

Arzi Adbi

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CURRENT POSITION

NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE

Assistant Professor, Strategy & Policy Department

since 2020

EDUCATION

INSEAD, Singapore and France

2015-2020

PhD in Management

Dissertation: Inclusive Business Strategies in Developing Institutional Environments

Advisors: Jasjit Singh (chair), Matthew Lee, Maria Guadalupe, Phanish Puranam

INDIAN INSTITUTE OF MANAGEMENT (IIM), Calcutta, India

2006-2008

MBA

INDIAN INSTITUTE OF TECHNOLOGY (IIT), Roorkee, India

2000-2004

Bachelor of Technology, Electrical Engineering

RESEARCH INTERESTS

Competitive Strategy; Social Impact; Emerging Markets

JOURNAL PUBLICATIONS

[11] Adbi A, Chatterjee C, Mishra A (2022). "[How do MNEs and Domestic Firms Respond Locally to a Global Demand Shock? Evidence from a Pandemic.](#)" *Management Science*, Forthcoming.

- Winner of "That's Interesting!" Award at 2020 AIB Annual Conference
- Finalist for 2019 SMS Annual Conference Minneapolis Best Paper Prize
- Finalist for 2019 SMS Annual Conference Minneapolis Best Research Methods Prize

[10] Adbi A, Liu X, Mishra A (2022). "[Technology Licensing and Productivity Growth: Evidence from Manufacturing Firms in Developing Economies.](#)" *Manufacturing & Service Operations Management*, 24(1):214-234.

[9] Adbi A, Chatterjee C, Sharma P (2022). "[Framing & Covid-19 Vaccine Hesitancy: Experimental Evidence from India.](#)" *Health Management Policy and Innovation*, 7(1):1-37.

[8] Singh J, Dutt P, Adbi A (2021). "[Microfinance and Entrepreneurship at the Base of the Pyramid.](#)" *Strategic Entrepreneurship Journal*, Forthcoming.

[7] Adbi A, Chatterjee C, Cortland C, Kinias Z, Singh J (2021). "[Women's Disempowerment and Preferences for Skin Lightening Products that Reinforce Colorism: Experimental Evidence from India.](#)" *Psychology of Women Quarterly*, 45(2): 178-193.

[6] Schweinsberg M, Feldman M, ..., Adbi A, ..., Uhlmann EL [crowdsourcing science study with multiple co-authors] (2021). "[Same Data, Different Conclusions: Radical Dispersion in Empirical Results when Independent Analysts Operationalize and Test the Same Hypothesis.](#)" *Organizational Behaviour and Human Decision Processes*, 165: 228-249.

[5] Lee M, Adbi A, Singh J (2020). "[Categorical Cognition and Outcome Efficiency in Impact Investing Decisions.](#)" *Strategic Management Journal*, 41(1): 86-107.

- Winner of Best Proposal Award for CSR and Sustainability Track at 2018 SMS Special Conference India
- Finalist for 2018 SMS Special Conference India Best Paper Prize

- [4] Adbi A, Contigiani A, Szulanski G, Ahuja G (2020). “[On Innovating: An Interview with Gautam Ahuja](#)” *Journal of Organization Design*, 9(16): 1-11.
- [3] Adbi A, Bhaskarabhatla A, Chatterjee C (2020). “[Stakeholder Orientation and Market Impact: Evidence from India.](#)” *Journal of Business Ethics*, 161(2): 479-496.
- [2] Adbi A, Chatterjee C, Drev M, Mishra A (2019). “[When the Big One Came: A Natural Experiment on Demand Shock and Market Structure in India’s Influenza Vaccine Markets.](#)” *Production and Operations Management*, 28(4): 810-832.
- [1] Adbi A, Faizi N, Chatterjee C (2017). “[Analysing the Lazy Mother Argument Inspired by the Maggi Controversy: Evidence from Junk Food Intake in India.](#)” *Economic and Political Weekly*, 52(28): 49-56.

