

Vanessa C. Burbano
Columbia Business School, Columbia University, 665 W 130th St
New York, NY, 10027
vb2399@columbia.edu

May 2026

EDUCATION

- 2009-2015 **UCLA Anderson School of Management**, Los Angeles, CA
Ph.D. in Management (Strategy concentration)
- 2007-2009 **Princeton School of Public and International Affairs**, Princeton, NJ
M.P.A., Public Affairs, 2009
- 2002-2003 **Universidad Complutense de Madrid**, Madrid, Spain
M.A., International Development, Rotary Ambassadorial Scholar, 2003
- 1998-2002 **University of Pennsylvania**, Philadelphia, PA
B.A., Economics and International Relations, Summa Cum Laude, 2002

ACADEMIC APPOINTMENTS

- 2015-present **Columbia Business School**, Columbia University, New York, NY
2025 Donald C. Waite III Associate Professor of Social Enterprise (with tenure)
2024 Sidney Taurel Associate Professor of Business (with tenure)
2021-2024 Sidney Taurel Associate Professor of Business (without tenure)
2016-2021 Assistant Professor of Business
2015-2016 Instructor
(Tenure clock was stopped in 2016 for maternity leave and in 2020 for medical leave)

PROFESSIONAL EXPERIENCE

- 2005-2007 Associate, The Goldman Sachs Foundation, Goldman Sachs, New York, NY
- 2003-2005 Strategy Consultant, Monitor Group, New York, NY

HONORS AND AWARDS

- 2025 Winner, Best Empirical Paper Award
Eastern Academy of Management Conference
- 2025 Winner, Top Paper in the Ethics and Corporate Social Responsibility Track
Eastern Academy of Management Conference
- 2023 Winner, SMS Emerging Scholar Award
Strategic Management Society (SMS)

2023	Winner, Dean's Award for Excellence in Teaching Columbia Business School
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 NBS Research Impact on Practice Award Academy of Management's Organizations and the Natural Environment (ONE) Division & Network for Business Sustainability (NBS)
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 NBS Research Impact on Practice Award Academy of Management's Organizations and the Natural Environment (ONE) Division & Network for Business Sustainability (NBS)
2019	40 Under 40 Best Business School Professors Poets & Quants
2019	Winner, IABS Best Paper Award International Association of Business and Society Conference
2019	Finalist, Ralph Gomory Best Industry Studies Paper Award Industry Studies Association
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 Responsible Research in Business and Management Network
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 Academy of Management's Strategic Management (STR) Division

2015	Xavier Dreze Prize for Best Dissertation UCLA Anderson
2014	People's Choice Award Alliance for Research on Corporate Sustainability Annual Conference
2013	Honorable Mention, Best Paper Award Strategic Management Society Annual Meeting
2013	Nominated, Best Conference Paper for Practical Implications Strategic Management Society Annual Meeting

PUBLICATIONS

Peer Reviewed Publications

1. **Burbano, Vanessa C.**, Wesley Koo, and Jiao Luo. A Platform Rating System and Vulnerable Workers: Evidence from Field Experiments in Singapore – *Articles in Advance 2026, Organization Science*
2. Natalie Carlson and **Vanessa C. Burbano**. 2026. The Use of LLMs to Annotate Data in Management Research: Foundational Guidelines and Warnings. *Strategic Management Journal* 47(3):699-725.
3. Bondi, Tommaso, **Vanessa C. Burbano**, and Fabrizio Dell'Acqua. 2025. When to Talk Politics in Business: Theory and Experimental Evidence. *Strategic Management Journal* 46(5):1105-1119.
4. **Burbano, Vanessa C.**, Stephan Meier, and Nicolas Padilla. 2024. Gender Differences in Preferences for Meaning at Work. *American Economic Journal: Economic Policy* 16(3):61-94.
5. **Burbano, Vanessa C.**, Magali Delmas, and Manuel J. Cobo Martin. 2024. The Past and Future of Corporate Sustainability Research. *Organization & Environment* 37(2): 133-158.
6. **Burbano, Vanessa C.**, Olle Folke, Stephan Meier, and Johanna Rickne. 2024. The Gender Gap in Meaningful Work. *Management Science* 70(10): 6483-7343.
7. Portocarerro, Florencio and **Vanessa C. Burbano**. 2024. The Effects of a Short-term Corporate Social Intervention on Employee Turnover: Field Experimental Evidence. *Management Science* 70(9): 1526-5502.
 - Winner, 2019 Best Paper Award, International Association of Business and Society Conference
8. **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.
9. 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)

