

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
- 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 Research Methods Paper Prize, **Strategic Management Society**
- 2019 Best Conference Paper Finalist, **Strategic Management Society**
- 2019 PhD Faculty Mentor Award, Doctoral Business Student Association, **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**

RESEARCH INTERESTS

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

PUBLICATIONS

Zuzul, Tiona, and Mary Tripsas. (2019). "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

Research in Progress

Raffaelli*, Ryan, **Tiona Zuzul***, Jan Rivkin, and Ranjay Gulati (*indicates shared first authorship). “Process and outcome framing and strategic change at the Federal Bureau of Investigation” (Revise & resubmit).

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

Majzoubi, Majid, Greg Fisher, Eric Zhao, and **Tiona Zuzul**. “The Effects of similarity to category exemplars on audience evaluations.” (In preparation for submission).

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

Howard, Michael, Emily Pahnke, and **Tiona Zuzul**. “The Evolution of cognitive referents in the medical device industry.” (Data analysis stage).

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

Wolffolds, Sarah, and **Tiona Zuzul**. “The Transformation of vision into materiality: Collaboration as a catalyst and a constraint on innovation.” (Data collection stage).

DeSantola, Alicia, Emily Pahnke, and **Tiona Zuzul**. “Resilient networks: Modeling organizational adaptability in response to the COVID-19 pandemic.” (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.

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** (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	Entrepreneurship 522: Innovation Strategy Developed and taught elective MBA course Spring 2020: 1 section of 38 students Winter 2019: 1 section of 35 students
	Entrepreneurship 422: Innovation Strategy Developed and taught undergraduate honors seminar Spring 2020: 1 section of 12 students Winter 2019: 1 section of 29 students
	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
	Executive Education course in Emerging Technologies Tsinhgua 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

2019	Management, Science, & Engineering, 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 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 Journal*.

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.