

Arzi Adbi

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ACADEMIC EMPLOYMENT

NUS BUSINESS SCHOOL, NATIONAL UNIVERSITY OF SINGAPORE

Associate Professor (with tenure), Strategy & Policy	January 2025-Present
Assistant Professor, Strategy & Policy	June 2020-December 2024

VISITING POSITIONS

Visiting Professor, INSEAD (scheduled)	June 2026-March 2027
Academic Visitor, London Business School (scheduled)	August 2026-September 2026
Academic Visitor, Melbourne Business School (scheduled)	November 2026-December 2026

CURRENT APPOINTMENTS

Associate Editor, Strategic Management Journal	January 2026-Present
Editorial Review Board, Strategic Management Journal	April 2022-December 2025
Editorial Review Board, Organization Science	October 2025-Present
Program Chair, Stakeholder Strategy IG, Strategic Management Society (SMS)	January 2026-Present
Faculty PhD Committee Member, NUS Business School	July 2025-June 2026
Research Affiliate, Sustainable and Green Finance Institute (SGFIN)	March 2024-August 2027

EDUCATION

PhD in Management, INSEAD	2015-20
MBA, Indian Institute of Management (IIM) Calcutta	2006-08
Bachelor of Technology, Indian Institute of Technology (IIT) Roorkee	2000-04

RESEARCH & TEACHING EXPERIENCE

Research: Sustainability; Emerging Markets; Nonmarket Strategy; Competitive Strategy
Teaching: Corporate Strategy; Business Model Innovation in Asia; Innovation & Entrepreneurship

INDUSTRY EXPERIENCE

General Manager, International Business (Lanco International, Singapore and India)	2010-15
Emerging Markets Trader, FX Options (Goldman Sachs, London, UK)	2008-10
Junior Field Engineer, Wireline Logging Operations (Schlumberger, USA and India)	2004-05

PEER-REVIEWED JOURNAL PUBLICATIONS

[PP17] Adbi A, Bhaskarabhatla A, Delios A (2026). "[Do Multinational Enterprises from Developed and Emerging Economies Differ in Their Price Discrimination Strategies? Evidence from Africa.](#)" *Strategic Management Journal*, forthcoming.

[PP16] Adbi A, Agarwal S, Ghosh P (2026). "[Noise and Learning: Evidence from India.](#)" *Journal of the Association of Environmental and Resource Economists*, forthcoming.

- [PP15] Adbi A, Agarwal S, Natarajan S (2025). "[Global Heterogeneity in ETS Rollouts and Subsequent Decarbonization Outcomes.](#)" *Energy Economics*, 151:108921.
- [PP14] Adbi A, Mishra A, Chatterjee C (2025). "[How Do Domestic and Foreign Firms Respond to a Reduction in Competition from the Public Sector? Evidence from Vaccine Markets in India.](#)" *Management Science*, 71(10):8884-8907.
- [PP13] Adbi A, Agarwal S, Ghosh P (2025). "[Urban Noise Pollution and Learning in Developing Economies.](#)" *Nature Cities*, 2(1):6-7.
- [PP12] Adbi A, Lee M, Singh J (2024). "[Community Influence on Microfinance Loan Defaults under Crisis Conditions: Evidence from Indian Demonetization.](#)" *Strategic Management Journal*, 45(3):535-563.
- [PP11] Wu X*, Adbi A, Mahmood IP (2024). "[The Social Structure of Insiders and Outsiders: Toward A Network Community Perspective on Firm Performance.](#)" *Academy of Management Journal*, 67(4):903-932.
- [PP10] Adbi A, Natarajan S (2023). "[Fintech and Banks as Complements in Microentrepreneurship.](#)" *Strategic Entrepreneurship Journal*, 17(3):585-611.
- [PP9] Adbi A, Shukla D* (2023). "[Registration at Founding and Firm Performance: Generalization and Extension Replication from Global Data.](#)" *Journal of International Business Studies*, 54(2):365-384.
- [PP8] Adbi A (2023). "[Financial Sustainability of For-Profit Versus Non-Profit Microfinance Organizations following a Scandal.](#)" *Journal of Business Ethics*, 188(1):57-74.
- [PP7] 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*, 68(12):9003-9025.
- [PP6] 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.
- [PP5] Singh J, Dutt P, Adbi A (2022). "[Microfinance and Entrepreneurship at the Base of the Pyramid.](#)" *Strategic Entrepreneurship Journal*, 16(1):3-31.
- [PP4] 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.
- [PP3] Lee M, Adbi A, Singh J (2020). "[Categorical Cognition and Outcome Efficiency in Impact Investing Decisions.](#)" *Strategic Management Journal*, 41(1):86-107.
- [PP2] Adbi A, Bhaskarabhatla A, Chatterjee C (2020). "[Stakeholder Orientation and Market Impact: Evidence from India.](#)" *Journal of Business Ethics*, 161(2):479-496.
- [PP1] 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.

