

# BART S. VANNESTE

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Last updated: October 2024

## EMPLOYMENT

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### **University College London, United Kingdom**

2015– Associate Professor of Strategy  
2013–2015 Assistant Professor of Strategy  
2012–2013 Honorary Lecturer

### **INSEAD, France**

2009–2013 Assistant Professor of Strategy

## EDUCATION

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### **University College London, United Kingdom**

2018–2019 M.Sc. in Data Science and Machine Learning (Distinction)

### **London Business School, United Kingdom**

2004–2009 Ph.D. in Strategic & International Management  
Master in Research

### **Northwestern University, United States**

2007 Visiting research scholar at Kellogg School of Management  
Host: Prof. Ranjay Gulati

### **Eindhoven University of Technology, The Netherlands**

1997–2003 M.Sc. in Industrial Engineering and Management Science (Cum laude)

### **University of Michigan, United States**

2000 Exchange program at Business School and Faculty of Industrial Engineering

## VISITING SCHOLARSHIPS

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### **MIT, United States**

2023 Host: Prof. Ezra Zuckerman

### **University of New South Wales, Australia**

2018 Host: Prof. Steven Lui

## RESEARCH INTERESTS

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Artificial intelligence, trust, corporate strategy.

## PUBLICATIONS<sup>1</sup>

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1. Doshi A.R., Bell J.J., Mirzayev E., & Vanneste B.S. (2024), Generative artificial intelligence and evaluating strategic decisions, *Strategic Management Journal*, Forthcoming
2. Vanneste B.S. & Puranam P. (2024), Trust and Generative Artificial Intelligence: A Reply to Killoran, Park, and Kietzmann, *Academy of Management Review*, Forthcoming
3. Vanneste B.S. & Puranam P. (2024), Artificial intelligence, trust, and perceptions of agency, *Academy of Management Review*, Forthcoming
4. Zohrehvand A., Doshi A.R. & Vanneste B.S. (2024), Generalizing event studies using synthetic controls: An application to the Dollar Tree–Family Dollar acquisition, *Long Range Planning*, 57(1): 102392.
5. Vanneste B.S. & Gulati R. (2022), Generalized trust, external sourcing, and firm performance in economic downturns, *Organization Science*, 33(4): 1599-1619.
6. Vanneste B.S. & Yoo O. (2020), Performance of trust-based governance, *Journal of Organization Design*, 9: 14.
7. Vanneste B.S. (2017), How much do year, industry, corporation, and business matter, really? A meta-analysis, *Strategy Science*, 2(2): 121-139
8. Kretschmer T. & Vanneste B.S. (2017), Collaboration in strategic alliances: Cooperation and coordination, in *Collaborative Strategy: A Guide to Strategic Alliances*, Mesquita L.F., Ragozzino R. & Reuer J.J. (Eds.), Edward Elgar Publishing: Cheltenham (U.K.)
9. Vanneste B.S. (2016), From interpersonal to interorganizational trust: The role of indirect reciprocity, *Journal of Trust Research*, 6(1): 7-36
10. Vanneste B.S., Puranam P. & Kretschmer T. (2014), Trust over time in exchange relationships: Meta-analysis and theory, *Strategic Management Journal*, 35(12): 1891-1902.
11. Vanneste B.S. & Frank D.H. (2014), Forgiveness in vertical relationships: Incentive and termination effects, *Organization Science*, 25(6): 1807-1822.
12. Vanneste B.S. & Puranam P. (2010), Repeated interactions and contractual detail: Identifying the learning effect, *Organization Science*, 21(1): 186-201.
13. Puranam P. & Vanneste B.S. (2009), Trust and governance: Untangling a tangled web, *Academy of Management Review*, 34(1): 11-31.

