

BART S. VANNESTE

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Last updated: October 2025

EMPLOYMENT

	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

2018–2019	University College London, United Kingdom M.Sc. in Data Science and Machine Learning (Distinction)
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2004–2009	London Business School, United Kingdom Ph.D. in Strategic & International Management Master in Research
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2007	Northwestern University, United States Visiting research scholar at Kellogg School of Management Host: Prof. Ranjay Gulati
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1997–2003	Eindhoven University of Technology, The Netherlands M.Sc. in Industrial Engineering and Management Science (Cum laude)
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2000	University of Michigan, United States Exchange program at Business School and Faculty of Industrial Engineering
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VISITING SCHOLARSHIPS

2023	MIT, United States Host: Prof. Ezra Zuckerman
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2018	University of New South Wales, Australia Host: Prof. Steven Lui
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RESEARCH INTERESTS

Artificial intelligence, corporate strategy, trust.

PUBLICATIONS¹

1. Vanneste B.S. & Puranam P. (2026), Trust and generative artificial intelligence: A Reply to Killoran, Park, and Kietzmann, *Academy of Management Review*, Forthcoming
2. Doshi A.R., Bell J.J., Mirzayev E., & Vanneste B.S. (2025), Generative artificial intelligence and evaluating strategic decisions, *Strategic Management Journal*, 46(3): 583-610.
3. Vanneste B.S. & Puranam P. (2025), Artificial intelligence, trust, and perceptions of agency, *Academy of Management Review*, 50(4): 726-744.
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.

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

BOOKS

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

OTHER PUBLICATIONS

15. 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]
16. 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

17. Mirzayev E., Testoni M., & Vanneste B.S., Artificial agents and the evaluation of M&As, *Management Science*, revise & resubmit
18. Eshraghi A., Vanneste B.S., Revisiting industry effects: The assignment of firms to industries, *Strategic Management Journal*, revise & resubmit
19. 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
20. Choudhury P., Vanneste B.S., & Zohrehvand A., The Wade test: Generative AI and CEO communication, *Organization Science*, under review
21. 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, working paper
22. Aristidou A., Cappellaro G., & Vanneste B.S., Artificial Intelligence-ready referral pathway for community optometry referrals of retinal disease, data collection
23. Lee S., Kinias Z., & Vanneste B.S., In groups we trust: Lower betrayal aversion toward a group than toward an individual, working paper
24. Ching K. & Vanneste B.S., When to form an alliance? Emergent entrepreneurs in the internet video industry, working paper

TEACHING

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

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).

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Corporate Strategy (www.coursera.org/learn/corporatestrategy)

SEMINAR PRESENTATIONS

IESE (2025), IE, St. Gallen (2024), 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

1. Panelist. Pre-trained Large Language Models in Strategy Research. *Academy of Management Conference*, Copenhagen, Denmark. July 2025
2. Panelist. Teaching in the Age of AI. *Academy of Management Conference*, Copenhagen, Denmark. July 2025
3. Panelist. Innovating on Evaluations: Metrics, Format, and Framing. *Academy of Management Conference*, Copenhagen, Denmark. July 2025
4. Panelist. AI and Strategy. *Strategy Science*, Barcelona, Spain. June 2025
5. Editor. Authors' Conference for Strategy and AI Special Issue at the Strategic Management Journal. *New York University*, Barcelona, Spain. June 2025
6. Presenter. Emerging Research Applications For Generative AI. *Strategic Management Society*, Virtual, June 2025
7. Discussant. AI in Organization Design. *AI and Strategy Consortium*, Virtual, February 2025
8. Panelist. AI Research Methods. *SEI Research Day*, London Business School, United Kingdom, December 2024
9. Panelist. Organizations as AI Systems. *ODC Idea Development Workshop*. Virtual. November 2024
10. Organizer. Latest and Greatest in Empirical Methods: AI in strategy research. *Strategic Management Society*, Istanbul, Turkey, October 2024

11. Panelist. AI for Strategy Research. *Strategic Management Society*, Istanbul, Turkey, October 2024
12. Discussant. Doctoral Workshop. *Strategic Management Society*, Istanbul, Turkey, October 2024
13. Presenter. Symposium on Advancing Strategic Management Research: Applications of Generative AI. *Academy of Management Conference*, Chicago, United States, August 2024
14. Panelist. TIM Doctoral Consortium. *Academy of Management Conference*, Chicago, United States, August 2024
15. Generative artificial intelligence and evaluating strategic decisions. *Ghoshal Conference*, London Business School, London, U.K., June 2024
16. Panelist. Generative AI. *EFMD Conference*, Antwerp University, Belgium, April 2024
17. Discussant. *CTS Workshop on Trust and Networks*. University of Arizona, United States, April 2024.
18. Generative artificial intelligence and evaluating strategic decisions. *AI and Strategy Consortium*, Virtual, January 2024
19. Discussant. AI and firm strategy. *AI and Strategy Consortium*, Virtual, January 2024
20. Panelist. AI and the technological challenges to established orders. *BAIC Conference*, Bocconi University, Italy, December 2023
21. Panelist. Publishing. *SEI Research Day*, Imperial Business School at Imperial College, United Kingdom, December 2023
22. Panelist. The impact of AI on private equity investing. *Risk Management Symposium 2023*, Saïd Business School at Oxford University, United Kingdom, November 2023
23. Discussant. Machine Learning as a Research Tool. *AI and Strategy Consortium*, Virtual, January 2023
24. Panelist. Corporate Strategy and Artificial Intelligence. *Strategic Management Society*, London, United Kingdom, September 2022
25. Panelist. Human Capital in a Changing Workplace. *Strategic Management Society*, London, United Kingdom, September 2022
26. Panelist. STR Doctoral Consortium. *Academy of Management Conference*, Seattle, United States, August 2022
27. Panelist. Trust between individuals and organizations. *Academy of Management Conference*, Seattle, United States, August 2022
28. Panelist. Research and publishing in AI & Strategy: Recent developments. *AI and Strategy Consortium*, Virtual, January 2022