10. **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)
11. **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)
12. **Burbano, Vanessa C.** 2021. Getting Gig Workers to Do More by Doing Good: Field Experimental Evidence. *Organization & Environment* 34(3):387-412.
13. **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)
14. **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)
15. Delmas, Magali, and **Vanessa C. Burbano.** 2011. The Drivers of Greenwashing. *California Management Review*.

Working Papers

16. Natalie Carlson, Aparajita Agarwal, and **Vanessa C. Burbano.** "Competition and Gender in the STEM Pipeline: Field Experimental Evidence from a Curricular Learning System in Colombia" – under review.
17. Genevieve Gregorich, **Vanessa C. Burbano,** and Dan Wang. "Why Firms Speak Up: Evidence from Black Lives Matter and Stop Asian Hate" – preparing for submission

18. Florencio Portocarrero, **Burbano, Vanessa C.**, and Mike White. “The Impact of Promotion versus Prevention Frames on Necessity Entrepreneurs’ Participation in Corporate-sponsored Training Programs: Field Experimental Evidence” - preparing for submission
19. Hawn, Olga, **Vanessa C. Burbano**, and Edy Moulton-Tetlock. “Gender, Future Orientation, and Corporate Social Responsibility: Evidence from Mixed Methods” – revising paper.
 - Winner, Best Empirical Paper Award, Eastern Academy of Management Conference (2025)
 - Winner, Top Paper in the Ethics and Corporate Social Responsibility Track, Eastern Academy of Management Conference (2025)
20. Kagan, Max, and **Vanessa C. Burbano**. “Picking a Side: Customer Responses to Sociopolitical Stances” – revising paper.
 - Academy of Management Best Paper Proceedings (2025)
21. **Burbano, Vanessa C.**, Sinziana Dorobantu, and Kade Odziemkowska. “From Stakeholder to Activist: Interests, Identity and Community Mobilization against Polluting Companies” – revising paper.

Projects in Progress

22. **Burbano, Vanessa C.**, Cedric Gutierrez, Anne Jacqueminet, and Angela Ryu. “The Effects of Blind Hiring Processes on Job Applicants: Field Experimental Evidence” – writing paper.
23. Abraham, Mabel, **Vanessa C. Burbano**, and James Carter. “The Diversity Disconnect: The Effect of Diversity Claims Decoupling” – writing paper.
24. Florencio Portocarrero, **Burbano, Vanessa C.**, and Inara Tareque. “Organizational Reactions to Climate Change: An Audit Study” – field experiment completed, data analysis in progress.

GRANTS AND FUNDING

- Faculty Research Grant, Sanford C. Bernstein & Co. Center for Leadership and Ethics. 2024. PI: Vanessa Burbano. Award Amount: \$10,000
- Faculty Research Grant, Sanford C. Bernstein & Co. Center for Leadership and Ethics. 2022. Co-PIs: Vanessa C. Burbano and Dan Wang. Award Amount: \$10,000.
- Science & Technology Center Grant, National Science Foundation, for “[Learning the Earth with Artificial Intelligence and Physics](#) (LEAP). 2021-2026. Lead PI: Pierre Gentine (Earth & Envir. Eng., Columbia). Co-PI’s: Ryan Abernathy (Earth & Env. Sci., Columbia), Courtney Cogburn (Social Work, Columbia), Galen McKinley (Earth & Envir. Sci., Columbia), Tian Zheng (Statistics, Columbia). Lead Co-I’s: Vanessa C. Burbano (Management, Columbia), David Lawrence (Climate Dynamics, NCAR), Andrew Revkin (Earth Institute, Columbia), Gavin Schmidt (Goddard Institute, NASA), Carl Vondrick (Computer Sci., Columbia), Laure Zhanna (Mathematics, NYU). I also serve as Corporate Engagement Director & Executive Committee Member for the center. Award Amount: \$25,000,000.

