

Diego ZUNINO
Associate Professor

Academy: Innovation

Research center: Knowledge, Technology and Organization

Campus: Sophia Antipolis

Email: diego.zunino@skema.edu

Research interests

Innovation, Entrepreneurship, Organization Theory

Education

- | | |
|------|---|
| 2018 | PhD in Economics and Management, Copenhagen Business School, Denmark |
| 2015 | Master of Philosophy, Management, Boston University, United States of America |
| 2012 | Master of Science, Economics and Management of Innovation and Technology, Bocconi University, Italy |

Experience

Full-time academic positions

- | | |
|-------------|---|
| Since 2023 | Visiting Associate Professor, Copenhagen Business School, Denmark |
| Since 2022 | Associate Professor, SKEMA Business School, France |
| 2018 - 2022 | Assistant Professor of Strategy, SKEMA Business School, France |

Other academic affiliations and appointments

- | | |
|-------------|--|
| Since 2022 | Head of Research Center, SKEMA Business School, France |
| 2019 - 2023 | Postdoctoral Researcher, Copenhagen Business School, Denmark |

Research grants, Awards and Honors

Awards and Honors

- | | |
|------|--|
| 2022 | 2022 Innovations that Inspire, Association to Advance Collegiate Schools of Business |
| 2022 | 2022 Sebastian Hoenen Research Prize, SEI Consortium |

Research Grants

- | | |
|------|---|
| 2019 | Crowdfunding for Youth Entrepreneurs in Tanzania, Danish International Development Agency |
| 2014 | Project "Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies", Slatkin Family Fund Research Grant |
| 2014 | Project "Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?", Achille e Giulia Boroli Award |

Publications

Peer-reviewed journal articles

- ZUNINO, D., CASTELLANETA, F. and DI BIAGGIO, L. (2024). Tension between digital distance and bodily presence in hybrid teaching: evidence from two natural experiments during the COVID-19 pandemic in a French Business School. *M@n@gement*, 27(1), pp. 38-56.
- ZUNINO, D., CIRILLO, B., WEZEL, F. and BRESCHI, S. (2024). New entrants, Incumbents, and the Search for Knowledge: The Role of Job Title Ambiguity in the U.S. Information and Communication Technology Industry, 2004–2014. *Industrial and Corporate Change*, 33(1), pp. 172-193.
- ZUNINO, D., DUSHNITSKY, G. and VAN PRAAG, M. (2022). How Do Investors Evaluate Past Entrepreneurial Failure? Unpacking Failure Due to Lack of Skill versus Bad Luck. *Academy of Management Journal*, 65(4), pp. 1083–1109.
- ZUNINO, D. (2022). Influence of genetic factors and institutional environment on entrepreneurial activity: evidence from a twin study in Italy. *Industrial and Corporate Change*, 31(3), pp. 681-714.
- ZUNINO, D., SUAREZ, F. and GRODAL, S. (2019). Familiarity, Creativity, and the Adoption of Category Labels in Technology Industries. *Organization Science*, 30(1), pp. 169-190.

Book chapters

- DUSHNITSKY, G. and ZUNINO, D. (2019). The role of Crowdfunding in Entrepreneurial Finance. In: *Handbook of Research on Crowdfunding*. 1st ed. London: Edward Elgar Publishing, pp. 46-94.

Professional articles

- ZUNINO, D., GRODAL, S. and SUAREZ, F. (2020). Mix novelty and familiarity to move from niche to mainstream. *IESE Insight*, pp. 68-75.

Conference proceedings

- ZUNINO, D., MICKELER, M. and HADENGUE, M. (2024). Identity Provision & Indirect Contributions in Idea Contests: A Field Experiment. *Academy of Management Proceedings*, 2024(1), pp. 18875.
- IBN BRAHIM, M., ZUNINO, D. and FORBES, D. (2024). When is Startup Employment Attractive to Technical Job Seekers?: Evidence from Online Experiments. *Academy of Management Proceedings*, 2024(1), pp. 17289.
- ZUNINO, D., CIRILLO, B., WEZEL, F.C. and BRESCHI, S. (2022). Job Titles and Mobility of Knowledge Workers. *Academy of Management Proceedings*, 2022(1), pp. 15804.
- ZUNINO, D. (2021). Applications of Text-Based Analysis in Management Research. *Academy of Management Proceedings*, 1, pp. 12570.

Conference presentations

- ZUNINO, D., GAFNI, H., GAROFALO, O. and JEPPESEN, L.B. (2023). Crowding in Crowdfunding: Willingness to fund in a Monetarily Incentivized Social Market. In: World Finance Conference. Kristiansand.
- ZUNINO, D., CIRILLO, B., WEZEL, F.C. and BRESCHI, S. (2023). New entrants, Incumbents, and the Search for Knowledge: The Role of Job Title Ambiguity in the U.S. Information and Communication Technology Industry, 2004–2014. In: Druid Society Annual Conference. Lisbon.
- ZUNINO, D., FORBES, D. and IBN BRAHIM, M. (2023). Influence of Expected Role Ambiguity on Attraction of Technical Human Capital. In: DRUID Society Annual Conference. Lisbon.
- ZUNINO, D., CIRILLO, B., WEZEL, F.C. and BRESCHI, S. (2022). Job Titles and Mobility of Knowledge Workers. In: Strategic Management Society. London.
- ZUNINO, D., CIRILLO, B., WEZEL, F.C. and BRESCHI, S. (2022). Job Titles and Mobility of Knowledge Workers. In: Israel Strategy Conference. Herzliya.
- ZUNINO, D., SITRUK, J. and DI BIAGGIO, L. (2022). Symbolic Value of Blending Category Labels and Resource Acquisition of Entrepreneurial Projects: Evidence from Reward- Based Crowdfunding, 2010—2015. In: Israel Strategy Conference. Herzliya.

