NATALIE A. CARLSON

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ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania, Philadelphia, PA
Assistant Professor of Management, 2020-present

EDUCATION

Columbia Business School, Columbia University, New York, NY
Ph.D., Management, 2021
M. Phil, Management, 2018

Yale University, New Haven, CT
Bachelor of Arts, Economics, 2010

PEER-REVIEWED PUBLICATIONS

Carlson, N.A. (2023). "Differentiation in Microenterprises." *Strategic Management Journal 44*(5).

Choudhury, P., Wang, D.J., Carlson, N.A. & Khanna, T. (2019). "Machine Learning Approaches to Facial and Text Analysis: Discovering CEO Oral Communication Styles." *Strategic Management Journal 40*(11).

WORKING PAPERS

Carlson, N.A., & Burbano, V. "The Use of LLMs to Annotate Data in Management Research: Guidelines and Warnings." *Revise & Resubmit at Strategic Management Journal.*

Carlson, N.A., & Hager, A. "Entrepreneurship as a Precursor to Civic Engagement in Challenging Institutional Environments."

Ucel, C., & Carlson, N.A.* "Support Organizations and Practice Adoption Under Resource Scarcity."

Bahar, D., Carlson, N.A. & Hernandez, E.* "Global Palette: The Impact of Immigrant Talent on Multinational Product Strategy."

Yeaton, M., Gregorich, G., Carlson, N.A., & Wang, D.J. "Who Mobilizes When Others Protest? The Seesaw Effect of Tactic Efficacy Beliefs in Social Movement Diffusion."

* indicates equal authorship

WORK IN PROGRESS

Competition in STEM Education: A Field Experiment in Colombia. With V. Burbano and A. Agarwal. *Data analysis.*

AI and Entrepreneurial Search: A Field Experiment in Zimbabwe. With H. Kim and M. Shami. *Data collection.*

Women's Work: Gendered Labor and Gender Segregation in Global Microenterprise. With G. Borchhardt. *Data analysis.*

Digital Public Infrastructure and Loan Repayment: A Field Experiment in India. With A. Agarwal and I. Chowdhury. *Design/pilot.*

OTHER PUBLICATIONS

Carlson N.A. (2017). "Simple Acoustic-Prosodic Models of Confidence and Likability are Associated with Long-Term Funding Outcomes for Entrepreneurs." *Social Informatics.* Springer Lecture Notes in Computer Science.

AWARDS AND FELLOWSHIPS

UPenn University Research Foundation (URF) Research Grant ($75k), 2022-23

Wharton Teaching Excellence Award, 2021, 2022, 2023, 2024

Deming Center Doctoral Fellowship, 2018-2019

Finalist, Best Conference Paper Award, SMS Paris 2018

Eugene M. Lang Ph.D. Fellowship, 2017-2019

Kauffman Dissertation Fellowship, 2017-2018

Winner, Best Paper Award, 9th International Conference on Social Informatics, 2017

Paul and Sandra Montrone Doctoral Fellowship, 2016-2017

Finalist, Best Conference Paper Award, SMS Berlin 2016

Columbia Business School Graduate Research Fellowship, 2014-2019

SERVICE

Refereeing	Editorial Review Board Member, *Organization Science*, *Strategic Management Journal*; Ad-Hoc Refereeing: *Management Science*, *Administrative Science Quarterly*, *Academy of Management Journal*
Conferences	Co-Organizer, Management, Analytics, & Data (M.A.D.) Conference; Founding Member, Management in Emerging Markets Consortium
Advising	Dissertation Committee Member, Aparajita Agarwal Dissertation Committee Member, Doron Tadmor

