Diego ZUNINO

Professeur associé

Académie : Innovation

Centre de recherche : Knowledge, Technology and Organization

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Intérêts de recherche

Innovation, Entrepreneurship, Organization Theory

Formation

2026	Habilitation à Diriger des Recherches, Science de gestion, Aix-Marseille Université, France
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

Positions académiques principales

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

Depuis 2025	Doyen Associé à la Recherche, SKEMA Business School, France
2022 - 2025	Responsable Centre de Recherche, SKEMA Business School, France
2019 - 2023	Postdoctoral Researcher, Copenhagen Business School, Danemark

Contrats de recherche, prix et distinctions

Prix et distinctions

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

Contrats de recherche

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

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

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.

Conférencier invité

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

Présentations dans des conférences

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

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. Herzlyia.

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

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

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

Membre d'un comité éditorial

Depuis 2025	International Small Business Journal

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

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

Affiliations

Depuis 2024	AIMS, France
2014 - 2020	Strategic Management Society
2012 - 2020	Academy of Management

Supervision de thèses / HDR

	E. MONTORI, Doctorat, Membre de jury
2026	P. MACHADO, Nova School of Business and Economics, Doctorat, Membre de jury
2026	M. IBN BRAHIM, SKEMA Business School, Doctorat, Co-directeur de thèse
2025	K. HEISS, University of Vienna, Doctorat, Membre de jury
2024	M. GUILHON, ESCP Business School, Doctorat, Membre de jury
2023	C. ZHANG, Universitat Autònoma de Barcelona, Doctorat, Membre de jury