*Current or former PhD student

CONTRIBUTIONS TO PEER-REVIEWED CROWD-SOURCED RESEARCH PROJECTS

- [CP2] Part of Management Science Reproducibility Consortium (2024). "[Reproducibility in Management Science.](#)" *Management Science*, 70(3):1343-1356.
- [CP1] Part of Multi-Authored Research Project (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.

RESEARCH PIPELINE

Research on Trading, Taxation, and Firm Emissions. Revise and resubmit. *Management Science*.
Research on Carbon Taxation and Firm Behavior. Revise and resubmit. *Organization Science*.
Research on Immigrant Entrepreneurship. Revise and resubmit. *Strategic Management Journal*.
Research on Interfirm Connectivity and Value Appropriation. Revise and resubmit. *Strategic Management Journal*.

RESEARCH GRANT AWARDS

Ministry of Education, Singapore, Academic Research Grant (Principal Investigator)	2026
Ministry of Education, Singapore, SSHRTG Research Grant (Co-Investigator)	2025
National University of Singapore Start-up Research Grant (Principal Investigator)	2020
SMS SRF Will Mitchell Dissertation Research Grant (Principal Investigator)	2018

ACADEMIC AWARDS & HONORS

Academy of Management Annual Meeting Best Papers Designation	2025
Schulze Publication Award by EIX	2025
Winner of SMS Responsible Research Best Paper Award	2024
Winner of Department Research Award, National University of Singapore	2024
Wiley Top Cited Article (among work published between 1 Jan 2022 and 31 Dec 2023)	2024
Winner of AOM Best Student Paper Award in OSCM (joint work with a PhD student)	2024
Academy of Management Annual Meeting Best Papers Designation	2024
Outstanding Reviewer Award at Strategic Management Society for the Annual Meeting	2023
Wiley Top Cited Article (among work published between 1 Jan 2021 and 15 Dec 2022)	2023
Winner of AIB Annual Conference Best Paper Award in Emerging Economies Research	2022
Best Reviewer Award at Strategic Management Society for the Annual Meeting	2022
Academy of Management Annual Meeting Best Papers Designation	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
Finalist for SMS Special Conference India Best Paper Prize	2018
Finalist for SMS Special Conference India Best Paper Prize in Global Strategy	2018
Best Proposal Award for Emerging Markets Track at SMS Special Conference India	2018
Best Proposal Award for CSR and Sustainability Track at SMS Special Conference India	2018
Outstanding Reviewer at Academy of Management for the Annual Meeting	2018
Best Reviewer Award at Academy of International Business for the Annual Meeting	2017
Best Poster Award for PhD Students and Young Scholars, ILO-INSEAD Symposium	2016
INSEAD PhD Fellowship	2015

RESEARCH COVERAGE, INVITED COMMENTARIES, & INTERVIEWS

[CM8] Interviewed by Anita McGahan and featured in Pi-squared episode "[Find Solutions to Long Problems](#)" *Private Innovation in the Public Interest*, February 26, 2026.

[CM7] Research covered by SSIR "[How Social Ties Exacerbated a Crisis](#)" *Stanford Social Innovation Review (SSIR)*, Spring, 2024.

[CM6] Featured among the 10 Best-Read Articles at EIX "[Research-Based Advice for Businesses: Our 10 Best-Read Articles](#)" *Entrepreneur & Innovation Exchange (EIX)*, February 19, 2024.

[CM5] Interviewed by BBC and featured in their episode "[A Spotlight on Skin Lightening](#)" *BBC*, November 29, 2022.

[CM4] Adbi A. "[The Tricky Question of Registering a Business](#)" *South China Morning Post*, August 24, 2022.

