

DR. ALICJA KATARZYNA REUBEN

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Current residence: Abu Dhabi, UAE



Professional Experience

Transfer Pricing Expert, May 2021 – Present

PwC Academy, Dubai, UAE

- Managed tax authority client relationships in KSA and UAE
- Created content and provided analysis for TP course
- Delivered TP course to public clients and tax authorities
- Provide lecturing and guidance to various clients
- Traveled to KSA and provided remote sessions for KSA tax authority
- Led insight into new CIT legislation in UAE

Transfer Pricing Expert, October 2023 – Present

Ad-hoc projects, Dubai, UAE

- Created intercompany agreement with full benchmarking analysis for MNC
- Spoke on the topic of Corporate Social Responsibility at government agency
- Impacted marketing plan for start-up tax consultancy
- Garnered expertise on Transfer Pricing developments in the UAE

Transfer Pricing Expert, February 2020 – May 2021

PwC, Internal Firm Services, Dubai, UAE

- Collaborated with Internal Tax Team to manage tax results
- Working with tax authorities to negotiate audit results
- Reported directly to CFO to advice on transfer pricing developments
- Conducting detailed and creative analysis to resolve internal issues
- International Tax consulting and analysis
- Valuation of intangible property for tax purposes
- Analysis of intercompany agreements.

Senior Manager, Transfer Pricing March 2019 – December 2019

PwC, Tax & Legal, Abu Dhabi, UAE

- Client investment and managing client accounts
- Working with tax authorities to negotiate audit results
- Account executive for large, globally active clients
- Performing M&A quality and risk assessment
- Managing team of transfer pricing professionals

- Conducting detailed and creative analysis to resolve client issues
- International Tax consulting and analysis
- Valuation of intangible property for tax purposes
- Analysis of intercompany agreements.

Senior Consultant, Transfer Pricing July 2006 – August 2007

Deloitte LLP, Washington, DC, USA; Warsaw, Poland; Barcelona, Spain

- Strategic planning
- Organizational excellence, full knowledge of excellence and documentation
- Performance evaluation, requirement performance and documentation
- Compilation, documentation and presentation of evidence of excellence
- Multi-country dispute resolution, and process support.
- Selection and implementation of tax efficient structures.
- Price and transfer risk by using option pricing.
- Account executive for large, globally active clients.
- Valuation of intangible property for tax purposes.
- Analysis of intercompany agreements.

Consultant, Transfer Pricing July 2004 – June 2006

Deloitte LLP, Washington, DC, USA

- Assisted with APA applications, negotiations, and compliance.
- Provided analysis and support for the mutual agreement procedure process.
- Prepared responses for State, IRS, and foreign TP audit defense.
- Assisted client attorneys in developing licensing and service agreements
- Devised, executed and revised benchmarking analyses

Consecutive Interpreter • U.S. Department of State, Office of Language Services - 2005-2015

- Qualified by two-part consecutive interpreting exam

Academic experience

Specializes in management, organizations, strategy, leadership and corporate finance.

Adjunct Assistant Professor, September 2016 – Present

NYU Abu Dhabi, UAE

- New Business Organizations and Strategy major
- Undergraduates in BOS major as well as university wide
- Teaches Leadership; Taught Strategic Management, Management and Organizations and Corporate Finance
- Teaching rating: 5/5

Assistant Professor, September 2013 – August 2016

PwC, Internal Firm Services, Dubai, UAE

- Undergraduate and MBA Program in Management and Marketing Division
- Instructs 60 students in Strategic Management and Advanced Strategic Management courses
- Leads independent study for Entrepreneurship course

- Teaching rating: Over 80% Excellent and Good rating

Education

Ph.D. in Management • **Columbia University** - 2013

- *Dissertation Title:* Strategic Discretion of Prosecutors in the Legal System
- *Coursework of the Ph.D. Program:*
 - Econometrics, Survival Analysis
 - **Columbia Law School:** White Collar Crime, Corporations, Corporate Governance

M.Phil in Management • **Columbia University** - 2011

B.S. in International Affairs • **Georgetown University School of Foreign Service** - 2004

- *Concentration:* International Political Economy
- *Magna Cum Laude*

Skills

Benchmarking

- TNMM Analysis
- CUP Analysis
- Functional Analysis

Software

MATLAB / python / Otree / R / Z-tree / Stata / E-Views / SAS

- Data analytics and visualization
- Regression analysis
- Benchmarking
- Non-parametric methods
- Statistical testing
- Forecasting
- CAPM
- Portfolio optimization

Honors and Awards

Professional

- Deloitte Best Performer 2005, 2006

Academic and other

- Academy of Management, inducted 2009
- Society of Advancement of Socio-Economics, inducted 2009
- Phi Beta Kappa, inducted 2003
- Magna Cum Laude, 2004
- Phi Beta Kappa, inducted 2004