- Faculty Research Grant, Tamer Center Climate and Business Program. 2021-2023. Co-PIs: Vanessa C. Burbano and Stephan Meier. Award Amount: \$160,000.
- Faculty Research Grant, Paul Richman Center for Business, Law and Public Policy. 2020. PI: Vanessa C. Burbano. Award Amount: \$5,000.
- Faculty Research Grant, Chazen Institute for Global Business. 2020. PI: Vanessa C. Burbano. Award Amount: \$7,900.
- Faculty Research Grant, Sanford C. Bernstein & Co. Center for Leadership and Ethics. 2019. Co-PIs: Vanessa C. Burbano and Bennett Chiles. Award Amount: \$10K.
- Faculty Research Grant, Provost's Small Grants Program for Junior Faculty. 2016. PI: Vanessa C. Burbano. Award Amount: \$25,000.
- Student Research Grant, UCLA Dissertation Year Fellowship. 2014. PI: Vanessa C. Burbano. Award Amount: \$20,000.
- Student Research Grant, Strategy Research Foundation Dissertation Fellowship, Strategy Research Foundation. 2012. PI: Vanessa C. Burbano. Award Amount: \$10,000.
- Student Research Grant, Price Center, UCLA. 2012. PI: Vanessa C. Burbano. Award Amount: \$9,000.

TEACHING EXPERIENCE

Courses Taught

Fall 2025	B6502-005 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2024	B6502-002 (MBA Core) Strategy Formulation, Columbia Business School B6502-003 (MBA Core) Strategy Formulation, Columbia Business School B6502-006 (MBA Core) Strategy Formulation, Columbia Business School B6502-009 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2023	B6502-001 (MBA Core) Strategy Formulation, Columbia Business School B6502-003 (MBA Core) Strategy Formulation, Columbia Business School B6502-007 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2022	B6502-002 (MBA Core) Strategy Formulation, Columbia Business School B6502-005 (MBA Core) Strategy Formulation, Columbia Business School B6502-007 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2021	B6502-002 (MBA Core) Strategy Formulation, Columbia Business School B6502-005 (MBA Core) Strategy Formulation, Columbia Business School B6502-006 (MBA Core) Strategy Formulation, Columbia Business School
Spring 2021	B9515-001 (PhD) Management Proseminar, Columbia Business School
Fall 2019	B6502-003 (MBA Core) Strategy Formulation, Columbia Business School

	B6502-004 (MBA Core) Strategy Formulation, Columbia Business School
	B6502-005 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2018	B6502-003 (MBA Core) Strategy Formulation, Columbia Business School B6502-004 (MBA Core) Strategy Formulation, Columbia Business School B6502-005 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2017	B6502-003 (MBA Core) Strategy Formulation, Columbia Business School B6502-005 (MBA Core) Strategy Formulation, Columbia Business School B6502-006 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2016	B6502-001 (MBA Core) Strategy Formulation, Columbia Business School B6502-002 (MBA Core) Strategy Formulation, Columbia Business School
Fall 2015	B9515-001 (PhD) Management Proseminar, Columbia Business School

