

Yuliya Snihur

Associate Professor

Toulouse Business School

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POSITIONS

Associate Professor	Toulouse Business School (Toulouse, France) Strategy, Innovation, and Entrepreneurship Department	2018 - to present
Assistant Professor		2013-17
Visiting Scholar	Stanford University (Stanford, CA, USA) SCANCOR program	Sept-Dec 2016

EDUCATION

Ph.D. in Management	IESE Business School (Barcelona, Spain)	2010 – 2013
Master of Research in Management		2008 – 2010
Bachelor of Science in International Business	Northeastern University (Boston, USA) Dual degree program with Reims Management School, GPA 4.0	2002 – 2003
Bachelor in European Management	Reims Management School (Reims, France) Center for European Superior Education in Management (CESEM) program	1999 – 2002

HONORS AND AWARDS

Academy of Management OMT Best Entrepreneurship Paper Award finalist	2018
Academy of Management Best Paper Proceedings Award	2017
Academy of Management Emerald International Symposium Award nomination	2017
Research “career starter” grant from IDEX, regional French agency (14K euros)	2016 – 2017
Strategic Management Society Best Conference Paper finalist (St. Gallen)	2015
Heizer Dissertation Award Winner, AOM Entrepreneurship Division	2014
ISPIM Dissertation Award Finalist (top 10%)	2014
Strategic Management Society Best Conference PhD Paper Prize	2013
Doctoral fellowship, IESE Business School	2008 – 2012

RESEARCH INTERESTS

My research lies at the intersection of strategy, entrepreneurship, and innovation. I am interested in business model innovation processes in new and established firms. I explore innovation determinants (e.g., individual cognition, organizational identity, and imprinting), innovation-related processes (e.g., organizational search, framing, sensemaking, sensegiving, and learning) and innovation outcomes (e.g., complexity, sustainability, organizational survival and success).

DISSERTATION

Doctoral dissertation – *Business model innovation: Exploring the concept, its antecedents and consequences* – includes two essays exploring the antecedents of business model innovation in new and established firms, and one essay exploring the performance consequences of innovation. Dissertation committee: Chris Zott (supervisor), Joan Enric Ricart (chair).

PUBLICATIONS IN REFEREED JOURNALS

1. Snihur, Y., Thomas, L., Burgelman, R. 2018. "An ecosystem-level process model of business model disruption: The disruptor's gambit" *Journal of Management Studies*, forthcoming (DOI <https://doi.org/10.1111/joms.12343>)
2. Snihur, Y., Wiklund, J. 2018. "Searching for Innovation: Product, Process, and Business Model Innovations and Search Behavior in Established Firms" *Long Range Planning*, forthcoming.
3. Snihur, Y., Tarzijan, J. 2018. "Managing complexity in a multi-business-model organization." *Long Range Planning*, 51(1): 50-63.
4. Snihur, Y. 2018. "Responding to business model innovation: Organizational unlearning and firm failure." *The Learning Organization*, 25(3): 190-198.
5. Snihur, Y., Reiche, S., Quintane, E. 2017. "Sustaining actor engagement during the opportunity development process." *Strategic Entrepreneurship Journal*, 11(1): 1-17.
6. Snihur, Y. 2016. "Developing optimal distinctiveness: Organizational identity processes in new ventures engaged in business model innovation," *Entrepreneurship and Regional Development*, 28(3-4): 259-285.
7. André, N., Banavali, S., Snihur, Y., and Pasquier, E. 2013. "Has the time come for Metronomics in low-income and middle-income countries?" *The Lancet Oncology*, 14(6): e239-e248.

PUBLICATIONS IN BOOKS AND PROCEEDINGS

8. Snihur, Y., Thomas, L., Burgelman, R. 2018. "The Performative Power of Words: How Business Model Disruptors Use Framing for Strategic Advantage" in "*Innovation and Cognition*," Brusoni, S., Sund, K. J., and Galavan, R. J. (Eds.), New Horizons in Management and Organizational Cognition series, Emerald. Online ISSN: 2397-5210.
9. Snihur, Y., Thomas, L., Burgelman, R. 2017. "The Disruptor's Gambit: How Business Model Disruptors Use Framing for Strategic Advantage" in Guclu Atinc (Ed.), *Best Paper Proceedings* of the Seventy-seventh Annual Meeting of the Academy of Management. Online ISSN: 2151-6561.
10. André, N., Pasquier, E., Scharovsky, G., Snihur, Y. 2014. "Metronomic chemotherapy: Potential social impact and new business models to improve availability of cancer treatments" in *Metronomics Chemotherapy: Pharmacology and Clinical Applications*. Heidelberg: Springer-Verlag GmbH.