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<sup>1</sup> <http://www.researcherid.com/rid/B-3644-2010>  
<http://orcid.org/0000-0002-3209-9370>

## BOOKS

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Puranam P. & Vanneste B.S. (2016), *Corporate Strategy: Tools for Analysis and Decision-Making*, Cambridge University Press: Cambridge

## OTHER PUBLICATIONS

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1. Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science Reproducibility Collaboration (2024). Reproducibility in Management Science. *Management Science*, 70(3): 1343-1356. [Note: Member of the Management Science Reproducibility Collaboration]
2. Zohrehvand A., & Vanneste B.S. (2018), The Effect of Acquisitions on Customers: Twitter Evidence from Dollar Tree-Family Dollar. *Academy of Management Proceedings*, 2018(1)

## WORKING PAPERS

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1. Vanneste B.S., Xiao F., Shangguan J. & Moore A.P., Reciprocity and the initiation of synergies: Evidence from a field experiment, *Strategic Management Journal*, revise & resubmit
2. Eshraghi A., Vanneste B.S., Revisiting industry effects: The assignment of firms to industries, *Strategic Management Journal*, revise & resubmit
3. Choudhury P., Vanneste B.S., & Zohrehvand A., The Wade test: Generative AI and CEO communication, *Management Science*, revise & resubmit
4. Fang He V., Landau, D., Stern, I., & Vanneste, B.S., Judging a book by its cover? Social categorization and trust generalization across digital self-representations, *Strategic Management Journal*, under review
5. Mirzayev E., Testoni M., & Vanneste B.S., Generative artificial intelligence and M&As, data collection
6. Aristidou A., Cappellaro G., & Vanneste B.S., Artificial Intelligence-ready referral pathway for community optometry referrals of retinal disease, data collection
7. Lee S., Kinias Z., & Vanneste B.S., In groups we trust: Lower betrayal aversion toward a group than toward an individual
8. Ching K. & Vanneste B.S., When to form an alliance? Emergent entrepreneurs in the internet video industry

## TEACHING

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Director of Artificial Intelligence for Business, Executive Education Programme at UCL School of Management.

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Artificial Intelligence for Business (MSc); Machine Learning for Business (MSc).

Introduction to Machine Learning for Social Scientists (PhD at London Business School).

M&A, Alliances, and Corporate strategy (MBA / EMBA); Corporate Strategy (MBA, MSc, PhD, Executive Education).

## MOOC

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Corporate Strategy ([www.coursera.org/learn/corporatestrategy](http://www.coursera.org/learn/corporatestrategy))

## SEMINAR PRESENTATIONS

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Harvard University, MIT (2023), Imperial Business School, INSEAD, London Business School, Ohio State University, Tilburg University (2022), HEC, Cass Business School (2020), University of New South Wales (2018), University of Southern Denmark, Henley Business School (2017), Copenhagen Business School, Cambridge University (2016), Yale University, Cass Business School (2014), Hong Kong University (2013), Rotterdam School of Management (2012), Tilburg University, Eindhoven University of Technology (2010), LMU Munich, Imperial Business School (2009), Cass Business School, INSEAD, University of Southern Denmark (2008), Utrecht University (2006)

## CONFERENCES

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1. Presenter. Symposium on Advancing Strategic Management Research: Applications of Generative AI. *Academy of Management Conference*, Chicago, United States, August 2024
2. Panelist. TIM Doctoral Consortium. *Academy of Management Conference*, Chicago, United States, August 2024
3. Generative artificial intelligence and evaluating strategic decisions. *Ghoshal Conference*, London Business School, London, U.K., June 2024
4. Panelist. Generative AI. *EFMD Conference*, Antwerp University, Belgium, April 2024
5. Discussant. *CTS Workshop on Trust and Networks*. University of Arizona, United States, April 2024.
6. Generative artificial intelligence and evaluating strategic decisions. *AI and Strategy Consortium*, Virtual, January 2024
7. Discussant. AI and firm strategy. *AI and Strategy Consortium*, Virtual, January 2024
8. Panelist. AI and the technological challenges to established orders. *BAIC Conference*, Bocconi University, Italy, December 2023
9. Panelist. Publishing. *SEI Research Day*, Imperial Business School at Imperial College, United Kingdom, December 2023
10. Panelist. The impact of AI on private equity investing. *Risk Management Symposium 2023*, Saïd Business School at Oxford University, United Kingdom, November 2023