Executive Education Classes Taught

2017	“Making Strategic Choices,” – Advanced Management Program
2018	“Making Strategic Choices” – Advanced Management Program (x2)
2019	“Making Strategic Choices” – Advanced Management Program (x2) “Making Strategic Choices” – Advanced Management Program “Diversification and Corporate Scope” – Deutsche Bank/Columbia Associate Promote Program
2020	“Making Strategic Choices” – Advanced Management Program
2021	“Diversification and Corporate Scope” – Advanced Management Program
2022	“Making Strategic Choices” – IJEL Executive Education Program “Diversification and Corporate Scope” – Advanced Management Program (x2)
2023	“Creating Strategy & Competitive Advantage” – First Eagle Investment Management Program “Making Strategic Choices” – Senior Leaders Program for Nonprofit Professionals “Navigating Social Responsibility and the Socio-Political Environment” – Executive Development Program: Leading into the Future “Making Strategic Choices” – Emeritus Chief Executive Officer Program “Navigating Social Responsibility and the Socio-Political Environment” – Executive Development Program: Leading into the Future “Strategy in an Ever-Changing World” – CEO Program “Navigating Social Responsibility and the Socio-Political Environment” – Insper Presidents and Top Management Strategy & Leadership Program “Understanding Strategy: Values Based Strategy” – Advanced Board Program
2024	“Creating Strategy & Competitive Advantage” – First Eagle Investment Management Program “Making Strategic Choices” – Emeritus Chief Executive Officer Program “Creating Strategy & Competitive Advantage” – Board Company program “Making Strategic Choices” – Senior Leaders Program for Nonprofit Executives “Making Strategic Choices” – New York Presbyterian Hospital Department Chair program “Navigating Social Responsibility and the Socio-Political Environment” – Emeritus Chief Executive Officer Program
2025	“Navigating Social Responsibility and the Socio-Political Environment” –

Executive Development Program: Leading into the Future
“Navigating Social Responsibility and the Socio-Political Environment” – Emeritus
Chief Executive Officer Program
“Navigating Social Responsibility and the Socio-Political Environment” – Stryker Legal
& Compliance Advance Program
“Making Strategic Choices” – Senior Leaders Program for Nonprofit Executives

Cases Authored

- Zara: Fast Fashion and Sustainability (2022) Columbia Caseworks. Coauthors: Vanessa C. Burbano, Bennett Chiles, and Dan Wang.
- Zara: Fast Fashion in the Digital Age (2018). Columbia Caseworks. Coauthor(s): Vanessa Burbano, Bennett Chiles, Dan Wang

DOCTORAL & POST DOCTORAL STUDENT SERVICE

Post Doctoral Scholars Hired & Managed

Max Kagan, Post Doctorate Scholar Management Department (2024-present)

Florencio Portocarrero, Post Doctorate Scholar, Management Department (2022-2024)

- Research focus for post doc: Examining Stakeholder Responses to Climate Change and Sustainability Initiatives
- First faculty placement: London School of Economics

Doctoral Dissertation Committees

Nandil Bhatia, PhD Candidate in Management Division, Columbia Business School (Committee Member)

Genevieve Gregorich, PhD Candidate in Management Division, Columbia Business School (Committee Member)

- Dissertation: Corporate Sociopolitical Activism and RetrActivism: Reputation Management in Turbulent Sociopolitical Environments
- First Faculty Placement: University of Colorado-Denver

Angela Ryu, PhD Candidate in Management Division, Columbia Business School (Committee Member)

- Dissertation: Firm Strategy and the Shaping of Sociopolitical Discourse
- Post Doc Placement: University of Southern California, Management

Chang-wa Huynh, PhD Candidate in Management, HEC (External Committee Member)

- Dissertation: Corporate Purpose and Legitimacy Judgements

Natalie Carlson, PhD Candidate in Management Division, Columbia Business School (Committee Member)

- Dissertation: Three Essays on Enabling Entrepreneurial Growth in Low-Income Economies (2020)
- First Faculty Placement: Wharton

- Awarded Kauffman Foundation Dissertation Fellowship (2017); Eugene M. Lang PhD Fellowship (2017)

Elizabeth Moulton, PhD Candidate in Management Division, Columbia Business School (Committee Member)

- Dissertation: The Disclosure of Sensitive Information (2020)
- First Faculty Placement: Manhattanville College

Sungyong Chang, PhD Candidate in Management Division, Columbia Business School (Committee Member)

- Dissertation: Essays on Organization, Creativity, and Globalization (2017)
- First Faculty Placement: London Business School