ARTICLES IN PRACTITIONER JOURNALS

11. Hensmans, M., Snihur, Y. 2015. "Pourquoi les entreprises chinoises raflent les marchés en Europe." *Harvard Business Review France*, <http://www.hbrfrance.fr/chroniques-experts/2015/06/7242-pourquoi-les-entreprises-chinoises-raflent-des-marches-aux-entreprises-europeennes/>
12. Snihur, Y. 2015. "Comment faire émerger un nouveau business model." *Harvard Business Review France*, <http://www.hbrfrance.fr/chroniques-experts/2014/12/5675-comment-faire-emerger-un-nouveau-business-model/>
13. Snihur, Y. 2014. "Apprendre et innover après un échec." *Harvard Business Review France*, <http://www.hbrfrance.fr/chroniques-experts/2014/05/2037-apprendre-et-innover-apres-un-echec/>

FEATURED RESEARCH

"50 Jeunes qui secouent Toulouse," Objectif News, La Tribune, March - April 2014.

INVITED PRESENTATIONS

ESADE (Spain, 2017), ETH Zurich (Switzerland, 2017), EM Lyon (France, 2017), University of Southern California, Marshall School of Business (USA, 2016), Stanford University, SCANCOR seminars series (USA, 2016), Santa Clara University, Leavey School of Business (USA, 2016), University of Oregon (USA, 2016), University of California, Berkeley (USA, 2016), VU University, (Netherlands, 2015), Technical University of Eindhoven (Netherlands, 2015), Strathclyde University (UK, 2014), Umea University (Sweden, 2013), University of Utah (USA, 2013), HEC Lausanne (Switzerland, 2014)

PEER-REVIEWED CONFERENCE PRESENTATIONS

“New Business Models and Cognition” chair and organizer of the Showcase Symposium for the MOC division at *the Academy of Management Meeting* in Atlanta, USA, August 2017

“Opportunities and Challenges when Managing Multiple Business Models in One Organization” chair and organizer of the Presenter Symposium for the BPS division at the *Academy of Management Meeting* in Atlanta, USA, August 2017

“The Disruptor’s Gambit: How Business Model Disruptors Use Framing for Strategic Advantage” to be presented at the *Academy of Management Meeting* in Atlanta, USA, August 2017

“An Identity-based Perspective on Firm Strategic Adaptation to Business Model Innovation” presented at the *Academy of Management Meeting* in Anaheim, USA, August 2016

“Survival and Demise in the Bookselling Industry: An Identity-Based Perspective on Incumbent Reaction to Business Model Innovation” presented at the *Strategic Management Society Conference* in Denver, USA, October 2015

“Towards an Institutional Perspective on Business Model Innovation: How Entrepreneurs Achieve Robust Business Model Design” presented at the *Academy of Management Meeting* in Vancouver, Canada, August 2015

“Business Model Paper Development Workshop” chair and organizer of the Professional Development Workshop for BPS division at the *Academy of Management Meeting* in Vancouver, Canada, August 2015

“Towards a process theory of opportunity development” presented at the *Strategic Management Society Conference* in Madrid, September 2014 and at the *Academy of Management Meeting* in Philadelphia, USA, August 2014

“Methods and data for research on business models” chair and organizer of the Professional Development Workshop for BPS division at the *Academy of Management Meeting* in Philadelphia, USA, August 2014

“What leads to business model innovation in new firms?” presented at the *Academy of Management Meeting* in Philadelphia, USA, August 2014

“Search behavior and innovation types in established firms” presented at the *Strategic Management Society Conference* in Tel Aviv, Israel, March 2014

“Cognitive microfoundations of a dynamic managerial capability: What leads to business model innovation in new firms?” presented at the *Strategic Management Society Conference* in Atlanta, USA, September 2013

“Legitimacy without imitation: how to achieve robust business model innovation” presented at the *Academy of Management Meeting* in Orlando, USA, August 2013 and at the *Druid Conference* in Barcelona, Spain, June 2013

“Business model innovation and imitation” presented at the *Strategic Management Society Conference* in Prague, Czech Republic, October 2012

“Business model innovation and competitive advantage” chair and organizer of the Professional Development Workshop for BPS division at the *Academy of Management Meeting* in Boston, USA, August 2012

“Genesis of organizational identity: so similar, yet so different” presented at the *Strategic Management Society Conference* in Miami, USA, November 2011

“Organizational identity dynamics: definitions and consequences” presented at the *EGOS Conference* in Gothenburg, Sweden, July 2011

“Social capital and the theory of the firm” presented at the *EURAM Conference* in Rome, Italy, May 2010.