29. Panelist. *Management, Artificial Intelligence, and Healthcare Conference at UCL School of Management*, Virtual, October 2021
30. Discussant. SMS Doctoral Consortium. *Strategic Management Society*, Virtual, September 2021
31. Discussant. AI/ML Methodologies in Strategy Research. *AI and Strategy Consortium*, Virtual, January 2021
32. Panelist. Business Model Transformation and Competition in the Age of AI. *Strategic Management Society Extension*, Virtual, October 2020
33. Panelist. Collaborative Strategies in the Age of Digitalization. *Strategic Management Society*, Virtual, October 2020
34. Panelist. STR Doctoral Consortium. *Academy of Management Conference*, Virtual, August 2019
35. Organizer. A Practical Machine Learning Workshop. *Strategic Management Society*, Paris, France, September 2018
36. 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
37. The Effect of Acquisitions on Customers: Twitter Evidence from Dollar Tree-Family Dollar. *Academy of Management Conference*, Chicago, USA, August 2018
38. Faculty. *INSEAD-Wharton Corporate Strategy Camp*, Philadelphia, USA, November 2017
39. 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
40. Presentation. *Finding Trust in Social Sciences*. University of Birmingham, Birmingham, UK, September 2017
41. Discussant. *Strategy Entrepreneurship and Innovation (SEI) Consortium 2017*. School of Management, University of Bath, Bath, UK, September 2017
42. Panelist. Allocating corporate resources: The need for new theory. *Academy of Management Conference*, Atlanta, USA, August 2017
43. Panelist. Using Computational Models in Management Research. *Academy of Management Conference*, Atlanta, USA, August 2017
44. Discussant. Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference, Cambridge, U.K., June 2017

45. When To Go It Alone: Startups, Alliances, and Resource Accumulation. *Strategic Management Society*, Berlin, Germany, September 2016
46. When To Go It Alone: Startups, Alliances, and Resource Accumulation. *Ghoshal Conference*, London Business School, London, U.K., June 2016
47. Panelist. What have we learned and could learn about coordination, cooperation and collaboration intra and interorganizationally? *European Academy of Management*, Paris, France, June 2016
48. Faculty. *INSEAD-Wharton Corporate Strategy Camp*, Fontainebleau, France, September 2015
49. Facilitator. Trust between individuals and organizations. *Academy of Management Conference*, Vancouver, Canada, August 2015
50. Fragility and interorganizational trust. *Academy of Management Conference*, Vancouver, Canada, August 2015
51. Discussant. *Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference*, Cambridge, U.K., June 2015
52. Fragility and interorganizational trust. *INFORMS*, San Francisco, USA, November 2014
53. From Interpersonal to Interorganizational Trust: The Role of Indirect Reciprocity. *Micro-Foundations for Strategic Management Research: Embracing Individuals (SMS)*, Copenhagen, Denmark, June 2014
54. From Interpersonal to Interorganizational Trust: The Role of Indirect Reciprocity. *Academy of Management Conference*, Orlando, USA, August 2013
55. Organizer. Symposium on Interorganizational Trust: Revisiting Core Assumptions. *Academy of Management Conference*, Orlando, USA, August 2013
56. 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
57. The shadow of the future in vertical relationships. *Academy of Management Conference*, Boston, USA, August 2012
58. The shadow of the future in vertical relationships. *Winter Strategy Conference*, Snowbird, USA, March 2012
59. PDW on Contract, Relationships and Performances: Challenges and Opportunities in Studying Inter-firm Contracts. Panelist. *Academy of Management Conference*, San Antonio, USA, August 2011
60. Trust within and between firms. *Academy of Management Conference*, Montreal, Canada, August 2010

61. The development of trust. *Academy of Management Conference*, Montreal, Canada, August 2010
62. The development of trust. *5th Workshop On Trust Within And Between Organizations (EIASM)*, Madrid, Spain, January 2010
63. Trust within and between firms. *8th Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2008
64. Trust and Governance: Untangling a Tangled Web. *Academy of Management Conference*, Philadelphia, USA, August 2007
65. Trust and Governance: Untangling a Tangled Web. *7th Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2007
66. Repeated Interactions and Contractual Detail: When Does Learning Dominate Trust? *Academy of Management Conference*, Philadelphia, USA, August 2006
67. When Do Contracts Become More Detailed? *6th Annual Trans-Atlantic Doctoral Conference*, London, UK, May 2006
68. When Do Contracts Become More Detailed? *European Doctoral Research Conference at Imperial College*, London, UK, May 2006

HONORS AND FELLOWSHIPS

2025	Most Innovative Proposal for the Corporate Strategy Interest Group (SMS, San Francisco)
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

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, MIS Quarterly, Organizational Behavior and Human Decision Processes, Organization Studies, Strategic Entrepreneurship Journal, Strategy Science.*

OTHER PROFESSIONAL SERVICE

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

DOCTORAL DISSERTATION COMMITTEES

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