

BENNETT STULTING CHILES
Management Division | Columbia Business School
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ACADEMIC POSITIONS

COLUMBIA BUSINESS SCHOOL
Assistant Professor of Management

New York, NY
2017 - Present

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT
Ph.D. in Management, Strategy Concentration

Los Angeles, CA
2017

- Committee: Marvin Lieberman (*chair*), John Asker, Ian Larkin, Mariko Sakakibara

WAKE FOREST UNIVERSITY

Winston-Salem, NC

B.S. in Mathematical Economics, *summa cum laude*

2007

- Second major: Art History

RESEARCH

My primary body of work explores issues at the intersection of competitive strategy and behavioral economics, with a focus on information disclosure and deceptive practices/behavior in organizations.

PUBLICATIONS

Chiles B. (2020) Shrouded Prices and Firm Reputation: Evidence from the U.S. Hotel Industry. *Management Science* (forthcoming).

Caputo J, Lee HJ, **Chiles B.**, and Hyams E. (2020) Exposure to Direct-to-Consumer CyberKnife Advertising Is Associated with Over-Estimation of Benefits. *Prostate Cancer and Prostatic Diseases* (forthcoming).

MANUSCRIPTS UNDER REVIEW

Burbano V and **Chiles B.** Mitigating Gig Worker Misconduct: Evidence from a Real Effort Experiment. (Revise & Resubmit, *Organization Science*)

Chiles B. When is Transparency Strategic? (Reject & Resubmit, *Strategic Management Journal*)

WORKING PAPERS

Chiles B. *Resorting to Obfuscation: When Do Firms Adopt Shrouded Pricing?* (Revising for submission with newly obtained data)

RESEARCH IN PROGRESS

Chiles B., Guzman J, and Yu, S. *Strategic Disclosure and Startup Funding.* (Initial data collection and field experiment complete; analysis in progress)

Chiles B. *Deceptive Business Practices in the Age of the Internet.* (Theoretical framework and preliminary analysis complete; additional data collection in progress)

Burbano V and **Chiles B.** *Employee Unethical Behavior: What Motivates Misconduct on the Job?*
(Grant money received; data collection pending)

Chiles B. *Hidden Fees, Market Structure, and Price Dispersion.* (Data collection ongoing)

AWARDS, DISTINCTIONS, AND GRANTS

Columbia Experimental Laboratory for the Social Sciences Seed Grant	2019
Mendelson Report Faculty Spotlight for Undergraduate Teaching Impact	2018
Bernstein Center Faculty Research Grant (\$10,000)	2018
Easton Technology Management Center Research Grant (\$10,000)	2014
UCLA Anderson Fellowship (<i>funded tuition and stipend through 2016</i>)	2012
Wake Forest University Prize in Economics	2007
Phi Beta Kappa	2007
Wake Forest University Carswell Scholarship (<i>funded full undergraduate tuition</i>)	2003

INVITED TALKS AND WORKSHOPS

INVITED TALKS AND CONFERENCE PRESENTATIONS

• Economics of Strategy Conference, New York University	2019
• Alliance for Research on Corporate Sustainability	2019
• Wharton People & Organizations Conference	2018
• Duke University Fuqua School of Business (<i>Strategy</i>)	2016
• UNC Kenan-Flagler Business School (<i>Strategy and Entrepreneurship</i>)	2016
• Columbia Business School (<i>Management</i>)	2016
• Wake Forest University (<i>Economics</i>)	2016
• Academy of Management Conference	2016

WORKSHOPS

• Women in Strategy Workshop	2019
• Academy of Management New Faculty Consortium	2018
• Strategy Junior Faculty Summer Camp (<i>Tuck School of Business</i>)	2018
• BPS Dissertation Consortium	2016
• NBER Economics of Digitization Doctoral Student Consortium	2015, 2016

TEACHING

COLUMBIA BUSINESS SCHOOL

- MBA Strategy Formulation (*Fall 2018, Spring 2020*)
- PhD Strategy (*Fall 2018, with Daniel Keum*)
- EMBA Strategy Formulation (*Spring 2018*)
- Undergraduate Strategy Formulation (*Spring 2018*)

UCLA ANDERSON (Teaching Assistance and Graduate Instruction)

- Tools & Analysis for Business Strategy (*with Lori Santikian, 2017 and Jason Snyder, 2015*)
- Business Strategy (*both traditional and blended learning formats; with Ian Larkin, 2016*)
- Fundamentals of Strategy Mini-Course (*for Fully Employed MBAs, 2015*)
- International Business Strategy (*with Mariko Sakakibara, 2014*)

OTHER PUBLICATIONS

Burbano, V, **Chiles, B**, and Wang, D. (2018) Zara: Retailing in the Digital Age. *Columbia Caseworks*.

ACADEMIC AFFILIATIONS AND SERVICE

MEMBERSHIPS: AOM (STR Division), SMS, AEA
AD HOC REVIEWER: Management Science, Organization Science, Strategic Management Journal, Journal of Economic Behavior & Organization, AOM Annual Conference, SMS Annual Conference

INDUSTRY EXPERIENCE

HAZEL ANALYTICS Data Scientist	<i>Los Angeles, CA</i> 2015 – 2017
WELLS FARGO BANK Commercial Strategies Analyst	<i>Los Angeles, CA</i> 2011 – 2012
MCCOLL CENTER FOR VISUAL ART Visitor and Volunteer Relations Manager	<i>Charlotte, NC</i> 2010 – 2011
HABITAT FOR HUMANITY AmeriCorps Member – Construction Crew Leader	<i>Charlotte, NC</i> 2009 – 2010
DEAN & COMPANY STRATEGY CONSULTANTS Analyst	<i>Vienna, VA</i> 2007 – 2009

OUTSIDE ACTIVITIES

Ad hoc data science consulting

INTERESTS

Cooking, politics, podcasts, hiking, contemporary art