

TIONA ZUZUL

**NATIONALITY / COUNTRY OF ORIGIN:**

Croatia and USA

BIO:

Assistant Professor at Harvard Business School; previously on the faculty at London Business School and University of Washington. Former entrepreneur and consultant who co-founded the first private university in Croatia.

IDEAS:

How leaders and organizations navigate new industries and periods of dramatic change with the potential to reshape markets. Leaders' identity and framing – how they conceptualize and communicate 'who they are' and 'what they do' – shapes an organization's strategy, transformation, and performance in settings from high-tech start-ups to the FBI.

CONTENT:

"Matter Battles": The Failure of Collaboration in Two Smart Cities, (Academy of Management Journal); 'Start-up Inertia versus Flexibility: The Role of Founder Identity in a Nascent Industry' (Administrative Science Quarterly - with Mary Tripsas); 'The Advocacy Trap: When Legitimacy Building Inhibits Organizational Learning' (Academy of Management Discoveries - with Amy Edmondson).

WEBSITE:

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SOCIAL MEDIA: