

Dr. Tiona ŽUŽUL
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ACADEMIC APPOINTMENTS

July 2021 – present	Assistant Professor of Business Administration Harvard Business School
July 2017 – June 2021 <i>Off tenure clock 2017-18, 19-21</i>	Assistant Professor of Management and Organization Foster School of Business, University of Washington
July 2014 – June 2017	Assistant Professor of Strategy and Entrepreneurship London Business School

EDUCATION

2014	Doctor of Business Administration, Strategy Harvard Business School
2006	Master of Science, European Politics and Governance, <i>Distinction</i> London School of Economics
2005	Bachelor of Arts, Psychology, <i>Cum Laude</i> Harvard University

HONORS AND AWARDS

2022	Radar Thinker, Thinkers-50
2019	Research Methods Paper Prize, Strategic Management Society
2019	Best Conference Paper Finalist, Strategic Management Society
2019	PhD Faculty Mentor Award, Foster School of Business
2019	Professor of the Quarter, MBA Program, Foster School of Business
2018	Best Paper Runner-Up, Academy of Management Discoveries
2015	Wiley Blackwell/BPS Dissertation Award Finalist, Academy of Management
2015	Heizer Dissertation Award Finalist, Academy of Management
2014	Grigor McClelland Dissertation Award Honorable Mention, Society for the Advancement of Management Studies
2012	Best Conference Paper Honorable Mention, Strategic Management Society
2012	Best PhD Paper Finalist, Strategic Management Society
2008-2013	Doctoral Fellowship, Harvard Business School
2006	Paul Taylor Prize for Best Overall Performance, London School of Economics
2005	Elizabeth Cary Agassiz Award for Academic Achievement, Harvard University
2001-2005	John Harvard Scholarship, Harvard University

PUBLICATIONS

Zuzul, Tiona, Emily Cox Pahnke, Jonathan Larson, Patrick Bourke, Nicholas Caurvina, Neha Parikh Shah, Fereshteh Amini, Youngser Park, Joshua Vogelstein, Jeffrey Weston, Christopher White, and Carey E. Priebe. (*Forthcoming*) “Dynamic silos: Increased modularity and decreased stability in intra-organizational communication networks during the Covid-19 pandemic.” *Management Science*.

Zuzul, Tiona, and Mary Tripsas. (2020). “Founder identity and firm flexibility in nascent industries.” *Administrative Science Quarterly*, 65(2): 395-433.

Zuzul, Tiona. (2019). “Matter battles: Cognitive representations, boundary objects and the failure of collaboration in two smart cities.” *Academy of Management Journal*, 62(3): 739-764.

Gao, Cheng, **Tiona Zuzul**, Geoffrey Jones and Tarun Khanna (2017). “Overcoming institutional voids: A Reputation-based view of long run survival.” *Strategic Management Journal*, 38(11): 2147-2167.

Zuzul, Tiona, and Amy C. Edmondson (2017). “The Advocacy trap: How leaders’ legitimacy-building inhibits organizational learning.” *Academy of Management Discoveries*, 3(3): 302-321.

- Best Paper, 2018 *Academy of Management Discoveries*, Runner-Up
- Best Conference Paper, 2012 Strategic Management Society Conference, Honorable Mention
- Best PhD Paper, 2012 Strategic Management Society Conference, Finalist

WORK IN PROGRESS

Raffaelli*, Ryan, **Tiona Zuzul***, Jan Rivkin, and Ranjay Gulati (*indicates shared first authorship). “Building support for transformation: Outcome and process frames at the Federal Bureau of Investigation.” (R&R, *Strategic Management Journal*)

- Research Methods Paper Prize, 2019 Strategic Management Society Conference, Winner
- Best Conference Paper, 2019 Strategic Management Society Conference, Finalist

Majzoubi, Majid, Eric Zhao, **Tiona Zuzul**, and Greg Fisher. “Optimal distinctiveness in dual benchmark settings.” (R&R, *Organization Science*)

