

Dr. Tiona ŽUŽUL

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Academic Appointments

- July 2017 – present 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
Dissertation: “Entrepreneurship and Innovation in Nascent Industries”
- Wiley Blackwell - BPS Outstanding Dissertation Award, Academy of Management, Finalist
 - Entrepreneurship Division, Heizer Dissertation Award, Academy of Management, Finalist
 - Grigor McClelland Award, Society for the Advancement of Management Studies, Honorable Mention
- 2006 Master of Science, European Politics and Governance, Distinction
London School of Economics
- Paul Taylor Prize, Best Overall Performance
- 2005 Bachelor of Arts, Psychology, Cum Laude
Harvard University
- Elizabeth Cary Agassiz Merit Award for Academic Achievement, 2005
 - John Harvard Scholarship, 2001-2005

Research

I study entrepreneurship and strategy in nascent industries. I draw on diverse methods of field research to examine how internal processes – the ways that individuals think, feel, act, and interact – shape firm outcomes in nascent industries including smart cities, air taxis, commercial space, and natural wine.

Refereed Publications

Zuzul, Tiona. (Forthcoming). “Matter battles: Boundary objects and the failure of collaboration in two smart cities.” *Academy of Management Journal*.

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
- Student Paper Award, 2012 Academy of Management, Entrepreneurship Division

Research in Progress

Zuzul, Tiona, and Mary Tripsas. “Founder identity and firm flexibility in nascent industries.” (Under review).

Huang, Laura, Anoop Menon, and **Tiona Zuzul** (alphabetical). “Watershed moments and market emergence: The Rise of the New Space market.” (Under review).

Gulati, Ranjay, Ryan Raffaelli, Jan Rivkin, and **Tiona Zuzul** (alphabetical). “Identity change at the Federal Bureau of Investigation” (In preparation for submission).

Zuzul, Tiona, and Mary Tripsas. “Framing nascent technologies: The Role of founder backgrounds” (Data analysis stage).

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

Book Chapters and Other Publications

Edmondson, 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** (alphabetical) (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.

Edmondson, 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** (alphabetical) (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

University of Washington	<p>Management 430: Strategic Management Required undergraduate capstone course Spring 2018: 2 sections of 38 and 48 students</p>
London Business School	<p>MBA course in Core Strategy Co-developed and taught required MBA Strategy course Fall 2016: 2 sections of 81 and 86 students Fall 2015: 3 sections of 84, 84, and 85 students Fall 2014: 2 sections of 79 and 81 students</p> <p>Executive MBA course in Strategic Management Co-developed and co-taught required EMBA Strategy course Spring 2017: 1 section of 75 students</p> <p>Executive Education course in Industry Positioning IBM Business and Industry Insights Programme Developed and taught half-day session for executives Spring 2017: 2 sections of 41 and 43 students</p> <p>PhD course in Behavioral Foundations of Strategy Developed and taught elective PhD course Spring 2017: 1 section of 8 students</p>
Libertas International University	<p>MA course in Decision-Making Developed and taught elective MA seminar Spring 2013</p> <p>MA course in Methods of Research Developed and taught required MA seminar Spring 2012 Spring 2011</p> <p>BA/MA course in Organizational Behavior Co-developed and co-taught elective BA/MA seminar Fall 2012 Fall 2011</p>
JFK School of Government Harvard University	<p>Masters course in Judgement and Decision-Making Course Assistant for MPP elective Spring 2012</p>

Harvard Business School Women's Leadership Forum
Facilitator for Executive Education program
Spring 2009

Course Materials

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*.

Invited Presentations

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 Foster School of Business, 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
The Booth School, 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

Alumni Board Member, *Harvard Business School*.

Editorial Board Member, *Strategic Management Journal*, *Organization Science*.

Ad-hoc Reviewer, *Management Science*, *Academy of Management*.

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.

Languages

English, Croatian: Native; French: Highly Proficient.