[CM3] Interviewed by CNN and quoted in their article "[After Rebranding in the West, Many Beauty Companies are Still Offering to 'Whiten' Skin Elsewhere](#)" *CNN*, August 11, 2022.

[CM2] Adbi A, Chatterjee C, Mishra A. "[The Influenza Pandemic and 'Nations Within a Nation'](#)" *The Hindu*, June 14, 2022.

[CM1] Adbi A. "[Make Allocation of Vaccines More Equitable](#)" *South China Morning Post*, April 5, 2022.

PRACTITIONER ARTICLES & OTHER PUBLICATIONS

[PA9] Adbi A, Lee M, Singh J (2025). "[Leveraging Social Capital in Low-Income Communities Has Benefits But Also Hidden Dangers](#)" *Strategic Management Society (SMS) Explorer*, February 18.

[PA8] Adbi A, Lee M, Singh J (2024). "[Microfinance Borrowers' Social Ties Can Bring Stability or Chaos](#)" *Entrepreneur & Innovation Exchange (EIX)*, December 4.

[PA7] Wu X, Adbi A, Mahmood IP (2024). "[For VCs, Communities May Matter More Than Connections](#)" *Entrepreneur & Innovation Exchange (EIX)*, February 23.

[PA6] Singh J, Adbi A, Lee M (2024). "[The Risks and Rewards of Community-Driven Business Models](#)" *INSEAD Knowledge*, January 24.

[PA5] Adbi A, Natarajan S (2023). "[When Can Fintech Do the Most Good?](#)" *Entrepreneur & Innovation Exchange (EIX)*, September 14.

[PA4] 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.

[PA3] Dutt P, Singh J, Adbi A (2021). "[When Does Microfinance Do the Most Good?](#)" *Entrepreneur & Innovation Exchange*, May 7.

[PA2] Adbi A, Contigiani A, Szulanski G, Ahuja G (2020). "[On Innovating: An Interview with Gautam Ahuja](#)" *Journal of Organization Design*, 9(16): 1-11.

[PA1] 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.

CASE STUDIES

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

REVIEWING SERVICE

Journal Reviewing: Strategic Management Journal; Organization Science; Management Science; Academy of Management Journal; Strategic Entrepreneurship Journal; Academy of Management Discoveries

Conference Reviewing: Strategic Management Society; Academy of Management; Academy of International Business; Alliance for Research on Corporate Sustainability; DRUID

INVITED CONTRIBUTIONS TO CONFERENCES

Discussant/ Panelist/ Faculty Mentor

- 2026: Editor's Panel, Nonmarket Strategy Research Community (NMSRC) Annual Doctoral Conference
- 2026: Asian Bureau of Finance and Economic Research (ABFER) Annual Conference, Singapore
- 2025: INSEAD Doriot Entrepreneurship Conference (IDEC), Abu Dhabi, UAE
- 2025: STR Dissertation Consortium, Academy of Management, Copenhagen, Denmark
- 2025: FinTech and the Emerging Digital Money Market, Academy of Management, Copenhagen, Denmark
- 2024: JFC PDW, Strategic Management Society, Istanbul, Turkey

