

Dr. Tiona ŽUŽUL

Foster School of Business, University of Washington, Seattle, WA
tzuzul@uw.edu

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
- 2006 Master of Science, European Politics and Governance, *Distinction*
London School of Economics
- 2005 Bachelor of Arts, Psychology, *Cum Laude*
Harvard University

HONORS AND AWARDS

- 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**

RESEARCH INTERESTS

Entrepreneurship, Innovation Strategy, Nascent Industries, Cognitive Frames/Representations

PUBLICATIONS

Zuzul, Tiona. (In Press). “Matter battles: Cognitive representations, boundary objects and the failure of collaboration in two smart cities.” *Academy of Management Journal*.

Zuzul, Tiona, and Mary Tripsas. (In Press). “Founder identity and firm flexibility in nascent industries.” *Administrative Science Quarterly*.

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

Research in Progress

Zuzul, Tiona, Anoop Menon, and Laura Huang. “Watershed moments and market emergence: The Rise of the New Space market.” (In preparation for submission).

Raffaelli, Ryan, **Tiona Zuzul**, Jan Rivkin, and Ranjay Gulati. “Cognitive framing and capability development at the Federal Bureau of Investigation” (In preparation for submission).

Kotha, Suresh, Alex Murray, and **Tiona Zuzul** (alphabetical). “Cognitive framing during a breakthrough product introduction: The Boeing 787-airplane program.” (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).

Zuzul, Tiona, and Sarah Wolfolds. “Innovation and collaboration in the built environment.” (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 Management 430: Strategic Management
 Developed and taught required undergraduate capstone course
 Spring 2019: 2 sections of 46 and 49 students
 Spring 2018: 2 sections of 38 and 48 students

Entrepreneurship 522: Innovation Strategy
 Developed and taught elective MBA course
 Winter 2019: 1 section of 35 students

Entrepreneurship 422: Innovation Strategy
 Developed and taught elective undergraduate course
 Winter 2019: 1 section of 29 students

Executive Education course in Emerging Technologies
 Tsinghua AMP Global Immersion Program
 Developed and taught session for executives
 Fall 2019: 1 section of 35 students

London Business School 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

Executive MBA course in Strategic Management
 Co-developed and co-taught required EMBA Strategy course
 Spring 2017: 1 section of 75 students

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

PhD course in Behavioral Foundations of Strategy
Developed and taught elective PhD course
Spring 2017: 1 section of 8 students

**Libertas International
University**

MA course in Decision-Making
Developed and taught elective MA seminar
Spring 2013

MA course in Methods of Research
Developed and taught required MA seminar
Spring 2012
Spring 2011

BA/MA course in Organizational Behavior
Co-developed and co-taught elective BA/MA seminar
Fall 2012
Fall 2011

**JFK School of Government
Harvard University**

Masters course in Judgement and Decision-Making
Course Assistant for MPP elective
Spring 2012

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.