



Diego ZUNINO

**INNOVATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Teaching Skills

Innovation and Strategy in the Digital Economy

Expertise

Entrepreneurship, Categorization, Crowdfunding

Qualification

Scholarly Academic

Academic Degrees

Ph.D. Copenhagen Business School, Economics and Management, 2017.

Work Experience

Assistant Professor of Strategy, SKEMA Business School (August, 2018 - Present), Sophia-Antipolis, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

ZUNINO, D., Suarez, F., & Grodal, S. (in press, 2018). Familiarity, Creativity, and the Adoption of Category Labels in Technology Industries. *Organization Science*.

Conference Presentations

ZUNINO, D. (2017). *Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams*. Digital Transformation and Strategy Forum, London, United Kingdom.

ZUNINO, D. (2017). *Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams*. DRUID Conference, New York, United States of America.

ZUNINO, D. (2017). *Badge of Honor or Scarlett Letter? Unpacking Failure in Venture Teams*. DRUID Doctoral Conference, Odense, Denmark.

ZUNINO, D. (2017). *Less is more? Cognitive-linguistic insights into the adoption of category labels*. AOM (Academy of Management) Conference, Atlanta, United States of America.

ZUNINO, D. (2016). *Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?* AOM (Academy of Management) Conference, Anaheim, California.

ZUNINO, D. (2016). *Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?* DRUID Conference, Copenhagen, Denmark.

- ZUNINO, D. (2016). *Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?* Consortium on Competitiveness and Cooperation, Milan, Italy.
- ZUNINO, D. (2015). *Less is more? Cognitive-linguistic insights into the adoption of category labels.* DRUID Conference, Rome, Italy.
- ZUNINO, D. (2015). *Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies.* AOM (Academy of Management) Conference, Vancouver, Canada.
- ZUNINO, D. (2014). *Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies.* SMS Annual Meeting, Madrid, Spain.
- ZUNINO, D. (2014). *Why are Category Labels Adopted? Familiarity, Creativity and the Labeling of New Technologies.* DRUID Conference, Copenhagen, Denmark.
- ZUNINO, D. (2014). *Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?* SMS Special Conference on Microfoundations, Copenhagen, Denmark.
- ZUNINO, D. (2013). *Are Genetics and Environment Substitutes or Complements in Affecting Entrepreneurial Choice?* DRUID Conference, Aalborg, Denmark.