

Anna Szerb

NYU Stern School of Business at NYU Abu Dhabi, Saadiyat Island, United Arab Emirates

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POSITIONS HELD

NYU Stern School of Business at NYU Abu Dhabi
Assistant Professor of Management

Abu Dhabi, United Arab Emirates
2024-

EDUCATION

INSEAD Ph.D. Management (Strategy), <i>Microeconomics disciplinary track</i>	Fontainebleau, France 2018-2024
London School of Economics and Political Science M.Sc. International Health Policy and Health Economics	London, UK 2013-2014
King's College London B.A. (Hons) European Studies (German)	London, UK 2009-2013

PUBLICATIONS

Szerb, Anna, Kivleniece, I., and Vikas Aggarwal. 2021. Unjani Clinics: Meeting the need for scale through social franchising. *Journal of Organization Design*. 10:93-97.

Szerb, Anna, Kivleniece, I., and Vikas Aggarwal. 2023. Solving Grand Societal Challenges Through Creative Organisation Design. *INSEAD Knowledge*

MANUSCRIPTS UNDER REVIEW

Szerb, Anna and Nathan R. Furr. [A paper on ecosystems in a sustainability-focused industry]. Conditionally accepted at *Strategic Management Journal*

Szerb, Anna, Kivleniece, I., and Vikas Aggarwal. [A paper on microfoundations and social impact].
Revise and Resubmit at *Academy of Management Review* (1st R&R)

Sehgal, Sarita, **Anna Szerb** & Ralph Hamann. [A paper on microfoundations and cross-sector partnerships]
Revise and Resubmit at *Strategic Management Journal* (1st R&R)

- Nominated, Annual Conference PhD Paper Prize, SMS 2024

WORKS IN PROGRESS

Szerb, Anna. Charity Begins at Home: Corporate Social Actions, Pecuniary Rewards and Employee Outcomes.
Manuscript preparation (job market paper)

Szerb, Anna and Matthew Lee. Can Radical Transparency Improve Credibility of Corporate Sustainability Efforts? A Randomized Experiment with Employees. *Manuscript preparation with further data collection*

Jeong, Keun Woo, Crilly, D., and **Anna Szerb**. Beliefs in Heaven and Hell and the Impact on Firms' Market versus Social Orientation. *Data collection and manuscript preparation*

SELECTED PRESENTATIONS AND CONFERENCES

[Topic: Cross-sector partnerships and microfoundations]

2024 Strategic Management Society (SMS) Annual Conference, Istanbul

2024 CSSI: Power and Inclusion in Cross-Sector Social Interactions, University of Cape Town Graduate School of Business

“Charity begins at home: Corporate social actions, pecuniary rewards and employee outcomes.”

2023 Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, University of Virginia Darden School of Business

2023 CCC Doctoral Conference, University of St. Gallen

[Topic: Ecosystems in a sustainability-focused industry]

2021 Sumatra Ghoshal Conference for Managerially Relevant Research, virtual

2021 Wharton Technology and Innovation Conference, virtual

2020 Academy of Management (AOM) Annual Conference, virtual

[Topic: Microfoundations, scaling, social impact]

2022 Academy of Management (AOM) Annual Conference, Seattle

2022 The Vienna Conference on Strategy, Organizational Design, and Innovation, University of Vienna

2021 Strategic Management Society (SMS) Annual Conference, virtual Toronto

“Can Radical Transparency Improve Credibility of Corporate Sustainability Efforts? A Randomized Experiment”

2022 Academy of Management (AOM) Annual Conference, Seattle

2022 Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, Bocconi University

2021 Academy of Management (AOM) Annual Conference, virtual

INVITED CONSORTIA / WORKSHOPS

2022 15th Ivey-ARCS Sustainability Academy, London (Ontario)

2022 Conference on Field Experiments in Strategy, London (UK)

2022 Nonmarket Strategy Research Community (NMSRC) Doctoral Conference, virtual

2021 Academy of Management (AOM) Doctoral Conference, virtual

2021 The Medici Summer School in Management Studies, Bologna Business School, virtual

2021 Doctoral Workshop of the Strategy Science Conference, virtual

TEACHING EXPERIENCE

Core Strategy, TA for Ilze Kivleniece (GEMBA core course, 2023)

PhD Teaching Preparation Programme Teaching training programme for doctoral students, INSEAD 2020

Text Analysis, Demonstrator of structural topic modelling and sentiment analysis using machine learning algorithms in R for Prof Phil Parker, INSEAD (PhD module, 2020)

Prices and Markets, TA (instructed tutorials) for Prof. Vladimir Mares, INSEAD (MBA core course, 2019)

Strategy and Investing for Impact, TA for Prof. Jasjit Singh, INSEAD (MBA elective course, 2019)

Impact Investing, TA for Prof. Jasjit Singh, INSEAD (MBA elective course, 2019)

HONORS AND AWARDS

2018 – 2023 INSEAD PhD Fellowship

2018 IQVIA CEO Team Award, UK Healthcare Partnership Engagement

2009 – 2013 Le Rosey Foundation University Tuition and Accommodation Grant

SERVICE

- Ad-hoc reviewer for Strategic Management Journal and Journal of Organization Design
- PhD representative for the Strategic Management Society (SMS) Strategy and Entrepreneurship Division (2022-2023)

PROFESSIONAL EMPLOYMENT

2014 - 2018	IQVIA, Management Consulting	London, UK
	Consultant (Healthcare Analytics)	01/2017 – 08/2018
	Associate Consultant	01/2016 – 01/2017
	Analyst	09/2014 – 01/2016

SKILLS AND OTHERS

Technical R, Stata, limited Python

Languages Hungarian (native proficiency), English (native proficiency), German (limited working proficiency), French (DELF B2, 2012)

Nationality Hungarian, British

Volunteering Action Tutoring volunteer in Maths, tutoring GSCE students from disadvantaged backgrounds to help them catch up on missed school due to the COVID-19 pandemic