11. Discussant. Machine Learning as a Research Tool. *AI and Strategy Consortium*, Virtual, January 2023
12. Panelist. Corporate Strategy and Artificial Intelligence. *Strategic Management Society*, London, United Kingdom, September 2022
13. Panelist. Human Capital in a Changing Workplace. *Strategic Management Society*, London, United Kingdom, September 2022
14. Panelist. STR Doctoral Consortium. *Academy of Management Conference*, Seattle, United States, August 2022
15. Panelist. Trust between individuals and organizations. *Academy of Management Conference*, Seattle, United States, August 2022
16. Panelist. Research and publishing in AI & Strategy: Recent developments. *AI and Strategy Consortium*, Virtual, January 2022
17. Panelist. *Management, Artificial Intelligence, and Healthcare Conference at UCL School of Management*, Virtual, October 2021
18. Discussant. SMS Doctoral Consortium. *Strategic Management Society*, Virtual, September 2021
19. Discussant. AI/ML Methodologies in Strategy Research. *AI and Strategy Consortium*, Virtual, January 2021
20. Panelist. Business Model Transformation and Competition in the Age of AI. *Strategic Management Society Extension*, Virtual, October 2020
21. Panelist. Collaborative Strategies in the Age of Digitalization. *Strategic Management Society*, Virtual, October 2020
22. Panelist. STR Doctoral Consortium. *Academy of Management Conference*, Virtual, August 2019
23. Organizer. A Practical Machine Learning Workshop. *Strategic Management Society*, Paris, France, September 2018
24. Panelist. Latest and Greatest in Empirical Methods: Opportunities and Advances in Machine Learning in the Context of Strategic Management. *Strategic Management Society*, Paris, France, September 2018
25. The Effect of Acquisitions on Customers: Twitter Evidence from Dollar Tree-Family Dollar. *Academy of Management Conference*, Chicago, USA, August 2018
26. Faculty. *INSEAD-Wharton Corporate Strategy Camp*, Philadelphia, USA, November 2017
27. Panelist. The Latest and Greatest in Empirical Methods for Strategy Scholars: Bringing Machine Learning into Strategic Management Research. *Strategic Management Society*, Houston, USA, November 2017

28. Presentation. *Finding Trust in Social Sciences*. University of Birmingham, Birmingham, UK, September 2017
29. Discussant. *Strategy Entrepreneurship and Innovation (SEI) Consortium 2017*. School of Management, University of Bath, Bath, UK, September 2017
30. Panelist. Allocating corporate resources: The need for new theory. *Academy of Management Conference*, Atlanta, USA, August 2017
31. Panelist. Using Computational Models in Management Research. *Academy of Management Conference*, Atlanta, USA, August 2017
32. Discussant. Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference, Cambridge, U.K., June 2017
33. When To Go It Alone: Startups, Alliances, and Resource Accumulation. *Strategic Management Society*, Berlin, Germany, September 2016
34. When To Go It Alone: Startups, Alliances, and Resource Accumulation. *Ghoshal Conference*, London Business School, London, U.K., June 2016
35. Panelist. What have we learned and could learn about coordination, cooperation and collaboration intra and interorganizationally? *European Academy of Management*, Paris, France, June 2016
36. Faculty. *INSEAD-Wharton Corporate Strategy Camp*, Fontainebleau, France, September 2015
37. Facilitator. Trust between individuals and organizations. *Academy of Management Conference*, Vancouver, Canada, August 2015
38. Fragility and interorganizational trust. *Academy of Management Conference*, Vancouver, Canada, August 2015
39. Discussant. *Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference*, Cambridge, U.K., June 2015
40. Fragility and interorganizational trust. *INFORMS*, San Francisco, USA, November 2014
41. From Interpersonal to Interorganizational Trust: The Role of Indirect Reciprocity. *Micro-Foundations for Strategic Management Research: Embracing Individuals (SMS)*, Copenhagen, Denmark, June 2014
42. From Interpersonal to Interorganizational Trust: The Role of Indirect Reciprocity. *Academy of Management Conference*, Orlando, USA, August 2013
43. Organizer. Symposium on Interorganizational Trust: Revisiting Core Assumptions. *Academy of Management Conference*, Orlando, USA, August 2013
44. Panelist. PDW on A variety of theoretical approaches to address contractual issues: Do they