- ZUNINO, D. and JEPPESEN, L.B. (2021). Crowdfunding for Youth Entrepreneurs in Tanzania: A Study of Motivations to Crowdfunding. In: DRUID Society Annual Conference. Frederiksberg.
- ZUNINO, D. and MARTIN, V. (2020). Recruiting Talent for Early-stage Ventures: An Online Experiment on Startup Job Ads. In: Strategic Management Society Special Conference. Berkeley.
- SITRUK, J., DI BIAGGIO, L. and ZUNINO, D. (2020). Category Labels and Entrepreneurial Resource Acquisition: A Study of Crowdfunding Campaigns. In: Academy of Management Annual Meeting. Virtual.
- ZUNINO, D. and MARTIN SANCHEZ, V. (2020). Recruiting Talent for Early Stage Ventures: an Experiment on Startup Job Ads. In: Babson College Entrepreneurship Research Conference (BCERC). Virtual.
- SITRUK, J., DI BIAGGIO, L. and ZUNINO, D. (2019). Category Labels and Entrepreneurial Resource Acquisition: a Study of Crowdfunding Campaigns. In: Strategic Management Society annual Conference. Mineapolis.
- ZUNINO, D., DUSHNITSKY, G. and VAN PRAAG, M. (2019). Failure is Not Fatal: Investors' Evaluation of Past Entrepreneurial Failure. In: AOM American Academy of Management Conference. Boston.
- ZUNINO, D., DUSHNITSKY, G. and VAN PRAAG, M. (2019). Failure is Not Fatal: Investors' Evaluation of Past Entrepreneurial Failure. In: Strategic Management Society Special Conference. Frankfurt.
- SITRUK, J., DI BIAGGIO, L. and ZUNINO, D. (2019). Category Labels and Resource Acquisition: Evidence from Crowdfunding Campaigns. In: Strategic Management Society annual Conference. Minneapolis.
- ZUNINO, D. (2018). Institutional Environment and Predisposition to Entrepreneurship. Evidence from a Twin Study in Italy. In: Munich Summer Institute. Munich.
- ZUNINO, D. (2017). Less is more? Cognitive-linguistic insights into the adoption of category labels. In: AOM American Academy of Management Conference. Atlanta.
- ZUNINO, D. (2017). Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams. In: DRUID Conference. Odense.
- ZUNINO, D. (2017). Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams. In: Digital Transformation and Strategy Forum. London.
- ZUNINO, D., DUSHNITSKY, G. and VAN PRAAG, M. (2017). Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams. In: REER. Atlanta.
- ZUNINO, D. (2016). Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice? In: Consortium on Competitiveness and Cooperation. Milan.
- ZUNINO, D. (2016). Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice? In: DRUID Conference. Copenhagen.
- ZUNINO, D. (2016). Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice? In: AOM American Academy of Management Conference. Anaheim.
- ZUNINO, D. (2015). Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies. In: AOM American Academy of Management Conference. Vancouver.
- ZUNINO, D. (2015). Less is more? Cognitive-linguistic insights into the adoption of category labels. In: DRUID Conference. Rome.
- ZUNINO, D. (2014). Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice? In: SMS Special Conference on Microfoundations. Copenhagen.
- ZUNINO, D. (2014). Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies. In: DRUID Conference. Copenhagen.
- ZUNINO, D. (2014). Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies. In: SMS Annual Conference (Strategic Management Society). Madrid.
- ZUNINO, D. (2013). Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice? In: DRUID Conference. Aalborg.

Faculty research seminar presentations

ZUNINO, D. (2024). Identity Provision & Indirect Contributions in Idea Contests: A Field Experiment. In: ESADE Business School. Barcelona.

ZUNINO, D., SITRUK, J. and DI BIAGGIO, L. (2022). Category labels and entrepreneurial resource acquisition: a study of crowdfunding campaigns. In: IIM Bangalore. Bangalore.

ZUNINO, D., CIRILLO, B., WEZEL, F.C. and BRESCHI, S. (2022). Job Title Ambiguity and Corporate Inventors' Mobility in the U.S. Information and Communication Technology Industry, 2000-2014. In: 23rd Taiwan Symposium on Innovation Economics and Entrepreneurship. Taiwan.

Published business cases

VALENTI, A., ZUNINO, D. and PANILIO, L. (2019). Rappi: The Growth Dilemma. Barcelone. IESE Publishing.

Other research activities

Reviewer for:

British Journal of Management, Journal of Business Venturing Insights, Academy of Management Journal, Journal of Business Venturing, M@n@gement, Asia Pacific Business Review, Strategic Management Journal, Entrepreneurship Theory and Practice, Organization Science, Research Policy, Strategic Entrepreneurship Journal, Journal of Technology Transfer

Organization of a conference or a seminar

2023 - 2024 2024 Annual Conference, Nice, DRUID Society, Denmark

Affiliations

2014 - 2020 Strategic Management Society

2012 - 2020 Academy of Management

PhD supervision

Since 2021 M. IBN BRAHIM, SKEMA Business School, PhD thesis, Thesis co-director