Anand VAN ZELDEREN

Assistant Professor

Academy: Transformation

Research center: SKEMA Centre for Artificial Intelligence

Campus: Paris

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Research interests

Artificial Intelligence, Virtual Reality, Morality, Ownership, Emotions, Simulations

Education

2022 PHD, Business Economics, KU Leuven, Belgium

Experience

Full-time academic positions

Since 2025 Assistant Professor, SKEMA Business School, France

Other academic affiliations and appointments

2022 - 2025 Post Doctoral Researcher, University of Zurich, Switzerland

Research grants, Awards and Honors

Awards and Honors

2026 Best Paper Award in OB Academy of Management 2026, United States of America

2025 Best Reviewer Award in OB Academy of Management 2025, Denmark

2025 Best Paper Award in OB Academy of Management 2025, Denmark

2023 Best Reviewer Award in OB Academy of Management 2023, United States of America

2022 Best Paper Award in CAR Academy of Management 2022, United States of America

Publications

Peer-reviewed journal articles

VAN ZELDEREN, A., DRIES, N. and MARESCAUX, E. (2026). Talents Under Threat: The Anticipation of Being Ostracized by Non-Talents Drives Talent Turnover. *Group and Organization Management*, 51(1), pp. 138-177.

WU, S., THAPA, D., STENDAL, K. and VAN ZELDEREN, A. (2026). Rethinking presence in XR workspaces: An empirical investigation from an affordance-presence perspective. *International Journal of Information Management*, 88, pp. 103044.

VAN ZELDEREN, A., MASTERS-WAAGE, T., AFFINITO, S., BEKBERGENOVA, A., COWEN, K., JOLINK, A. and HUBBARD, T. (2026). Creating common virtual ground: Protocols to democratize open VR research. *Proceedings of the National Academy of Sciences*, 123(26), pp. e2524991123.

VAN ZELDEREN, A., DRIES, N. and MARESCAUX, E. (2025). The Paradox of Inclusion in Elite Workforce Differentiation Practices: Harnessing the Genius Effect. *Journal of Management Studies*, 62(4), pp. 1410-1449.

VAN ZELDEREN, A., MASTERS-WAAGE, T.C., DRIES, N., MENGES, J.I. and SANCHEZ, D.R. (2025). Simulating Virtual Organizations for Research: A Comparative Empirical Evaluation of Text-Based, Video, and Virtual Reality Video Vignettes. *Organizational Research Methods*, 28(3), pp. 457-486.

VAN ZELDEREN, A., WU, S., KOSZO, G. and MENGES, J.I. (2025). When AI gets Personal: Employee emotional responses to anthropomorphic AI agents in a virtual workspace. *Computers in Human Behavior: Artificial Humans*, 5, pp. 100189.

VAN ZELDEREN, A., DRIES, N. and MENGES, J. (2024). The curse of employee privilege: harnessing virtual reality technology to inhibit workplace envy. *Frontiers in Virtual Reality*, 5.

VAN ZELDEREN, A., DRIES, N. and MARESCAUX, E. (2023). The war for talent: Hoe je de top 2 procent van je werknemers kan bevoordelen en toch iedereen tevreden houdt. *Tijdschrift voor HRM*, 26(2), pp. 1-20.

SANCHEZ, D.R., VAN ZELDEREN, A., KAWASAKI, K. and TRINH, B. (2023). VR Technology in Organizational Management: Natural Disaster or Perfect Storm. *The Industrial-Organizational Psychologist*, 61(3).

SANCHEZ, D.R., WEINER, E. and VAN ZELDEREN, A. (2022). Virtual reality assessments (VRAs): Exploring the reliability and validity of evaluations in VR. *International Journal of Selection and Assessment*, 30(1), pp. 103-125.

Conference proceedings

CUBER, I., ALAKMEH, T., HAUSFELD, M., VAN ZELDEREN, A., JENNY, M., MENGES, J. and FRITZ, T. (2026). Human-Like and Male? How AI Assistant Design Relates to Trust and Monetary Reward atWork in VR.

REMUND, M., VAN ZELDEREN, A. and MENGES, J.I. (2026). Cold Like a Machine: Erosion of Leaders' Empathy Through AI Automation. *Academy of Management Proceedings*, 2026(1).

VAN ZELDEREN, A. (2026). Simulating Virtual Organizational Actors for Research: Introducing Synthetic Field Studies. *Academy of Management Proceedings*, 2026(1).

JONASSEN, Z., BAHMANI, M., LAZAR, M., VUORI, N., VAN ZELDEREN, A. and JONASSEN, Z. (2026). Dark Sides of Emotions in Human-AI Collaborations. *Academy of Management Proceedings*, 2026(1).

VAN ZELDEREN, A., MAGNI, F. and MENGES, J. (2025). Crediting AI to enhance job satisfaction: AI assistants as distinct organizational performers. *Academy of Management Proceedings*.

JONASSEN, Z., WOOLLEY, A.W., CAPPELLARO, G., VAN ZELDEREN, A., BAHMANI, M. and LIFSHITZ-ASSAF, H. (2025). Capturing Emotions in an Era of AI: From Experiments to Ethnography. *Academy of Management Proceedings*, 2025(1).

VAN ZELDEREN, A., HUBBARD, T.D., EINOLA, K., ROGIERS, P., BRIKER, R., HYDE, S.J. and JONASSEN, Z. (2025). Humanizing AI: Should We Theorize About AI Assistants as Tools or Coworkers in Management Research? *Academy of Management Proceedings*, 2025(1).

VAN ZELDEREN, A., DRIES, N. and MARESCAUX, E. (2022). Talent Retention and Ostracism: Examining a Moderated Mediation Model. *Academy of Management Proceedings*, 2022(1).

Conference presentations

VAN ZELDEREN, A., MCGUIRE, J., REMUND, M., VAN QUAQUEBEKE, N. and MENGES, J. (2026). Leading AI-assisted performance: When winning comes at a psychological cost. Chania.

Other research activities

Other academic activities

2025	CARMA Webcast Lecture Series 2025-2026: Virtual Reality Tools for Organizational Research