- complement or overlap each other? *Academy of Management Conference*, Boston, USA, August 2012
45. The shadow of the future in vertical relationships. *Academy of Management Conference*, Boston, USA, August 2012
  46. The shadow of the future in vertical relationships. *Winter Strategy Conference*, Snowbird, USA, March 2012
  47. PDW on Contract, Relationships and Performances: Challenges and Opportunities in Studying Inter-firm Contracts. Panelist. *Academy of Management Conference*, San Antonio, USA, August 2011
  48. Trust within and between firms. *Academy of Management Conference*, Montreal, Canada, August 2010
  49. The development of trust. *Academy of Management Conference*, Montreal, Canada, August 2010
  50. The development of trust. *5<sup>th</sup> Workshop On Trust Within And Between Organizations (EIASM)*, Madrid, Spain, January 2010
  51. Trust within and between firms. *8<sup>th</sup> Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2008
  52. Trust and Governance: Untangling a Tangled Web. *Academy of Management Conference*, Philadelphia, USA, August 2007
  53. Trust and Governance: Untangling a Tangled Web. *7<sup>th</sup> Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2007
  54. Repeated Interactions and Contractual Detail: When Does Learning Dominate Trust? *Academy of Management Conference*, Philadelphia, USA, August 2006
  55. When Do Contracts Become More Detailed? *6<sup>th</sup> Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2006
  56. When Do Contracts Become More Detailed? *European Doctoral Research Conference at Imperial College*, London, UK, May 2006

## HONORS AND FELLOWSHIPS

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2017	Organization Science Outstanding Reviewer Award
2017	Management Best Teacher Award (UCL School of Management)
2016	Organization Science Outstanding Reviewer Award
2014	Organization Science Outstanding Reviewer Award
2014	Management Best Teacher Award (Runner-up) (UCL School of Management)
2010	International Management Division Best Reviewer Award (AOM, Montreal)
2007–2008	NEVI Foundation Research Fellowship
2004–2008	London Business School PhD Fellowship
2004–2007	European Union Marie Curie Fellowship

- 2006 European Doctoral Research Conference Best Presentation (Imperial Business School, Imperial College)  
2003 NEVI National Award for Best Master's Thesis on Purchasing

## **EDITORIAL RESPONSIBILITIES**

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Associate Editor *Strategic Management Journal* (2018 – 2023)

Co-Editor for Strategy and Artificial Intelligence at *Strategic Management Journal* (2024 – 2026)  
Special Issues

Editorial board *Journal of Organization Design* (2018 – )  
*Organization Science* (2012 – )  
*Journal of Trust Research* (2014 – 2019)  
*Strategic Management Journal* (2013 – 2017)  
*Academy of Management Journal* (2013 – 2016)

Reviewer *Administrative Science Quarterly, Journal of International Business, Long Range Planning, Management Science, Organizational Behavior and Human Decision Processes, Organization Studies, Strategic Entrepreneurship Journal, Strategy Science.*

## **OTHER PROFESSIONAL SERVICE**

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SMS Track Chair: New Perspectives on Strategy (2020)  
AOM Track Chair: BPS (2015)

## **DOCTORAL DISSERTATION COMMITTEES**

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Alireza Esmaghi (Chair). Ongoing  
Joe Ploog. IE University  
Amirhossein (Miros) Zohrehvand (Chair). Leiden University  
Henglong Luo