Chai, Sen, Anil Doshi, Luciana Silvestri, and **Tiona Zuzul**. “Managing the promise-risk tension: Recrafting innovation narratives after catastrophic failure.” (Under review)

Cohen Mohliver, Aharon, Rebecca Karp, and **Tiona Zuzul**. “Dominant deceptions: Explaining the tenacity of deceit in entrepreneurial ventures.” (Under review)

Pahnke, Emily Cox, Michael Howard, and **Tiona Zuzul**. “Strategic framing and accelerating product launches.” (In preparation for submission)

Zuzul, Tiona, Ryann Noe, and Ryan Raffaelli. “Identity across the industry life-cycle.” (Drafting stage)

Wolffolds, Sarah, and **Tiona Zuzul**. “When worlds collide: Oppositional framing as a catalyst and a constraint on collaboration.” (Data analysis stage)

Zuzul, Tiona. “Oppositional framing in the natural wine market.” (Data collection stage)

Lashley, Kisha, and **Tiona Zuzul**. “Moving beyond founder stigma: Redefining “who we are” and “what we do” in Ashtanga yoga.” (Data collection stage)

Book Chapters and Other Publications

Edmonson, Amy C., and **Tiona Zuzul** (2016). “Teaming routines in complex innovation projects.” J. Howard-Grenville, A. Langley, C. Rerup, H. Tsoukas, eds. *Perspectives on Process Organization Studies*. Oxford University Press.

Edmondson, Amy C., Martine Haas, John Macomber, and **Tiona Zuzul** (2015). “Leading change for sustainability: The Role of megaprojects and multiplier firms.” R. Henderson, R. Gulati, M. Tushman, eds. *Leading Sustainable Change: An Organizational Perspective*. Oxford University Press.

Edmonson, Amy C., and **Tiona Zuzul** (2014). “Blending quantitative and qualitative methods of research.” D. Teece, M. Augier, eds. *Encyclopedia of Strategic Management*. Palgrave.

Zuzul, Tiona and Constance Helfat (2014). “Capability lifecycle.” D. Teece, M. Augier, eds. *Encyclopedia of Strategic Management*. Palgrave.

Alusi, Annissa, Robert G. Eccles, Amy C. Edmondson, and **Tiona Zuzul** (2012). “Sustainable cities: Oxymoron or the shape of the future?” S. Pollalis, D. Schodek, A. Georgoulas, S. Ramos, eds. *Infrastructure Sustainability and Design*. Taylor & Francis/Routledge.

Zuzul, Tiona (2008). “Preparing for the worst: Defensive pessimism in romantic relationships,” *Suvremena Psihologija /Contemporary Psychology*, 11(2), 77-209.

Zuzul, Tiona (2008). “Defensive pessimism,” *Suvremena Psihologija /Contemporary Psychology*, 11(1), 73-76.

TEACHING AND COURSE DEVELOPMENT

Harvard Business School RC Strategy (MBA)
Brigham Leadership Program (Executive)
Strategy: Building and Sustaining Competitive Advantage (Executive)
Advances in Management Research (Executive)

University of Washington Entrepreneurship 522: Innovation Strategy (MBA), 2018-2021
Entrepreneurship 579: Innovation (MBA), 2019-2020
Entrepreneurship 422: Innovation Strategy (BA), 2018-2021
Management 430: Strategic Management (BA), 2017-2019

Tsinghua AMP Global Immersion Program (Executive), 2018

London Business School Behavioral Foundations of Strategy (PhD), 2016-2017
 Strategy (MBA), 2014-2017
 Strategic Management (Executive MBA), 2017
 IBM Business and Industry Insights Programme (Executive), 2017

Libertas International University Decision-Making (MA), 2013
 Methods of Research (MA), 2011-2012
 Organizational Behavior (MA/BA), 2011-2012

JFK School of Government Harvard University Judgement and Decision-Making (Course Assistant, MPP), 2012

Harvard Business School Women’s Leadership Forum (Facilitator, Executive) 2009

COURSE MATERIALS

Zuzul, Tiona (2023). “How do you keep winning? Strategy across technological and industry lifecycles.” *Harvard Business School Module Note No. 723-409*.

