

## ORSOLA GAROFALO

Copenhagen Business School  
Department of Strategy and Innovation  
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### ACADEMIC POSITIONS

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Associate Professor. Department of Strategy and Innovation. Copenhagen Business School, (December 2018 - present).

Assistant Professor. Department of Strategy and Innovation. Copenhagen Business School, (September 2014 - November 2018).

### OTHER AFFILIATIONS

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Center of Economic Policy Research (CEPR)  
*Research Affiliate*

### CAREER BREAK

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Maternity Leave (October 2019-February 2020 and May-July 2020; 8 months)

Maternity Leave (March 2022-September 2022 and November-December 2022; 8 months)

### EDUCATION

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Universitat Autònoma de Barcelona.

PhD in Business Economics, June 2014 (*cum laude*)

MPhil in Management, Organization and Business Economics, September 2010.

University of California San Diego, Rady School of Management.

Visiting PhD student, September 2011 – December 2011

Bocconi University.

MSc in Business Administration: Organization and IT Systems March 2008.

BSc in Business Administration, May 2005.

### RESEARCH INTERESTS

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Decision-making; Entrepreneurship; Gender; Organizational Economics; Lab/Field Experiments

### PUBLICATIONS

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#### Papers in refereed journals

Organizational identity and performance: An inquiry into outlandish company names (with Mario Daniele Amore and Mircea Epure). *Long Range Planning*, 57(1) (2024)

Dispositional optimism and business recovery during a pandemic (with Mario Daniele Amore and Victor Martin-Sanchez). **PLoS ONE**, 17(6): e0269707 (2022)

The dual role of leadership in shaping organizational transparency (with Mario Daniele Amore and Alice Guerra). **Journal of Business Ethics**, 1-16: (2022)

Pay inequality and gender dynamics at the top (with Mario Daniele Amore), **Corporate Governance: An International Review**, 1-15 (2021)

Failing to learn from failure: how optimism impedes entrepreneurial innovation (with Mario Daniele Amore and Victor Martin-Sanchez), **Organization Science**, 32(4): 909-1148 (2021)

Shifting blame? Experimental evidence of delegating communication (with Christina Rott), **Management Science**, 64(8): 3469-3970 (2018)

Executive gender, competitive pressure, and corporate performance (with Mario Daniele Amore), **Journal of Economic Behavior and Organization**, 131: 308-327 (2016)

Gender interactions within the family firm (with Mario Daniele Amore), **Management Science**, 60(5): 1083-1097 (2014)

Gender pairings and accountability effects (with Jordi Brandts), **Journal of Economic Behavior and Organization**, 83(1): 92-117 (2012)

### Book chapters

Does sharing payoffs affect gender differences in accountability? (with Jordi Brandts), In *Neuroscience and the Economics of Decision-Making*, Routledge (2012)

### WORKING PAPERS

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Behavioral foundations of venture capitalists' decision-making (with Mario Daniele Amore, Cedric Gutierrez Moreno, Victor Martin-Sanchez and Valerio Pelucco).

Knowledge sharing in Work-From-Anywhere teams: the role of work scheduling autonomy (with Dana Minbaeva and Larissa Rabbiosi)

Choosing the right type of information in a take-back program: Evidence from a field experiment in the health sector (with Cecilie Berner Harden and Maja Fors)

Training for youth entrepreneurship: a field experiment in Tanzania (with Lars Bo Jeppesen, Hadar Gafni, Nsubili Isaga, Daudi Pascal Ndaki, and Diego Zunino).

Motivation for Crowdfunding Small Businesses in East Africa: Evidence from field data and experiments (with Lars Bo Jeppesen, Hadar Gafni, and Diego Zunino).

Playing around with ideas: A field experiment in entrepreneurial problem solving (with Katelyn Sharatt, Theresa Kranzle, and Chiel van der Veen)

Is female entrepreneur's attitude toward rejection driving their underrepresentation in the VC-backed venture pool? (with Manar Alnamlah, Ali Mohammadi, and Christina Rott).

Crowding in Crowdfunding: Willingness to fund in a Monetarily Incentivized Social Market (with Hadar Gafni, Lars Bo Jeppesen, Diego Zunino)

Are business plans still relevant? How accurate cost information impacts on entrepreneur's negotiation behavior (with Toke Reichstein and Giulio Zichella).

Cognition and perception of risk and ambiguity among entrepreneurs: An event-related fMRI experiment (with Toke Reichstein, Valentina Tartari, Giulio Zichella, Gitte Moos, Johannes Björkstrand and Dea Stenbaek).