REVISE AND RESUBMIT

Adbi A, Shukla D. “Registration at Founding and Firm Performance: Generalization and Extension Replication from Global Data” [Invited to revise and resubmit]

Adbi A, Lee M, Singh J. “Peer Influence, Strategic Discretion, and Loan Repayment in Community Lending: Evidence from Indian Demonetization.” [Invited to revise and resubmit]

- o Winner of Best Proposal Award for Globalization and Emerging Markets Track at 2018 SMS Special Conference India
- o Finalist for 2018 SMS Special Conference India Best Paper Prize
- o Finalist for 2018 SMS Special Conference India Best Paper Prize in Global Strategy

WORK IN PROGRESS

Adbi A, Bhaskarabhatla A. “Small Packs in the Bottom of the Pyramid: Price, Product Variety, and Performance.” [Under review]

Adbi A. “Financial Sustainability of For-Profit and Non-Profit Organizations following a Scandal: Evidence from South Asia.” [Under review]

Adbi A, Natarajan S. “Mitigating Poverty-based and Gender-based Gaps in Entrepreneurship: Complementarity between Mobile Money Adoption and Bank Account Ownership.” [Under review]

- o Academy of Management 2021 Best Paper Proceedings

Adbi A, Shukla D, Singh J. “Unintended Consequences of Regulating Corporate Philanthropy: Evidence from the 2013 Indian Companies Act.” [Under preparation]

Adbi A, Bhaskarabhatla A, Delios A. “Bottom of the Pyramid Strategy of Developed and Emerging Multinationals: Evidence from Africa.” [Under preparation]

ACADEMIC AWARDS & HONORS

Best Paper Proceedings, Academy of Management	2021
Winner of AIB Annual Conference That’s Interesting! Award	2020
Finalist for SMS Annual Conference Best Paper Prize Competition	2019
Finalist for SMS Annual Conference Research Methods Best Paper Prize Competition	2019
Outstanding Tutor Award for Academic Year 2018/19, INSEAD	2019
SRF Dissertation Scholar Award from Strategic Management Society	2018
Finalist for SMS Special Conference India Best Paper Prize	2018
Finalist for SMS Special Conference India Best Paper Prize in Global Strategy	2018
Winner for Best Track Proposal (Track B) at SMS Special Conference India	2018
Winner for Best Track Proposal (Track C) at SMS Special Conference India	2018
Outstanding Reviewer at Academy of Management for the Annual Meeting	2018

Best Reviewer at Academy of International Business for the Annual Meeting	2017
Best Poster Award for PhD Students and Young Scholars, ILO-INSEAD Evidence Symposium	2016
INSEAD PhD Fellowship	2015

RESEARCH FUNDERS

National University of Singapore Start-up Research Grant
 Strategic Management Society SRF Dissertation Scholarship
 INSEAD Randomized Control Trials Lab
 INSEAD R&D Committee
 Abu Dhabi Education Council

RESEARCH SEMINARS & WORKSHOPS

Presentation, “How do Private Sector Firms Respond to a Reduction in Competition from the Public Sector? Evidence from the Indian Vaccines Market”

- 2021: Singapore Political Economy Seminar Series, Singapore

Presentation, “Social Exclusion and Financial Barriers to Entrepreneurship”

- 2021: Academy of Management, Online

Presentation, “Robin Hood Pricing? Bottom of the Pyramid, Product Variety, and Performance”

- 2021: Academy of Management, Online

Presentation, “Technology Licensing and Productivity Growth: Evidence from Manufacturing Firms in Developing Economies”

- 2020: Strategic Management Society, Online

Presentation, “Nations within a Nation? Pandemic, Subnational Heterogeneity, and MNC Market Share in an Emerging Economy”

- 2020: Academy of International Business, Online
- 2019: Strategic Management Society, Minneapolis, USA
- 2019: Academy of Management, Boston, USA

Presentation, “Financial Sustainability of For-Profit and Non-Profit Organizations in the Wake of the 2010 Indian Microfinance Scandal”

- 2019: Academy of Management, Boston, USA
- 2019: CCC Doctoral Student Colloquium, Chapel Hill, US
- 2019: Academy of International Business, Copenhagen, Denmark

Presentation, “Collective Behavior at the Base of the Pyramid: Evidence from a Liquidity Shock in Microfinance”

