliance for Research on Corporate Sustainability Annual Conference
 - Finalist, 2021 ONE and Network for Business Sustainability Research Impact on Practice Award
4. **Burbano VC** and Ostler, J. (2021) Differences in Consumer-Benefitting Misconduct by Nonprofit, For-profit, and Public Organizations. *Organizational Behavior and Human Decision Processes* 166:117-136.
 - Winner, 2017 Best Ethics Paper, Midwest Strategy Conference
5. **Burbano VC** (2021) Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence. *Organization & Environment* 34(3):387-412.
6. **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
7. **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
8. Delmas M and **Burbano VC** (2011) The Drivers of Greenwashing. *California Management Review* 54(1): 64-87.

Under Review

9. **Burbano VC**, Meier S, and Padilla N. Gender Differences in Preferences for Meaning at Work – *Revise & Resubmit*, American Economic Journal: Economic Policy
10. Portocarerro F and **Burbano VC**. Doing Well by Requiring Employees to Do Good: Field Experimental Evidence of the Effects of a One-time, Mandatory Corporate Social Intervention on Employees - under review.
–Winner, 2019 Best Paper Award, International Association of Business and Society Conference
11. Bondi T, **Burbano VC**, and Dell'Acqua F. When to Talk Politics in Business: Theory and Experimental Evidence of Stakeholder Responses to CEO Political Activism – under review
12. **Burbano VC**, Folke O, Meier S, and Rickne J. Gender Gap in Meaningful Work: Explanations and Implications. – under review

Working Papers

13. Future Orientation, Leadership Gender, and Corporate Social Responsibility (w/ O. Hawn & E. Moulton-Tetlock) – revising paper.
14. New Ventures' Social Responsibility Framing: Evidence from Kickstarter Campaigns (w/ N. Carlson & J. Ostler) – revising paper.
15. Past and Future of Corporate Sustainability Research (w/ M. Delmas & M. Cobo) – revising paper.

In Progress

From Stakeholder to Activist: Interests, Identity and Community Mobilization (w/ S. Dorobantu & K. Odziemkowska) – writing paper

Platform Markets and Social Outcomes: An Experiment in Collaboration with a Platform Market in Singapore (w/ J. Luo & W. Koo Wu-Yi) – writing paper

The Diversity Disconnect: The Effect of Diversity Claims Decoupling (w/ M. Abraham & J. Carter) – data analysis in progress

Gender and Social Innovation: Field Experimental Evidence from a Curricular Learning System in Latin America (w/ N. Carlson) – design/development stage

TEACHING

MBA Core Strategy Course, Columbia GSB (2015, 2016, 2017, 2018, 2019, 2021, 2022)
PhD Management Proseminar, Columbia GSB (2015, 2021)
Executive Education - "Making Strategic Choices," Columbia GSB (2017, 2018, 2019)
Executive Education - "Corporate Scope," Columbia GSB (2019, 2021)

INVITED PRESENTATIONS

* Indicates presentation by co-author

- 2022 Harvard Business School, Strategy Unit; INSEAD, Strategy Department; Princeton University, Behavioral Science for Policy Lab; Washington University Business School, Strategy Department; Nottingham Business School; Wharton, Management Department (scheduled); Harvard Business School, NOM Unit (scheduled); University of Michigan (scheduled); Cornell SC Johnson College of Business, Management and Organizations Dept (scheduled); Alliance for Research on Corporate Sustainability Conference; Strategy Science Conference; Strategy, Innovation, and Entrepreneurship Virtual Seminar Series; Academy of Management Conference (scheduled)
- 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; Columbia University, Center for Study of Wealth and Inequality*; Harvard Business School, NOM Department*; Lehigh University*; 2021 Organization Design Community Conference*
- 2020 Rice University, Strategic Management Department; USI Lugano, Management and Organization Department; Alliance for Research on Corporate Sustainability Conference; NYU Stern Nonmarket Strategy Workshop; Columbia Business School, Management Department*; People and Organizations Conference, Wharton*; SPSP Conference*; Stanford GSB Rising Scholars Conference*; Strategic Management Society Conference*
- 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; Wharton People and Organizations Conference*; Sustainability, Ethics, and Entrepreneurship Conference*; International Association for Business and Society 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; University of Toronto*; Maryland Entrepreneurship Conference*; Hiring & Organizations Conference*; MIT Sloan*; Wharton People and Organizations*; Columbia Business School, Management Department*; Michigan Ross School of Business, Strategy Department*; Organization Science Winter Conference*; Industry Studies Conference*; Academy of Management*; Strategic Management Society Conference *; George Washington University, Strategy Department*; HEC Paris, Strategy Department*

- 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; Michigan Ross School of Business, Strategy Department*; Organization Science Winter 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

- 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
- 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 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 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, available here:

GRANTS

- | | |
|------|--|
| 2021 | Corporate Engagement Director & Executive Committee Member, NSF-funded Science & Technology Center “Learning the Earth with Artificial Intelligence and Physics” (LEAP) - \$25M over 5 years |
| 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 STUDENTS

- 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.

PERSONAL

Married with two sons (born 11/2012 and 12/2015). Fluent in English and Spanish. Tenure clock was stopped twice – once for maternity leave (2016) and once for medical leave (2020).