Diego ZUNINO

Associate Professor

Academy: Innovation

Research center: Knowledge, Technology and Organization

Campus: Paris

Email: diego.zunino@skema.edu

Research interests

Innovation, Entrepreneurship, Organization Theory

Education

2026	Habilitation à Diriger des Recherches, Business administration, Aix-Marseille Université, France
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 2025	Associate Dean of Research, SKEMA Business School, France
2022 - 2025	Director of Research Center, SKEMA Business School, France
2019 - 2023	Postdoctoral Researcher, Copenhagen Business School, Denmark

Research grants, Awards and Honors

Awards and Honors

2026	Best Paper Award, 5th International Conference on Alternative Finance Research, Spain
2022	2022 Sebastian Hoenen Research Prize, SEI Consortium
2022	2022 Innovations that Inspire, Association to Advance Collegiate Schools of Business (AACSB)

Research Grants

2019	Crowdfunding for Youth Entrepreneurs in Tanzania, Danish International Development Agency (DANIDA)

2014 Project "Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?", Achille e Giulia Boroli Award

2014 Project "Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies", Slatkin Family Fund Research Grant

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., IBN BRAHIM, M. and CASTELLANETA, F. (2025). Are Startups Better Employers for Immigrants? Evidence from Portugal. *Academy of Management Proceedings*, 2025(1).

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.

Keynote speaker

ZUNINO, D., FAVARON, S. and DUPIN, L. (2026). Navigating Bakery into a new digital revolution era. In: 39th AIBI Congress 2026 French Riviera Where Tradition Meets Tomorrow. Sophia Antipolis.

Conference presentations

IBN BRAHIM, M., CASTELLANETA, F. and ZUNINO, D. (2025). Are Startups Better Employers for Immigrants? Evidence from Portugal. In: Strategic Management Society. San Franceisco.

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. Herzlyia.

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 Acquistion: 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. (2025). Does Pitching Help Necessity Entrepreneurs Raise Funds Online? Evidence from a Randomized Control Trial in Tanzania. In: Harvard Business School. Boston.

ZUNINO, D. (2025). Does Pitching Help Necessity Entrepreneurs Raise Funds Online? Evidence from a Randomized Control Trial in Tanzania. In: Università Cattolica del Sacro Cuore. Milan.

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

Editorial board member

Since 2025 International Small Business Journal

Reviewer for:

IEEE Transactions on Engineering Management, Industrial and Corporate Change, Journal of Business Ethics, British Journal of Management, Nature Human Behavior, Journal of Business Venturing Insights, Academy of Management Journal, Journal of Business Venturing, Journal of Economics and Management Strategy, 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

Since 2024 AIMS, France

2014 - 2020 Strategic Management Society

2012 - 2020 Academy of Management

PhD supervision

E. MONTORI, PhD thesis, Thesis jury member

2026 P. MACHADO, Nova School of Business and Economics, PhD thesis, Thesis jury member

2026 M. IBN BRAHIM, SKEMA Business School, PhD thesis, Thesis co-director

2025 K. HEISS, University of Vienna, PhD thesis, Thesis jury member

2024 M. GUILHON, ESCP Business School, PhD thesis, Thesis jury member

2023 C. ZHANG, Universitat Autònoma de Barcelona, PhD thesis, Thesis jury member