TEACHING

MGMT 1170: Global Growth of Emerging Firms *(Undergraduate)* 2021–

MGMT 8170: Global Growth of Emerging Firms *(MBA)* 2023–

PROFESSIONAL LEAVES

2020 Birth of son and parental leave

INVITED SEMINARS

2024 Rutgers Business School (Management and Global Business).

2024 HEC Paris (Strategy and Business Policy).

2023 Olin School of Business, Washington University in St. Louis (Strategy).

2023 Questrom School of Business, Boston University (Strategy & Innovation).

2022 McDonough School of Business, Georgetown University (Strategy, Economics, Ethics and Public Policy).

2022 McCombs School of Business, UT Austin (Business, Government, and Society).

2019 Scheller College of Business, Georgia Tech (Strategy & Innovation).

2019 Questrom School of Business, Boston University (Strategy & Innovation).

2019 The Wharton School, University of Pennsylvania (Management).

2019 INSEAD (Entrepreneurship & Family Enterprise).

2019 Tuck School of Business, Dartmouth College (Strategy and Management).

CONFERENCE PRESENTATIONS AND INVITED WORKSHOPS

2025 Annual Academy of Management Meeting, Copenhagen, Denmark.

2025 Industry Studies Association (ISA) Conference, Cambridge, MA, USA.

2025 Management in Emerging Market Conference, Toronto, Canada.

2024 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, New Haven, CT, USA.

2024 Annual Strategic Management Society Conference, Istanbul, Turkey.

2024 Annual Academy of Management Meeting, Chicago, IL, United States.

2024 DRUID24, Nice, France.

2024 Management, Analytics, & Data (M.A.D.) Conference, New York, NY, United States.

2024 Migration & Organizations Conference, Philadelphia, PA, United States.

2024 Wharton Management in Emerging Markets Conference, Philadelphia, PA, United States.

2024 Utah-BYU Winter Strategy Conference, Park City, UT, United States.

2023 Annual Strategic Management Society Conference, Toronto, Canada.

2023 Annual Academy of Management Meeting, Boston, MA, United States.

2023 Tuck Junior Faculty Strategy Summer Camp, Hanover, NH, United States.

2023 DRUID23, Lisbon, Portugal.

2023 Rice Strategy Symposium on Emerging Markets, Houston, TX, United States.

2022 Duke Fuqua Strategy Conference, Durham, NC, United States.

2022 Annual Strategic Management Society Conference, London, United Kingdom.

2022 Temple Artificial Intelligence & Business Analytics (AIBA) Seminar (Virtual).

2022 Annual Academy of Management Meeting, Seattle, WA, United States.

2022 Strategy Science Conference, New York, NY, United States.

2022 Management, Analytics, & Data (M.A.D.) Conference, New York, NY, United States.

2022 Austin Technology and Entrepreneurship Conference (Virtual).

2021 DRUID21, Copenhagen, Denmark.

2021 Annual Academy of Management Meeting (Virtual).

2019 Annual Strategic Management Society Conference, Minneapolis, MN, United States.

2019 Wharton People and Organizations Conference, Philadelphia, PA, United States.

2019 Annual Academy of Management Meeting, Boston, MA, United States.

2019 Organizing in the Era of Digital Technology, Ascona, Switzerland.

2019 Community of Social Innovation (COSI) Annual Workshop, Toronto, Canada.

2019 Sustainability, Entrepreneurship and Ethics (SEE) Conference, Miami, FL, United States.

2018 Annual Strategic Management Society Conference, Paris, France.

2018 Annual Academy of Management Meeting, Chicago, IL, United States.

2018 4th Annual Women in Business Academia Conference, Philadelphia, PA, United States.

2018 25th Consortium on Competitiveness and Cooperation (CCC), Berkeley, CA, United States.

2017 9th International Conference on Social Informatics (SocInfo 2017), Oxford, United Kingdom.

2017 Annual Academy of Management Meeting, Atlanta, GA, United States.

2017 Alliance for Research on Corporate Sustainability (ARCS) PhD Paper Development Workshop, Rotterdam, Netherlands.

2017 Strategic Management Society Doctoral Workshop, Banff, Canada.

2017 Translatlantic Doctoral Conference, London Business School, London, United Kingdom.

2017 NBER Economics of Digitization Graduate Tutorial, Stanford, CA, United States.

2016 Annual Strategic Management Society Conference, Berlin, Germany.