

DONATO CUTOLO

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RESEARCH INTEREST

Atypicality and Social Evaluation, Digital Platforms, Entrepreneurship, Language and Narratives, Strategy, Computational Linguistics, Innovation

ACADEMIC APPOINTMENTS

Marie Skłodowska-Curie Fellow , <i>IE University</i> NARR-ATY-VES (Narratives for Atypicality)	September 2023- Present
Assistant Professor , <i>IE University</i> Entrepreneurship Department	September 2023- Present
Postdoctoral Research Fellow , <i>University of Bologna</i> ERC project: Blindspot - Diversity and Performance: Networks of Cognition in Markets and Teams PI: David Stark	May 2021-August 2022

EDUCATION

PhD in Management , <i>University of Bologna</i>	May/27/2021
Visiting Doctoral Student , <i>MIT Sloan School of Management</i> Economic Sociology Department Sponsor: Ezra Zuckerman Sivan	2019
M.Sc in Management Engineering , <i>University of Bologna</i> , 110/110 cum laude	2016
B.Sc in Management Engineering , <i>University of Rome Tor Vergata</i> , 110/110 cum laude	2014

PUBLICATIONS

Sgourev, S., **Cutolo, D.**, & Formilian, G., A Quantitative Approach to Multimodality: An Application to the Process of “Creative-Becoming”. *Forthcoming at Organization Studies*

Cutolo, D., & Ferriani, S., (2024) Atypicality: Toward an Integrative Framework in Organizational and Market Settings. *Academy of Management Annals*, 18 (1), 157-209

Cutolo, D., & Ferriani, S., (2023) To Sell an Unconventional Product, Tell a Compelling Story. *Harvard Business Review*

Cutolo, D., & Grimaldi, R. (2023). I wasn't expecting that: How engaging with digital platforms can turn leisure passion into entrepreneurial aspirations. *Journal of Business Venturing Insights*, 20, e00404.

Cutolo, D., & Ferriani, S. (2023). Now It Makes More Sense: How Narratives Can Help Atypical Actors Increase Market Appeal. *Journal of Management*, 50 (5), 1599-1642

Cutolo, D., & Kenney, M. (2022). Entrepreneurship in the Platform Economy: Power Asymmetries and Risk. In *The Routledge Handbook of Comparative Economic Systems* (pp. 360-377). Routledge.

Cutolo, D., Hargadon, A., & Kenney, M. (2021). Competing on Platforms: Recognizing and Navigating the Risks. *MIT Sloan Management Review*. 62(3), 22-30.

Cutolo, D., & Kenney, M. (2021). Platform-Dependent Entrepreneurs: Power Asymmetries, Risks, and Strategies in the Platform Economy. *Academy of Management Perspectives*. 35(4), 584-605.

Cutolo, D., Ferriani, S. & Cattani, G. (2020), Tell Me Your Story and I Will Tell Your Sales: A Topic Model Analysis of Narrative Style and Firm Performance on Etsy, Cattani, G., Ferriani, S., Godart, F. and Sgourev, S.V. (Ed.) *Aesthetics and Style in Strategy (Advances in Strategic Management, Vol. 42)*, Emerald Publishing Limited, pp. 103-122.

Cutolo, D., & Vang, J. (2020). Digital platforms. In *World Encyclopedia of Entrepreneurship*. Cheltenham: Edward Elgar Publishing, pp. 93-104.

WORKING PAPERS

Cutolo, D., Falchetti, D. & Wesemann, H.C., Emotionally Ambivalent Framing and Idea Appreciation: The Moderating Role of Idea Atypicality and Speaker Fame. *R&R at Strategic Entrepreneurship Journal*

Cutolo, D., Kenney, M., & Hargadon, A., Second Order Ecosystems: New perspectives on Platform Ecosystems. *R&R at Journal of Management Studies*

Cirillo, V.,**Cutolo, D.,** Guarascio, D., Kenney, M., & Tramontano, J., Platform Dependence and Organizational Responses: The Indirect Impact on Employment Relations. *Under Review at Organization Studies*

Cutolo, D., Giuliani, P., & Ferriani, S., Do we always need a story? The role of within-audience heterogeneity in persuasive communication *Working paper*

Cutolo, D., & Ferriani, S., Introducing Rhetorical Sequence Analysis: A Sequential Approach to Persuasive Communication in Organizational And Market Contexts. *Working paper*

CONFERENCE PAPERS/WORKSHOP PRESENTATIONS

Cutolo, D., & Ferriani, S., Entrepreneurship as persuasion: Rhetorical Strategies in TED talks. Accepted for presentation at

- Babson College Entrepreneurship Research Conference, Knoxville, TN.2023
- Creative Industry Conference, Amsterdam. 2022

- *PDW Content and Text Analysis in Organizational Research: Techniques and Applications*. 81st Annual Meeting of the Academy of Management, Online. 2021

Sgourev, S., Formilian, G., & **Cutolo, D.**, No Blue without Yellow. A Multimodal Analysis of Contrast. Accepted for presentation at

- EGOS, Cagliari.2023

Cattani, G., **Cutolo, D.**, Falchetti, D., & Ferriani, S., Do we always need a story? The role of within-audience heterogeneity in persuasive communication. Accepted for presentation at

- *PDW New Data and Methods in Strategic Management Research*. 81st Annual Meeting of the Academy of Management, Online. 2021

Cutolo, D., & Kenney, M., Platform Dependence: Understanding Power Asymmetries, Risks, and Business Strategies in the Platform Economy.