- 2019: Strategic Management Society, Minneapolis, USA
- 2019: Academy of Management, Boston, USA
- 2019: Alliance for Research on Corporate Sustainability, Chapel Hill, US
- 2019: Academy of International Business, Copenhagen, Denmark
- 2018: Strategic Management Society, Hyderabad, India

Presentation, “Women’s Disempowerment and Preference for Risky Skin Whitening Products: Experimental Evidence from India”

- 2018: Academy of Management, Chicago, USA
- 2018: Randomized Controlled Trials, INSEAD, Singapore
- 2017: Academy of International Business, Dubai, UAE
- 2017: Alliance for Research on Corporate Sustainability, Rotterdam, Netherlands
- 2017: Asian Management Research Conference, Singapore Management University, Singapore
- 2016: Wharton-INSEAD Doctoral Consortium, INSEAD, Singapore
- 2016: Strategic Management Society, Berlin, Germany

Presentation/Co-author, “Hybrid Organizations, Categorical Cognition, and Outcome Efficiency in Impact Investing Decisions”

- 2019: Academy of International Business, Copenhagen, Denmark
- 2018: Strategic Management Society, Hyderabad, India
- 2018: Strategic Management Society, Paris, France
- 2018: Alliance for Research on Corporate Sustainability, MIT Sloan, Boston, USA
- 2018: Randomized Controlled Trials, INSEAD, Singapore
- 2017: Academy of Management, Atlanta, USA
- 2017: Sumantra Ghoshal Strategy Conference, London Business School, London, UK
- 2017: Asian Management Research Conference, Singapore Management University, Singapore
- 2017: Annual PhD Research Day, National University of Singapore, Singapore
- 2016: ILO-INSEAD Evidence Symposium, Abu Dhabi, UAE

Presentation/Co-author, “Stakeholder Orientation and Market Impact: Evidence from India”

- 2018: JAMS, Journal of the Academy of Marketing Science, Hyderabad, India

Presentation/Co-author, “When the Big One Came: A Natural Experiment on Demand Shocks and Market Structure in India’s Influenza Vaccine Markets”

- 2015: Academy of International Business, Bengaluru, India
- 2015: DRUID, Rome, Italy
- 2015: Sumantra Ghoshal Strategy Conference, London Business School, London, UK
- 2015: Annual International Industrial Organization Conference, Boston, USA
- 2014: Annual REER Conference, Georgia Institute of Technology, Atlanta, USA

Co-chair, Session: [Foundations Interview: A Conversation with Professor Gautam Ahuja, SMS Annual Conference, September 2016, Berlin, Germany](#)

TEACHING EXPERIENCE

National University of Singapore Business School

- 2021: BSP 3701 (Strategic Management); Teaching Rating = 4.8/5.0

INSEAD

- 2019: Econometrics A (Tutorial for Ph.D. Students); Teaching Rating = 5.0/5.0

Ph.D. Advising

- Tao Wu (Ph.D. Student, Strategy & Policy, NUS Business School)
- Xiaoteng Wu (Ph.D. Student, Strategy & Policy, NUS Business School)

CASE STUDIES

[Patrimonio Hoy: A Scalable Business Model for Inclusive Housing?](#) (Singh J, Adbi A 2018)

SERVICE

Reviewer for: Strategic Management Journal; Management Science; Strategic Entrepreneurship Journal
Active member of: Academy of Management; Strategic Management Society; INFORMS; Academy of International Business

PROFESSIONAL AWARDS & CERTIFICATIONS

Certificate of Participation for Completing Data for Climate Action Challenge, United Nations	2018
Executive Education: Evaluating Social Programs using Randomized Control Trials (JPAL/CLEAR)	2015
Training Course “Protecting Human Research Participants” (NIH Office of Extramural Research)	2015
Level 3 Certificate in Investments (Securities & Financial Derivatives) from SII, UK	2008

INDUSTRY EXPERIENCE

General Manager, International Business (Lanco International, Singapore and India)	2010-2015
Emerging Markets Trader (Goldman Sachs, London, England)	2008-2010
Junior Field Engineer, Wireline Logging Operations (Schlumberger, USA and India)	2004-2005