

# NATALIE A. CARLSON

Steinberg-Dietrich Hall, 3620 Locust Walk ◊ Philadelphia, PA 19104  
(+1) 203 216 2728 ◊ ncarlson@wharton.upenn.edu

## ACADEMIC APPOINTMENTS

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

## EDUCATION

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**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

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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 AND WORK IN PROGRESS

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Bahar, D., Carlson, N.A. & Hernandez, E. "Shades of Adaptation: Immigrant Employees and the Global Product Lifecycle in Multinational Firms."

Ucel, C., & Carlson, N.A. "Not All "Best" Practices Are Created Equal: Access to Expert Knowledge and Practice Diffusion Among Smallholder Farmers in the Philippines."

Carlson, N.A., Burbano, V., & Ostler, J. "Using LLMs to Annotate Data in Strategy Research: A Methodological Comparison and Application to Organizational Communication."

Yeaton, M., Carlson, N.A., Wang, D.J., Gregorich, G., & Meier, S. "Workers of the (Small) World, Unite: Evidence from Online Social Movements at the Digital Water Cooler."

Hager, A. & Carlson, N.A. "Does Employment Spark Political Activism?: Experimental Evidence from Zimbabwe."

## OTHER PUBLICATIONS

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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

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UPenn University Research Foundation (URF) Research Grant (\$75k), 2022-23  
Wharton Teaching Excellence Award, 2021, 2022, 2023  
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

## **INVITED SEMINARS**

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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**

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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 Transatlantic 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.

## SERVICE

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<b>Refereeing</b>	Editorial Review Board Member, <i>Organization Science</i> ; Ad-Hoc Refereeing: <i>Strategic Management Journal</i> , <i>Academy of Management Journal</i> , <i>Management Science</i> , <i>Administrative Science Quarterly</i>
<b>Conferences</b>	Co-Organizer, Management, Analytics, & Data (M.A.D.) Conference; Co-Organizer, Wharton Management in Emerging Markets Conference

## TEACHING

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**MGMT 1170: Global Growth of Emerging Firms** (*Undergraduate*) 2021–  
**MGMT 8170: Global Growth of Emerging Firms** (*MBA*) 2023–

## OTHER

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<b>Computer Languages</b>	R, Python, Javascript
<b>Software &amp; Tools</b>	HTML/CSS, LaTeX, Stata, D3.js
<b>Languages</b>	English (Native); Spanish (Proficient); French (Proficient)

## PROFESSIONAL LEAVES

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**2020** Birth of son and parental leave