WORK IN PROGRESS

Snihur, Y., Zott, C. “The Genesis and Metamorphosis of Imprints: How Business Model Innovation Emerges in Young Firms?” 2nd revision at *Academy of Management Journal* (since June 2017)

Snihur, Y., Lamine, W., Wright, M. “Educating Engineers to Develop New Business Models: Exploiting Entrepreneurial Opportunities in Technology-Based Firms” under review at *Technology Forecasting and Social Change* (since January 2018)

Kiss, A., Snihur, Y., Barr, P. “How Do Firms Adapt to Radical Business Model Innovation? The Role of CEO cognition” (Draft paper)

Snihur, Y., Zott, C. “Addressing the Disruptor’s Dilemma: Robust Business Model Design” (Draft paper)

Snihur, Y., Clarysse, B. “Sowing the Seed of Failure: Organizational Identity Dynamics in New Venture Evolution” (Draft paper)

TEACHING EXPERIENCE

Toulouse Business School (Toulouse, France)	2013 –
“Strategic Management” course with 2 nd year ESC (Master) students	to present
“Business Model Innovation” DBA, executive education, and Master course	
“Entrepreneurship and Intrapreneurship” executive MBA course	
University Pompeu Fabra (Barcelona, Spain)	2011 – 2013
“How to set up a new business”	
“Innovation, creativity, and technology transferring”	
Master of Science in Management degree elective courses	
ESCI, Escola Superior de Comerç Internacional (Barcelona, Spain)	2010 – 2011
“Business Economics I” Undergraduate course	
ESADE Business School (Barcelona, Spain)	2012
Teaching Assistant	
“From Innovation to Cash Flows” by Prof. Lütolf-Carroll, MBA course	
IESE Business School (Barcelona, Spain)	2010
Teaching Assistant	
“Globalization of Strategy” by Prof. Ghemawat, MBA course	

PROFESSIONAL AFFILIATIONS

Member of Academy of Management (since 2012) and Strategic Management Society (since 2011)

INVITED CONSORTIA AND SEMINARS

AMJ Paper and idea development workshop, TBS (France, 2018), Business models and sustainability, ZHAW (Switzerland, 2017), Entrepreneurship Research Workshop, IESE (Spain, 2016), AOM TIM Division Junior Faculty Workshop (Canada, 2015), Journal of Management Studies Paper Workshop, WHU (Germany, 2015), AOM Entrepreneurship Division Junior Faculty Workshop (USA, 2014), Strategic Management Society Junior Faculty Workshop (USA, 2013), Winter Strategy Conference (USA, 2013), AOM BPS Doctoral Consortium (USA, 2012), Strategy, Entrepreneurship and Innovation (SEI) Doctoral Consortium (Denmark, 2012), Strategic Management Society PhD Workshop (USA, 2011), EGOS PhD Workshop, (Sweden, 2011), ESADE Open Innovation and Business Models Seminar (Spain, 2011), EIASM Eden Doctoral Seminar on Strategic Management (Spain, 2010), ESADE Knowledge, Strategy and Organization Seminar (Spain, 2010)

PROFESSIONAL SERVICE

Conference organization	Helped organize the conference on <i>New Business Models</i> together with Jan Jonker at Toulouse Business School, 60 participants, June 16-17, 2016
	Assisted the chair of <i>Academy of Management</i> BPS Division to accept/reject division submissions, to select award nominees, and to schedule the BPS division program for the <i>Academy of Management Meeting</i> in Orlando, 2013
	Assisted with reviewing and organizing the Business Models track during the <i>Strategic Management Society Special Conference</i> in Geneva, 2013
Member of the Editorial Board	Long Range Planning (2017-today)
Ad-hoc Reviewer	Academy of Management Journal, California Management Review, Journal of Business Venturing, Journal of Cleaner Production, Journal of Technology Transfer, Long Range Planning, Organization Studies, Strategic Management Journal, Strategic Entrepreneurship Journal, Strategic Organization, Technovation Academy of Management Annual Meetings (STR, OMT, ENT) Strategic Management Society Conferences

INSTITUTIONAL SERVICE (TOULOUSE BUSINESS SCHOOL)

In charge of the Entrepreneurship Major: 110 students, 14 professors	2014 - today
Member of the faculty recruitment and search committee	2017 - today
Mentoring Master and executive Master thesis	2014 - today
Mentoring entrepreneurial teams (Incubator, Delta projects)	2013 - today

INDUSTRY EXPERIENCE

Finance and Administration Director	Forgelec (Hollain, Belgium) Industrial piping subcontractor startup	2005 – 2008
Senior Financial Analyst	Johnson & Johnson (Boston, USA) Pharmaceutical industry	2003 – 2005
Financial Intern	The Gillette Company (Boston, USA) Consumer goods	2002
Auditing Intern	Coca Cola Enterprises SA (Paris, France) Consumer goods	2001

LANGUAGES

English, French, Spanish, Russian	Fluent
Ukrainian	Native
Polish	Intermediate

PERSONAL BACKGROUND

Belgian citizen, born in Lviv, Ukraine on January 18th, 1982

REFERENCES

Christoph Zott

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Robert Burgelman

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Stanford University, California, USA
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Bart Clarysse

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