

# Diego ZUNINO

Professeur associé

Académie : Innovation

Centre de recherche : Knowledge, Technology and Organization

Campus : Sophia Antipolis

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## Intérêts de recherche

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Innovation, Entrepreneurship, Organization Theory

## Formation

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| 2018 | PhD in Economics and Management, Copenhagen Business School, Danemark                                |
| 2015 | Master of Philosophy, Management, Boston University, Etats-Unis d'Amérique                           |
| 2012 | Master of Science, Economics and Management of Innovation and Technology, Bocconi University, Italie |

## Expérience Professionnelle

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### **Positions académiques principales**

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| Depuis 2023 | Professeur associé invité, Copenhagen Business School, Danemark |
| Depuis 2022 | Professeur associé, SKEMA Business School, France               |
| 2018 - 2022 | Assistant Professor of Strategy, SKEMA Business School, France  |

### **Autres affiliations académiques**

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|-------------|--|
| Depuis 2022 | Responsable Centre de Recherche, SKEMA Business School, France |
| 2019 - 2023 | Postdoctoral Researcher, Copenhagen Business School, Danemark  |

## Contrats de recherche, prix et distinctions

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### **Prix et distinctions**

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

### **Contrats de recherche**

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| 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

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## Articles académiques revus

ZUNINO, D., CASTELLANETA, F. et 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. et 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. et 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. et GRODAL, S. (2019). Familiarity, Creativity, and the Adoption of Category Labels in Technology Industries. *Organization Science*, 30(1), pp. 169-190.

## Chapitres d'ouvrage

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

## Articles professionnels

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

## Actes d'une conférence

ZUNINO, D., MICKELER, M. et 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. et 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. et 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.

## Présentations dans des conférences

ZUNINO, D., GAFNI, H., GAROFALO, O. et JEPPESEN, L.B. (2023). Crowding in Crowdfunding: Willingness to fund in a Monetarily Incentivized Social Market. Dans: World Finance Conference. Kristiansand.

ZUNINO, D., CIRILLO, B., WEZEL, F.C. et 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. Dans: Druid Society Annual Conference. Lisbon.

ZUNINO, D., FORBES, D. et IBN BRAHIM, M. (2023). Influence of Expected Role Ambiguity on Attraction of Technical Human Capital. Dans: DRUID Society Annual Conference. Lisbon.

ZUNINO, D., CIRILLO, B., WEZEL, F.C. et BRESCHI, S. (2022). Job Titles and Mobility of Knowledge Workers. Dans: Strategic Management Society. London.

ZUNINO, D., CIRILLO, B., WEZEL, F.C. et BRESCHI, S. (2022). Job Titles and Mobility of Knowledge Workers. Dans: Israel Strategy Conference. Herzliya.

ZUNINO, D., SITRUK, J. et DI BIAGGIO, L. (2022). Symbolic Value of Blending Category Labels and Resource Acquisition of Entrepreneurial Projects: Evidence from Reward- Based Crowdfunding, 2010—2015. Dans: Israel Strategy Conference. Herzliya.

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

## **Présentations dans des séminaires de recherche**

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

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

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

## **Études de cas publiées**

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

## **Autres activités de recherche**

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### **Relecteur pour :**

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

### **Organisation d'une conférence ou d'un séminaire**

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

### **Affiliations**

2014 - 2020      Strategic Management Society

2012 - 2020      Academy of Management

### **Supervision de thèses / HDR**

Depuis 2021      M. IBN BRAHIM, SKEMA Business School, Doctorat, Co-directeur de thèse