Citizenship

- U.S. Citizen
- EU Citizen

- UAE Permanent Resident

Languages

English, Spanish, Polish

- Fluent speaking
- Fluent reading
- Fluent writing

German

- Intermediate speaking
- Advanced reading
- Intermediate writing

Hindi, Arabic

- Basic reading
- Basic speaking

Conference Presentations

Conference of World Academy of Science, Engineering and Technology, February 2020

- WASET, Amsterdam, Netherlands
- “On post-crisis banks’ fair value measurement disclosure”

27th Annual Meeting of the Eurasian Business and Economics Society, January 2019

- Hosted by EBES, Bali, Indonesia
- “Corporate Social Responsibility: An Experimental Analysis”

Symposium on: "Implementing Collaborative Governance", October 2018

- Hosted by University of Palermo, Palermo, Italy
- “Let the punishment fit the crime: Why the polysemantic nature of regulations let prosecutors fit the crime”

30th Annual Meeting of the Society for Advancement of Socio-Economics, June 2018

- Hosted by Doshisha University, Kyoto, Japan
- “Corporate Social Responsibility: An Experimental Analysis”

8th Edition of European Academy of Management Early Career Colloquium, March 2017

- Hosted by Rabat Business School, Rabat, Morocco
- “Let the punishment fit the crime: Why the polysemantic nature of regulations let prosecutors fit the crime”

28th Annual Meeting of the Society for Advancement of Socio-Economics, June 2016

- Hosted by Berkeley University, San Francisco California
- “Corporate Governance and White Collar Crime”

Seminar in Experimental Economics, July 2015

- Hosted by Max Planck Institute for Research on Collective Goods
- “Snitches get Stitches: An Experimental Study on the Perception of Whistleblowers”

Economic Science Association International Conference, October 2014

- Hosted by Florida State University in Ft. Lauderdale, FL
- “The people's hired guns? Experimentally testing the motivating force of a legal frame”

Annual Columbia Business School-Stern NYU Doctoral Conference, March 2012

- Hosted by Stern NYU in New York, NY
- “Decision-making in organizations: selecting polysemantic laws”

Annual Meeting of the Academy of Management, August 2010

- Hosted by the Academy of Management in Montréal, Canada
- “Corporate Governance and White Collar Crime”

22nd Annual Meeting of the Society for Advancement of Socio-Economics, June 2010

- Hosted by Temple University in Philadelphia, PA
- “Corporate Governance and White Collar Crime”

25th European Group for Organizational Studies Colloquium, July 2009

- Hosted by ESADE in Barcelona, Spain
- “The Multidivisional Structure: Did its Diffusion Follow a Random Walk?”

Publications

Evolution of the labour market organization - the role and potential of hybrid work for the generation Z, 66.2023.179.19, ***Organization and Management Scientific Papers*** 179: 366-393, 2023 (with Pawel Modrzynski and Aleksandra Kolembe)

Perception, performance, and detectability of conversational artificial intelligence across 32 university courses. ***Nature Scientific Reports*** 2023 (with coauthors)

On post-crisis banks’ fair value measurement disclosure, ***Journal of Research and Administrative Sciences***, 2020 (with Amira Annabi)

Subjects in the lab, activists in the field: public goods and punishment, ***Eurasian Economic Review***, 2020 (with Chetan Dave, Curtis Kephart and Sjur Hamre)

Process Management in Local Government Shared Services Centres - From An Inventory of Shared Service Processes to SLA Designing ***Acta Sciences Politicae Oeconomia*** 17 (3) 2018, 63–73 (with Pawel Modrzynski and Robert Karaszewski)

Banks Asset and Liability Valuation in the New Regulatory Environment: A Game Theory Perspective. ***Journal of Banking Regulation*** 18(2): 1-8, 2017 (with Amira Annabi)

The people's hired guns? Experimentally testing the motivating force of a legal frame. ***International Review of Law and Economics***, 43: 67-82, 2015 (with Christoph Engel)

Multinational corporations. ***International Encyclopedia of Social and Behavioral Sciences***, 2nd Edition, James Wright, Editor-in-Chief, 2014 (with Bruce Kogut)

Working Papers

Let the punishment fit the crime: Why the polysemantic nature of regulations let prosecutors fit the crime (with Eric Abrahamson)

Gender Group Composition, Salience of Information, and Tacit Coordination (with Aurelie Dariel and Han Il Chang)

The Role of Taxes in Capital Structure (with Mounther Barakat)

Additional University Teaching Experience

Columbia Business School, Undergraduate Concentration, 2011 to 2012

- Served as Teaching Assistant for Strategy Formulation course
 - Prepared and conducted a guest 3-hour lecture based on case discussion
 - Guest Lecture Teaching rating: 4.8/5

Columbia Business School, Executive MBA and MBA Program, 2009 to 2011

- Served as Teaching Assistant for Strategy Formulation course