INVITED TALKS, PRESENTATIONS, AND PANELS

- 2026 Stanford, OB department; IESE, Strategy department; Institute for the Future of Education Conference (panelist)
- 2025 Boston University, Strategy & Innovation department; UCLA Anderson, Strategy department; Rutgers University, Management & Global Business department; Purpose Day conference (keynote speaker); Alliance for Research on Corporate Sustainability Conference (discussant & panelist); Strategy and the Business Environment Conference (Emerging Scholars' panel); Nonmarket Strategy Research Community conference (editors panel); London Business School, Strategy department; Boston University Strategy and Innovation department
- 2024 UT Austin, Business Government and Society department; Strategy Summit (panelist), Alliance for Research on Corporate Sustainability Annual Conference (panelist); Academy of Management Virtual Symposium (discussant); Strategy and the Business Environment Conference (discussant)
- 2023 Harvard Business School, NOM Unit; MIT, Technological Innovation, Entrepreneurship and Strategic Management Department; Kellogg, Management and Organizations 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, ICOS; Yale School of Management, Innovation and Entrepreneurship; 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

PROFESSIONAL ACTIVITIES

Editorial Work

- Senior Editor *Organization Science*, 2024-present
- Editorial Board Member *Organization Science*, 2020-2024
- Editorial Board Member *Strategy Science*, 2024-present

- Editorial Board Member *Strategic Management Journal*, 2022-Present
- Editorial Board Member *Strategic Entrepreneurship Journal*, 2022-2024
- Ad Hoc Reviewer *Strategic Management Journal*, 2014-Present
- Ad Hoc Reviewer *Organization Science*, 2015-Present
- Ad Hoc Reviewer *Management Science*, 2016-Present
- Ad Hoc Reviewer *Administrative Science Quarterly*, 2017-Present
- Ad Hoc Reviewer *Academy of Management Journal*, 2015-Present
- Ad Hoc Reviewer *Academy of Management Review*, 2019-Present
- Ad Hoc Reviewer *Strategic Entrepreneurship Journal*, 2021-Present
- Ad Hoc Reviewer *Organization & Environment*, 2018-Present
- Ad Hoc Reviewer *California Management Review*, 2011-Present
- Ad Hoc Reviewer *Business & Society*, 2016-Present
- Ad Hoc Reviewer *The Review of Economics and Statistics*, 2022-Present
- Ad Hoc Reviewer *Journal of Business Ethics*, 2022-present
- Ad Hoc Reviewer *OBHDP*, 2018
- Ad Hoc Reviewer *Personnel Psychology*, 2021
- Ad Hoc Reviewer *Business & Society*, 2023

Professional Affiliations

- Academy of Management (2012-Present)
- Strategic Management Society (2012-Present)
- Alliance for Research on Corporate Sustainability (2012-Present)

SERVICE

Service to the (Academic) Field

- *See above for editorial board positions*
- Board Member, Alliance for Research on Corporate Sustainability (July 2026-June 2029)
- Awards Committee Member, Strategic Management Society's Emerging Scholar Award (2025)
- Program Committee, Strategy and Business Environment Conference (2025)
- Executive Committee, STR (Strategy) Division of Academy of Management (2021-2023)
- Steering Committee Member, Alliance for Research on Corporate Sustainability (2016-2026)
- Co-organizer, STR Dissertation Consortium, Academy of Management (2021 and 2022)
- Organizing Committee Member, Strategy and the Business Environment Conference (2022, 2023, 2024)
- PhD Committee, Alliance for Research on Corporate Sustainability (2022-present)
- Instructor, Nonmarket Strategy Research Community (NMSRC) Virtual PhD Seminar (2022, 2023, 2024)
- Advisory Board Member, Network for Business Sustainability (2012-2015)
- Research Committee Member, STR division of AOM (2018-2020)
- Program Committee, Strategy and Business Environment Conference (2022)
- Nominations Committee, Alliance for Research on Corporate Sustainability (2015-2020)
- 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)
- Member of the Real Time Expert Poll Panel on Corporate Political Activism (2016-present)

