

ORSOLA GAROFALO

Department of Strategy and Innovation
Copenhagen Business School (CBS)
Kilevej 14A, 2000 Frederiksberg, Denmark
www.orsolagarofalo.com
og.si@cbs.dk

POSITIONS HELD

Associate Professor of Entrepreneurship (*in senior-track*), Department of Strategy and Innovation, Copenhagen Business School, Frederiksberg, Denmark (December 2018 – present).

Assistant Professor of Entrepreneurship, Department of Strategy and Innovation, Copenhagen Business School, Frederiksberg, Denmark (September 2014 – November 2018).

Research Assistant, Department of Managing People in Organizations, IESE Business School, Barcelona, Spain (November 2010 – September 2011).

Research Assistant, Center for Development and Market Analysis, Bocconi University, Milan, Italy (April 2008 – July 2008).

OTHER AFFILIATIONS

Research Affiliate. Center of Economic Policy Research (CEPR)

CAREER BREAK

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

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

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

PUBLICATIONS & ONGOING RESEARCH

Papers in refereed journals

- [9] Organizational identity and performance: An inquiry into outlandish company names (with Mario Daniele Amore and Mircea Epure). *Long Range Planning*, 57(1) (2024)
- [8] Dispositional optimism and business recovery during a pandemic (with Mario Daniele Amore and Victor Martin-Sanchez). *PloS ONE*, 17(6): e0269707 (2022)
- [7] The dual role of leadership in shaping organizational transparency (with Mario Daniele Amore and Alice Guerra). *Journal of Business Ethics*, 1-16: (2022)
- [6] Pay inequality and gender dynamics at the top (with Mario Daniele Amore), *Corporate Governance: An International Review*, 1-15 (2021)
- [5] 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)
- [4] Shifting blame? Experimental evidence of delegating communication (with Christina Rott), *Management Science*, 64(8): 3469-3970 (2018)
- [3] Executive gender, competitive pressure, and corporate performance (with Mario Daniele Amore), *Journal of Economic Behavior and Organization*, 131: 308-327 (2016)
- [2] Gender interactions within the family firm (with Mario Daniele Amore), *Management Science*, 60(5): 1083-1097 (2014)
- [1] Gender pairings and accountability effects (with Jordi Brandts), *Journal of Economic Behavior and Organization*, 83(1): 92-117 (2012)

Book chapters

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

Papers in progress at different stages of development

- [14] Hate the sin love the sinner: contextual evidence of dishonest behavior in entrepreneurship (with Ahmad Barirani and Diego Zunino)
- [13] The language of novelty: An eye tracking experiment with neologisms (with Mariano Mastrogiorgio, Daniel Barratt, and Samuele Murtinu)
- [12] Behavioral foundations of venture capitalists' decision-making (with Mario Daniele Amore, Cedric Gutierrez Moreno, Victor Martin-Sanchez and Valerio Pelucco) (Under Review at *Strategic Entrepreneurship Journal*).
- [11] Work from anywhere: when freedom meets its challenges (with Dana Minbaeva, Larissa Rabbiosi, and Dirk Vom Lehn)
- [10] Reward and loss processing among entrepreneurs – An fMRI study into cognition of entrepreneurs (with Toke Reichstein, Valentina Tartari, Giulio Zichella, Gitte Moos, Johannes Björkstrand and Dea Stenbaek) (Ready for submission at *Management Science*)
- [9] Does pitching help necessity entrepreneurs? Evidence from a Randomized Control Trial in Tanzania (with Lars Bo Jeppesen, Nsubili Isaga, Daudi Pascal Ndaki, Diego Zunino, Hadar Gafni, and Hawa Pedro) (Ready for submission at *Organization Science*).
- [8] Playing around with ideas: A field experiment in entrepreneurial problem solving (with Katelyn Sharatt, Theresa Kranzle, and Chiel van der Veen) (Work in progress).
- [7] Choosing the right type of information in a take-back program: Evidence from a field experiment in the health sector (with Cecile Berner Harden and Maja Fors) (Work in progress).

- [6] Is female entrepreneur's attitude toward rejection driving their underrepresentation in the VC-backed venture pool? (with Manar Alnamlah, Ali Mohammadi, and Christina Rott) (Work in progress).
- [5] Amore, M. D., Garofalo, O., and Martin-Sanchez, V. "Social stigma in entrepreneurship" (At initial stages of development).
- [4] Amore, M. D., Garofalo, O., and Martin-Sanchez, V. "AI in entrepreneurship" (At initial stages of development).
- [3] Are business plans still relevant? How accurate cost information impacts on entrepreneur's negotiation behavior (with Toke Reichstein and Giulio Zichella) (Work in progress).
- [2] Who will lead? Evidence on leadership exposure and gender gaps in aspirations (with Sofie Cairo and Valentina Tartari) (At initial stages of development).
- [1] Crowding in Crowdfunding: Willingness to fund in a Monetarily Incentivized Social Market (with Hadar Gafni, Lars Bo Jeppesen, Diego Zunino) (Work in progress).

MEDIA COVERAGE

- "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* (June 2013)
- "Quote rosa, Italia indietro". *La Stampa* (September 2013)
- "Der Bote als Sündenbock". *Harvard Business Manager* (March 2018)

JOURNAL EDITORIAL SERVICE

Editorial review board and Advisory board

Journal of Industrial and Business Economics (2021-2024)

Ad-hoc reviewer

Management Science, Strategic Management Journal, Administrative Science Quarterly, 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 (including scheduled events)

Invited seminars

- 2026 *Utrecht University*
- 2025 Institute for Strategy, Technology and Organization, LMU, Munich, Germany.
Department of Business Economics, Universitat Autònoma de Barcelona, Bellaterra, Spain.
- 2024 Department of Business Economics, University of the Balearic Islands, Palma de Mallorca, Spain.
- 2023 Department of Food and Resource Economics, University of Copenhagen (CNEE Seminar), Denmark.
- 2019 Department of Food and Resource Economics, University of Copenhagen, Denmark.
- 2018 Department of Business, Universitat de Barcelona, Spain.
- 2015 Department of Economics and Business, Aarhus University, Denmark.
Department of Economics, Gothenburg University, Sweden.
Department of Food and Resource Economics, University of Copenhagen, Denmark.