- *PDW Digital Technologies and Platforms: Reshaping Entrepreneurship, Business Models, and Ecosystem*. 81st Annual Meeting of the Academy of Management, Online. 2021
- *Work in the digital age: The challenges of platform firms*. Hertie School, Berlin. 2021
- *Symposium Intra-Platform Competition: Promises and Pitfalls of Platform Research for Organizational Theory*. Online. 80th Annual Meeting of the Academy of Management, Online. 2020

Cutolo, D., & Ferriani, S., Conventionally climbing the ladder of abstraction. Presented at

- *13th Annual People and Organizations Conference*. The Wharton School, Philadelphia, Pennsylvania. 2020
- *PhD Research Day in Strategy, Entrepreneurship and Innovation*. Imperial College & Cass Business School, London, UK. 2020
- *MIT Economic Sociology Working Group*. Sloan School of Management, Boston, Massachusetts. 2019

Cutolo, D., & Ferriani, S., The Platypus Puzzle: A Multidisciplinary and Integrative Framework on Atypicality.

- *9th SKEMA KTO Paper Development Workshop*. SKEMA Business School - U. Côte D'Azur. Antibes. 2021
- *1st Organization Theory Winter Workshop*. Online. 2020

Cutolo, D., & Ferriani, S., A topic modeling approach to narratives: How the interplay of content and structure conventionality influences the audience. Presented at

- *PDW Language, Meaning, and Organizing: The Future of Linguistic Theories, Data, and Methodologies*. 79th Annual Meeting of the Academy of Management, Boston, Massachusetts. 2019
- *Frontiers in Managerial and Organizational Cognition Annual Conference: Organizing, Modelling, and Categorizing in the Digital Era*, Cass Business School, London, UK. 2019

Cutolo, D., Tagliaventi, M. R., & Carli, G., The Interplay Between Academic Citizenship and Knowledge Transfer in Business Schools. Presented at the 79th Annual Meeting of the Academy of Management, Boston, Massachusetts. 2019

Tagliaventi, M. R., Carli, G., & **Cutolo, D.**, Can we be all in one? Presented at the 5th *International Conference on Higher Education Advances*, Valencia, Spain. 2018

Cutolo, D., Comfortably on the edge of two work domains: Exploring hybrid entrepreneurship as a liminal state. Presented at the 8th *SEI Doctoral Workshop* at the TUM School of Management, Munich, Germany. 2018

Cutolo, D., Tagliaventi, M. R., & Carli, G., The Trade-Off Between Research and Academic Citizenship in Modern Universities. Presented at the 78th *Annual Meeting of the Academy of Management*, Chicago, Illinois. 2018

RESEARCH PROJECTS

Unipro: Academy and Profession 2018
RA, Project funded by National Agency for Evaluation of the University and Research Systems, Italian Ministry of Education

TEACHING EXPERIENCE

M.Sc in Management, <i>IE Business School</i> Intrapreneurship	2022- Present
M.Sc in International Management, <i>Bayes Business School (formerly Cass), City, University of London</i> TA, Entrepreneurship and Managing Growth	2020-2021
M.Sc in International Management, <i>University of Bologna</i> TA, Business Venturing	2020-2021 2019-2020
B.Sc in Energy Engineering, <i>University of Bologna</i> TA, Principles of Business Economics and Innovation	2017-2018
M.Sc in Management Engineering, <i>University of Bologna</i> TA, Organizational Behavior	2020-2021 2016-2018
Lecturer , <i>MAST Foundation (Arts Manufacturing, Experimentation and Technology)</i> Expedition Project: a work-linked training focused on Technological Innovation	2017-2018

THESIS SUPERVISION

B.Sc in European Business Studies , <i>Riga International School of Economics and Business Administration (RISEBA)</i> Candidate: Teo Lajoie-Augustin <i>The impact of interns in Human Resources management in multicultural start-ups</i>	2018
M.Sc in Management Engineering , <i>University of Bologna</i>	2016-2017

Candidate: Laura Toscano, Main Supervisor: Maria Rita Tagliaventi
Assessment of the Italian University reform on Academics' productivity

Candidate: Ilaria Carlini, Main Supervisor: Maria Rita Tagliaventi
University Third Mission: The impact of University on professionals' practices

HONORS AND AWARDS

Marco Polo Scholarship 2019

Ph.D. Scholarship, University of Bologna 2016-Present

ACADEMIC CITIZENSHIP

Advisory board. 2024- Present
PhD program in Management
University of Bologna

Organizing Committee 2020
10th SEI Faculty Workshop & Doctoral Consortium
University of Bologna (online)

Organizing Committee 2021
XIII Medici School: *Cooperation in Organizing and Innovating*
University of Bologna (online)

Organizing Committee 2020
XII Medici School: *Strategies for the Future of Work*
MIT Sloan School of Management (online)

REVIEWER ACTIVITY

Academy of Management Journal
Strategic Management Journal
Organization Science
Organization Studies
Journal of Management
Journal of Business Venturing
Journal of Business Venturing
Entrepreneurship Theory and Practice
Strategic Entrepreneurship Journal
Journal of Business Venturing Insights
Research Policy
Information Systems Journal
Strategic Organization
Journal of Vocational Behavior
Journal of Technology Transfer
Technovation
Sociologica
Industrial Corporate & Change
Academy of Management Annual Meeting (Ent, OB Division)

PROFESSIONAL EXPERIENCE

Volunteer Instructor , Overlimits (Basketball and mental disabilities) - <i>Bologna, Italy</i>	2017-2019
HR Assistant , <i>WIREDelta – Copenhagen</i>	2016
Professional Basketball player , LegaDue - <i>Italy</i>	2005-2014

COMPUTER SKILLS

Python, Stata

LANGUAGE

Italian, English, Spanish