## MEDIA MENTIONS

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*Se il manager è ottimista l'azienda è più competitiva perché investe e innova.* La Repubblica (February 2021)

*In the company of women.* Harvard Business Review (March 2014)

*Imprese, con le donne al vertice I profitti schizzano del 18%. Una 28enne al capo dell'impero Buffett.* Sole 24 Ore - Main Italian Financial Newspaper (June 2013)

*Quote rosa, Italia indietro.* La Stampa (September 2013)

*Der Bote als Sündenbock.* Harvard Business Manager (March 2018)

## JOURNAL EDITORIAL SERVICE

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### Editorial review board and Advisory board

*Journal of Industrial and Business Economics* (2021-2024)

### Ad-hoc reviewer

*Management Science, Strategic Management Journal, Journal of Management Studies, Journal of Business Venturing, Journal of Economic Behavior and Organization, Experimental Economics, Journal of Behavioral and Experimental Economics, Industrial and Corporate Change, Journal of Industrial and Business Economics, Small Business Economics, Industry and Innovation, Review of Law and Economics*

## PRESENTATIONS *(included scheduled events)*

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### Invited seminars

- 2024 Department of Business Economics, University of the Balearic Islands
- 2023 Department of Food and Resource Economics, University of Copenhagen (CNEE Seminar)
- 2021 Copenhagen Business School
- 2019 Department of Food and Resource Economics, University of Copenhagen
- 2018 Department of Business, Universitat de Barcelona
- 2015 Department of Economics and Business, Aarhus University  
Department of Economics, Gothenburg University  
Department of Food and Resource Economics, University of Copenhagen  
Universidad Popular Autónoma del Estado de Puebla
- 2014 Royal Institute of Technology, Stockholm  
Norwegian School of Economics and Business Administration  
University of Kiel (Germany); Pontificia Catolica de Chile  
University of Sussex (United Kingdom); Copenhagen Business School
- 2013 Max Planck Institute (MPI) for Research on Collective Goods, Bonn

### Conferences and workshops

- 2024 DRUID, Nice
- 2023 Third Workshop on Experimental Economics and Entrepreneurship, Charlotte *(invited)*
- 2019 Society for the Advancement of Behavioral Economics Annual Conference, San Francisco
- 2018 3<sup>rd</sup> Collier Conference on Behavioral Economics, Tel Aviv *(invited)*  
Second Workshop on Experimental Economics and Entrepreneurship, Copenhagen  
ESA North American Conference, Antigua Guatemala
- 2017 ESA International Meeting, San Diego

- Society for the Advancement of Behavioral Economics Annual Conference, San Diego
- 2016 3<sup>rd</sup> Workshop on Incentives and Economic Behavior, Amsterdam
- 2015 2<sup>nd</sup> Conference on Experimental Methods in Policy, Cancun
- 2014 9<sup>th</sup> Alhambra Experimental Workshop, Barcelona  
1<sup>st</sup> Workshop on Incentives and Behavior Change, Amsterdam
- 2013 ESA North American Conference, Santa Cruz  
8<sup>th</sup> International Business Economics Workshop, Palma de Mallorca  
ASFEE - 4<sup>th</sup> Annual Meeting of the French Experimental Economics Association, Lyon  
Workshop on Behavioral and Experimental Economics, Florence  
IMEBE - International Meeting of Experimental and Behavioral Economics, Barcelona Spring School in Behavioral Economics, San Diego
- 2012 7<sup>th</sup> International Business Economics Workshop, Palma de Mallorca  
7<sup>th</sup> Alhambra Experimental Workshop, Granada
- 2011 2<sup>nd</sup> Annual Meeting of the French Experimental Economics Association, Martinique  
EEA- European Economic Association Annual Conference, Oslo
- 2010 LabSi Conference on Neuroscience and Decision-Making, Siena  
5<sup>th</sup> International Business Economics Workshop, Palma de Mallorca  
5<sup>th</sup> Alhambra Experimental Workshop, Granada

## PhD STUDENT SUPERVISION

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### Doctoral dissertation (co)supervision

Manar Alnamlah (Copenhagen Business School). Joint supervision with Mirjam van Praag and Ali Mohammadi. Thesis defended on June 21<sup>st</sup>, 2021.

Ahmad Barirani (Copenhagen Business School). Joint supervision with Thomas Rønde. Thesis defended on April 13<sup>th</sup>, 2018.

### Co-examiner/Chair

Giulio Zichella (Copenhagen Business School), 2016.

Theodor Vladasel (Chair - Copenhagen Business School), 2018.

Selorm Agbleze (Chair - Copenhagen Business School), 2022.