Universidad Popular Autónoma del Estado de Puebla, Mexico.

- 2014 Royal Institute of Technology, Stockholm, Sweden.
Norwegian School of Economics and Business Administration, Norway.
University of Kiel, Germany.
Pontificia Catolica de Chile.
University of Sussex, United Kingdom.
Department of Strategy and Innovation, Copenhagen Business School, Denmark.
- 2013 Max Planck Institute (MPI) for Research on Collective Goods, Bonn, Germany.

Conferences and workshops

- 2025 DRUID, Toronto, Canada; Advances with Field Experiments (AFE), Chicago, USA.
- 2024 DRUID, Nice, France.
- 2023 Third Workshop on Experimental Economics and Entrepreneurship (*invited*), Charlotte, USA.
- 2019 Society for the Advancement of Behavioral Economics Annual Conference, San Francisco, USA.
- 2018 3rd Collier Conference on Behavioral Economics (*invited*), Tel Aviv, Israel.
2nd Workshop on Experimental Economics and Entrepreneurship (*invited*), Copenhagen, Denmark.
ESA North American Conference, Antigua Guatemala, Guatemala.
- 2017 ESA International Meeting, San Diego, CA, USA.
Society for the Advancement of Behavioral Economics Annual Conference, San Diego, USA.
- 2016 3rd Workshop on Incentives and Economic Behavior, Amsterdam, The Netherlands.
- 2015 2nd Conference on Experimental Methods in Policy, Cancun, Mexico.
- 2014 9th Alhambra Experimental Workshop, Barcelona, Spain.
1st Workshop on Incentives and Behavior Change, Amsterdam, The Netherlands.
- 2013 ESA North American Conference, Santa Cruz, USA.
8th International Business Economics Workshop, Palma de Mallorca, Spain.
ASFEE - 4th Annual Meeting of the French Experimental Economics Association, Lyon, France.
Workshop on Behavioral and Experimental Economics, Florence, Italy.
IMEBE - International Meeting of Experimental and Behavioral Economics, Barcelona, Spain.
Spring School in Behavioral Economics, San Diego, USA.
- 2012 7th International Business Economics Workshop, Palma de Mallorca, Spain.
7th Alhambra Experimental Workshop, Granada, Spain.
- 2011 2nd Annual Meeting of the French Experimental Economics Association, Martinique.
EEA- European Economic Association Annual Conference, Oslo, Norway.
- 2010 LabSi Conference on Neuroscience and Decision-Making, Siena, Italy.
5th International Business Economics Workshop, Palma de Mallorca, Spain.
5th Alhambra Experimental Workshop, Granada, Spain.

Conferences organizer

- 2026 3rd Workshop on Behavioral Perspectives on Sustainability, Barcelona.
- 2024 2nd Workshop on Behavioral Perspectives on Family Firms, Paris.
- 2023 1st Workshop on Behavioral Perspectives on Venture Capital, Copenhagen.
- 2018 2nd Workshop on Experimental Economics and Entrepreneurship, Copenhagen.
- 2017 Workshop on Incentives and Behavior Change, Modica, Italy.
- 2016 Workshop of Copenhagen Network for Experimental Economics, Copenhagen, Denmark.
- 2015 Workshop on Incentives and Behavior Change, Modica, Italy.

PhD STUDENT SUPERVISION

Doctoral dissertation (co)supervision

Katelyn Sharratt (Copenhagen Business School). Joint supervision with Marie Louise Mors and Mirjam van Praag. Thesis defense: July 2025 (*scheduled*).

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

Ahmad Barirani (Copenhagen Business School). Joint supervision with Thomas Rønde. Thesis defended on April 13th, 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*)

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, March 2025)

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

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 Research member 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 Research member 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.

Research member 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

- 2021 Allowance for Special Effort in 2020 – Copenhagen Business School.
- 2018 Allowance for Special Effort in 2017 – Copenhagen Business School.
- 2017 Best PhD thesis academic year 13-14. Department of Business – Universitat Autònoma de Barcelona.
- 2014 Runner-up award at the Auckland Finance Conference.
- 2012 PhD scholarship: Universitat Autònoma de Barcelona (January 2012- June 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 mención de calidad, Spanish Minister of Education.
PhD scholarship: Universitat de les Illes Balears

SERVICE

- Strategy and Innovation Department Representative (April 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 – December 2022)
- Coordinator of the Seminar Series at Innovation and Organizational Economics Department (INO) - Copenhagen Business School (Fall 2015)

ADDITIONAL PAST EXPERIENCE & SUMMER SCHOOLS

- 2013 Summer School in Experiments and Economics of Organization, East Anglia. Spring School in Behavioral Economics, University of California San Diego, CA, USA.
- 2011 Behavioral Economics Summer Institute, National University of Singapore, Singapore.
- 2011 Experimental Lab Manager, Universitat Autònoma de Barcelona, Bellaterra, Spain (March 2011- September 2011).
- 2010 Summer School in Neuroeconomics, University of Heidelberg, Germany.
- 2006 Internship at the Development and Market Analysis Department, Bocconi University, Milan, Italy (October 2006 – April 2007).

FOREIGN LANGUAGE PROFICIENCY

Italian (mother tongue), English, Spanish, Catalan.