Roche, Maria, **Tiona Zuzul**, Exequiel Hernandez, and Amy Klopfenstein (2022). “The globalization of Manchester City Football Group.” *Harvard Business School Teaching Case No. N2-723-391*.

Ethiraj, Sendil, Keyvan Vakili, and **Tiona Zuzul** (2015). “The petroleum industry in the UK.” *London Business School Teaching Case*.

Ethiraj, Sendil, Keyvan Vakili, and **Tiona Zuzul** (2015). “RedBull enters the United States.” *London Business School Teaching Case*.

Ethiraj, Sendil, Keyvan Vakili, and **Tiona Zuzul** (2015). “Tesco and the UK food and grocery retail industry in 2015.” *London Business School Teaching Case*.

Edmondson, Amy C., Sydney Ribot, and **Tiona Zuzul** (2012). “Designing a culture of collaboration at Lake Nona Medical City.” *Harvard Business School Teaching Case No. 613-022*.

Piskorski, Mikolaj J., Andreea Gorbatai, and **Tiona Zuzul** (2012). “Wikipedia: Project Esperanza.” *Harvard Business School Teaching Case No. 712-943*.

Eccles, Robert, Amy C. Edmondson, Susan Thyne, and **Tiona Zuzul** (2010). “Living PlanIT.” *Harvard Business School Teaching Case No. 410-081*.

Eccles, Robert, Amy C. Edmondson, Susan Thyne, and **Tiona Zuzul** (2010). “Living PlanIT.” *Harvard Business School Teaching Note*.

PRESENTATIONS

2023	Strategy Research Forum
2022	New York University Strategy Research Forum LBS Sumantra Ghoshal Conference Strategy Innovation & Entrepreneurship Workshop Strategic Management Society & Bocconi Special Conference
2021	Strategic Management Society Annual Conference UNC / TIM Emergence Workshop Academy of Management Annual Conference University of Southern California Qualitative Research Conference, University of California, Davis
2020	Cornell University Harvard Business School University of Michigan (<i>invited</i>) Strategy Research Forum (<i>invited</i>)
2019	Stanford University
2018	Academy of Management Annual Conference The Consortium on Competitiveness and Cooperation (CCC)
2017	Tuck Business School Summer Camp, Dartmouth College
2016	Yale School of Management University of Washington Strategic Management Society Annual Conference Academy of Management Annual Conference Tuck Business School Summer Camp, Dartmouth College Smith Entrepreneurship Conference, University of Maryland
2015	The West Coast Research Symposium Academy of Management Annual Conference Tuck Business School Summer Camp, Dartmouth College EGOS Colloquium
2014	Strategic Management Society Annual Conference Academy of Management Annual Conference London Business School Georgetown University
2013	Santa Clara University University of Chicago

Harvard Business School
Academy of Management Annual Conference
The Consortium on Competitiveness and Cooperation (CCC)
Wharton Technology Conference, University of Pennsylvania

2012 Strategic Management Society Annual Conference
Academy of Management Annual Conference

2011 Academy of Management Annual Conference
Organization Science Winter Conference

SERVICE

Editorial Board Member, *Administrative Science Quarterly*, *Organization Science*, *Strategic Management Journal*

Ad-hoc Reviewer, *Academy of Management Journal*, *Management Science*, *Strategic Entrepreneurship Journal*, *Strategy Science*

Research Committee (Best Paper Award Subcommittee), *OMT Division*, *Academy of Management*

Representative-at-Large, 2020-22, *TIM Division*, *Academy of Management*

Emeritus Alumni Board Member, *Harvard Business School*

SELECTED NON-ACADEMIC EXPERIENCE

2006 – 2008 Advisor for European Affairs
Four Corners Global Consulting
Advised clients expanding into or investing in European markets

2006 – 2008 Co-Founder; Executive Secretary
Mediterranean Education Institute
Led founding of first private University in Croatia