## TEACHING EXPERIENCE *(included scheduled events)*

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### Undergraduate level

#### *Copenhagen Business School*

Microeconomics (Fall 2014 – 2021; Fall 2023)

Macroeconomics tutorials (Spring 2015)

#### *Universitat Autònoma de Barcelona*

Business Economics (Teaching Assistant) (January 2012 – June 2014)

### Graduate level

#### *Copenhagen Business School*

Incentives in Organizations: Theory and Experimental Evidence (Fall 2018 - 2019)

Negotiation: Theory and Practice (Fall 2017- 2018)

Business Negotiation (only course coordinator, Fall 2017)

### PhD level

#### *Copenhagen Business School*

Research Foundations in Economics of Entrepreneurship (December 2017)

Introduction to Experiments in Economics and Management (September 2020- Present)

*Baruch College's, Zicklin School of Business*

Introduction to Experiments in Economics and Management (2021)

*Universidad de la Rioja*

Introduction to Experiments in Economics and Management (2024)

## **RESEARCH GRANTS**

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- 2024 Principal investigator. SparNord Grant. “Who will lead? Evidence on leadership exposure and gender gaps in aspirations”, DKK 1,975,426 (about 265,000€).
- 2021 Co-Author on CBS Strategic Local Initiative “The Value of Childlike Human Capital for Leaders and Entrepreneurs”, DKK 600,000 (about 80,500€). Principal investigator: Mirjam van Praag.
- 2018 Co-Author on DANIDA Research Grant for the project “Crowdfunding for Youth Entrepreneurship in Tanzania”, DKK 12,000,000 (about 1,600,000€), Principal Investigators: Lars Bo Jeppesen and Nsubili Isaga. Co-authors: Daudi Pascal Ndaki and Diego Zunino.
- 2017 Principal investigator. Carlsberg Grant- Field Work. “Leadership and Corporate Honesty”, DKK 90,000. Principal investigator: Orsola Garofalo. Co-authors: Mario Daniele Amore and Alice Guerra
- Co-Author on Danish Council for Independent Research – Social Science, “Cognition and Perception of Risk and Ambiguity among Entrepreneurs – An Event – related fMRI Quasi-Experiment”, DKK 3,329,464 (about 450,000€). Principal investigator: Toke Reichstein. Co-authors: Valentina Tartari, Giulio Zichella, Gitte Moos, Johannes Björkstrand, and Dea Stenbaek

## **HONORS, AWARDS AND SCHOLARSHIPS**

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- 2021 Allowance for Special Effort in 2020 – Copenhagen Business School
- 2018 Allowance for Special Effort in 2017 – Copenhagen Business School
- 2017 Best PhD thesis of the academic year 2013-14. Department of Business Economics – Universitat Autònoma de Barcelona
- 2014 Runner-up award at the Auckland Finance Conference
- 2012 PhD scholarship: Universitat Autònoma de Barcelona (Jan 2012- Jun 2014)
- 2011 Student travel grant to present at the EEA – European Economic Association Annual Conference Antoni-Serra Ramoneda Caixa Catalunya Research Chair, Universitat Autònoma de Barcelona (Marc 2011- Dec 2011)
- 2010 Movilidad de estudiantes en programa de doctorado con mencion de calidad, Spanish Minister of Education PhD scholarship: Universitat de les Illes Balears

## **ORGANIZATION OF SCIENTIFIC MEETINGS**

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- 2<sup>nd</sup> Workshop on Behavioral Perspectives on Family Firms, Paris (2024)
- 1<sup>st</sup> Workshop on Behavioral Perspectives on Venture Capital, Copenhagen (2023)
- Workshop on Experimental Economics and Entrepreneurship, Copenhagen (2018)
- Workshop on Incentives and Behavior Change, Modica (2015, 2017)
- Workshop of Copenhagen Network for Experimental Economics, Copenhagen (2016)

## **SERVICE**

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Strategy and Innovation Department Representative (Apr 2021-Present)

Representative of Associate Professors at Strategy and Innovation Department (SI) - Copenhagen Business School (December 2018-January 2022)

Representative of Assistant Professors at Innovation and Organizational Economics Department (INO) -  
Copenhagen Business School (January 2015-November 2018)

Member of hiring committee at Academy of Management (2018)

Member of Cand. Soc. Study Board at Copenhagen Business School (January 2017 – Dec 2022)

Coordinator of the Seminar Series at Innovation and Organizational Economics Department (INO) - Copenhagen  
Business School (Fall 2015)

## **SUMMER SCHOOLS**

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2013 Summer School in Experiments and Economics of Organization, East Anglia. Spring School in Behavioral  
Economics, University of California San Diego

2011 Behavioral Economics Summer Institute, National University of Singapore

2010 Summer School in Neuroeconomics, University of Heidelberg

## **ADDITIONAL PAST EXPERIENCE**

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Experimental Lab Manager, Universitat Autònoma de Barcelona (March 2011- September 2011)

Research Assistant for a project in experimental economics and organizational behavior, IESE Business School  
(November 2010 – September 2011)

Research Assistant at the Development and Market Analysis Department, Bocconi University (April 2008- July  
2008)

Internship at the Development and Market Analysis Department, Bocconi University (October 2006 – April 2007)

## **FOREIGN LANGUAGE PROFICIENCY**

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Italian (mother tongue), English, Spanish, Catalan