Service to the University

School Level Service

- Corporate Engagement Director & Executive Committee Member, NSF Science & Technology Center “Learning the Earth with Artificial Intelligence and Physics” (2021-present)
- Member, CBS Core Review Committee (2025)
- Faculty Leader, Bernstein Center for Leadership and Ethics, Columbia Business School (2018-Present)
- Member, DRO Division Search Committee (external member) 2025
- Organizer, CBS Junior Faculty Lightning Talks Series (2018-2023)
- Faculty Program Lead, Climate Change and Business Program, CBS (2016)
- Strategy Cross-Disciplinary Area Organizing Committee (2018, 2019, 2020)
- Member, Marketing Division Search Committee (external member) (2022)

Management Division Level Service

- Member, Management Division Strategy Search Committee (2022, 2021, 2017, 2016)
- Core Coordinator, Strategy Formulation (2024, 2025)
- Co-organizer, Management Division Macro PhD Admissions (2024, 2023, 2022)
- Co-organizer, Management Seminar Speaker Series (2017, 2016)

School Level Student, Alumni and Other Stakeholder Engagement

- 126 independent studies with MBA students (2015-present)
- Moderator, Columbia Women in Business event (2023)
- Panelist, CBS-West Point Leadership and Ethics Exchange (2023)
- Presenter, CBS Business and Climate Conference (2022)
- Presenter, CBS Bernstein Klion Forum (2022)
- Panelist, Columbia Climate School LEAD program (2022)
- Presenter, CBS Alumni Reunion event (2021)
- Moderator, CBS Alumni Reunion event (2021)
- Presenter, CBS Women’s Circle Event panel (2021)
- Presenter, No Free Lunch Seminar Series, CBS Program for Financial Studies (2021)
- Moderator, CBS Tamer Center event (2021)
- Moderator, CBS Bernstein Center Botwinick Prize in Business Ethics event (2020)

Service to the Practitioner Field

- Tech for Climate Risk, World Economic Forum – working group member / presenter (2023)
- NY Federal Research Workshop “Harnessing Technology to Build Healthier Cultures” – presenter (2022)
- Senior Corporate Affairs Summit, Observatory on Corporate Reputation – moderator (2021)
- Senior Corporate Affairs Summit, Observatory on Corporate Reputation – moderator (2019)
- Senior Corporate Affairs Summit, Observatory on Corporate Reputation – moderator (2018)

MEDIA MENTIONS

- *Associated Press*. Jerry quits Ben & Jerry's, saying its independence on social issues has been stifled. Sept 17 2025
- *Fortune*. Warren Buffett skipped endorsing a presidential candidate this election as many CEOs retreat from politics. November 5, 2024.
- *The New York Times*. With 100-Foot-Wide Trump Sign, a Sticker Company Dives into Politics. October 10, 2024.
- *The New York Times*. Watch Me Lose my Job on Tik Tok. January 31, 2023.
- *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. February 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. April 15, 2021.
- *Business Insider*. Corporate America wants to avoid higher taxes and social issues. That's not likely to happen. April 10, 2021.
- *The New York Times*. Business Leaders, Drawn into Fray by Trump, See Chance to Step Back. November 9, 2020.
- *The Financial Times*. Employees step up pressure for corporate reform. December 6, 2020
- *Quartz*. What's the ethical case for CEO's publicly endorsing candidates? October 30, 2020.

- The Financial Times. Academic focus limits business schools' contribution to society. February 23, 2020.
- My 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. September 14, 2016
- *Huffington Post* article by VC Burbano, "Can Companies Pay Less by Doing Good? June 2, 2016
- *Forbes.com*. Will Volkswagen's Possible \$18B Emissions Penalty Drive Transparency in Manufacturing? January 25, 2016.
- *Fortune.com*. These are the Shortfalls of the Paris Climate Change Deal. December 17, 2015.
- *The New York Times*. Social Responsibility that Rubs Right Off. October 17, 2015.

OUTSIDE ACTIVITIES

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