- 2024: Research in Emerging Markets: Theoretical and Methodological Frontiers, Academy of Management, Chicago, USA
 - 2024: OMT Global Consortium: Doing Organizational Research Around the World, Academy of Management, Chicago, USA
 - 2024: Sustainable and Green Finance Institute (SGFIN) Annual Research Conference on Sustainability, Singapore
 - 2023: Doctoral Consortium, Strategic Management Society, Toronto, Canada
 - 2023: Research Frontiers in Nonmarket Strategy, Academy of Management, Boston, USA
 - 2023: TIM Doctoral Consortium, Academy of Management, Boston, USA
 - 2023: The Impact of Social Change, DRUID, Lisbon, Portugal
 - 2023: Doing Organizational Research Around the World, AOM OMT Workshop, Singapore
- Chair/ Session Moderator/ Facilitator
- 2026: Collaboration & Digital Infrastructure, Asian Management Research Consortium, ESSEC Business School, Singapore
 - 2025: Dialogue Between Scholars and Practitioners: Harnessing Collective Wisdom to Tackle Global Sustainability Challenges Strategic Management Society, San Francisco, USA
 - 2025: Environmental Sustainability and International Business: Policies, Investments, and Innovation, Academy of Management, Copenhagen, Denmark
 - 2024: Climate Change Strategies, Academy of Management, Chicago, USA
 - 2023: Entrepreneurship Across the Globe, Strategic Management Society, Toronto, Canada
 - 2023: Adapting to Disruption and Shocks, Academy of Management, Boston, USA
 - 2022: Impact Investment and Financial Inclusion, Strategic Management Society, London, UK
 - 2022: The Effects of Emerging Markets' Institutional Environment on Strategy and Management, Academy of International Business, Miami, USA
- Presentation, “Hard Truths: The Unintended Consequences of Carbon Tax on Firm Behavior”
- 2026: Asian Management Research Consortium, Singapore
 - 2024: Strategic Management Society, Istanbul, Turkey
 - 2024: Academy of Management, Chicago, USA
 - 2024: Academy of International Business, Seoul, South Korea
 - 2024: Alliance for Research on Corporate Sustainability, UCLA, Los Angeles, USA
- Presentation, “Immigrant Entrepreneurship and Political Clientelism: A Field Experiment”
- 2025: Strategic Management Society, San Francisco, USA
 - 2025: Alliance for Research on Corporate Sustainability, Paris, France
 - 2024: INSEAD Doriot Entrepreneurship Conference (IDEC), Abu Dhabi, UAE
- Presentation, “In with the Market, Out with the State? Venture Capital Firms, Public Sponsorship, and Policy Standardization”
- 2025: INSEAD Doriot Entrepreneurship Conference (IDEC), Abu Dhabi, UAE
- Presentation, “How Do Domestic and Foreign Firms Respond to a Controversial Reduction in Competition from the Public Sector?”
- 2024: Asian Management Research Consortium, NTU, Singapore
- Presentation, “Small but Resilient: SME Survival during the COVID-19 Pandemic”
- 2023: Academy of Management, Boston, USA
 - 2023: INSEAD Doriot Entrepreneurship Conference (IDEC), Singapore
- Presentation, “Impact of Emissions Trading and Carbon Tax on Carbon Intensity of Economies”
- 2023: Sustainable and Green Finance Institute (SGFIN) Annual Research Conference on Sustainability, Singapore
- Presentation, “How Do Private Sector Firms Respond to a Reduction in Competition from the Public Sector?”
- 2023: DRUID, Lisbon, Portugal
 - 2022: Academy of Management, Seattle, USA
 - 2022: Academy of International Business, Miami, USA
- Presentation, “Saving for Microenterprises: The Complementary Role of Mobile Money and Banks for Marginalized Individuals in Low- and Middle-Income Countries”

- 2022: Academy of International Business, Miami, USA
- Presentation, “Bottom of the Pyramid Strategy of Developed and Emerging Multinational Enterprises: Evidence from Africa”
- 2022: Academy of International Business, Miami, USA
- Presentation, “Social Exclusion and Financial Barriers to Entrepreneurship”
- 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: 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, USA
 - 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, Paris, France
 - 2018: Alliance for Research on Corporate Sustainability, MIT Sloan, Boston, USA
 - 2017: Sumantra Ghoshal Strategy Conference, London Business School, London, UK
 - 2016: ILO-INSEAD Evidence Symposium, Abu Dhabi, UAE
- 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: Sumantra Ghoshal Strategy Conference, London Business School, London, UK

TEACHING

National University of Singapore Business School

- Ph.D. Seminar in Innovation & Entrepreneurship (BBP6794): 2023-24, 2025-26
- Corporate Strategy (BMA5013): 2025-26
- Business Model Innovation in Asia (BMP5107): 2023-24, 2024-25, 2025-26
- Strategic Management (BSP3701): 2020-21, 2021-22, 2022-23, 2024-25

INSEAD

- Econometrics A (Tutorial for Ph.D. Students): 2018-19

DOCTORAL STUDENT RESEARCH SUPERVISION

PhD Dissertation Advisor/Co-advisor

- Xiaoteng Wu (NUS PhD 2024)
- Xinyuan Zhang (Current NUS PhD Student)
- Martin Zhang Shunyu (Current NUS PhD Student)

PhD Dissertation Committee Member

- Fangwen Lin (NUS PhD 2025)

PhD Dissertation Thesis Examiner

- Tao Wu (NUS PhD 2022)