

# ANDREA TUNAROSA

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## EDUCATION

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**Boston College**, Carroll School of Management  
Ph.D. Management and Organization, August 2019  
M.S. Organization Studies, 2016

**Universidad Francisco Marroquín**, Guatemala  
MBA, 2008

**Universidad San Pablo CEU**, Spain  
M.A. Journalism, 2005

**Universidad Francisco Marroquín**, Guatemala  
B.A. Business Administration with a minor in Marketing, 2004  
*Summa cum laude* and Valedictorian

## RESEARCH INTERESTS

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My research broadly examines processes of cultural innovation—the purposeful production of meaning to transform existing markets or tackle unprecedented challenges.

**Dissertation:** Not your Average Cup O’ Joe: A Cultural Perspective on the Construction of Entrepreneurial Possibilities in the U.S. Specialty Coffee Segment, 1975-2016

**Committee:** Mary Ann Glynn (chair, BC), Mary Tripsas (BC), Michael Lounsbury (Alberta)

The dissertation examines the construction of entrepreneurial possibilities, i.e., opportunities for entrepreneurial action (Lounsbury & Glynn, 2019: 37) in an institutional field. Empirically, I conduct an historical ethnography (Vaughan, 2004) of the emergence and evolution of the specialty coffee segment in the U.S. from 1975 to 2016. Drawing on a wealth of data hand-collected from archival materials (industry trade journals), interviews conducted with relevant industry actors, and observations at roasting facilities, retail spaces, and industry conferences, I study coffee as a cultural object and examine how a specific role in coffee’s traditional value chain—roasters—collectively and over time spearheaded efforts to transform the meaning of coffee consumption, thus opening up possibilities for new forms of entrepreneurial action. My findings situate the actual construction of an entrepreneurial possibility at the collective level and point to a two-part process involving: (1) the revealing of relational and cultural holes through field-level events, and (2) the bridging of these symbolic holes by actors in distinct field-level positions (e.g., insiders, outsiders, and ‘outsiders within’).

## AWARDS AND HONORS

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2018 Nominee, OMT Doctoral Consortium, **AOM Annual Meeting**  
Best Paper, Paradox Track, **EGOS Conference**

2016 Best Paper Award, SIM Division, **AOM Annual Meeting**

2015 Finalist for Best Student Paper, **EGOS Conference**

2014 Nominee, OMT Pre-Dissertation Workshop, **AOM Annual Meeting**

- 2014 Donald J. White Teaching Excellence Award, **Boston College** (Delayed because of family medical leave)
- 2012 Best Paper Award, SIM Division, **AOM Annual Meeting**
- 2007 Fellow at the Young Latin American Leaders Conference, **FAES Foundation**, Spain
- 2006 (summer) Robert Bartley Fellowship, Interned at **The Wall Street Journal's Editorial Page**. New York

#### PEER-REVIEWED PUBLICATIONS

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- Tunarosa, A., & Glynn, M. A. (2017). Strategies of Integration in Mixed Methods Research: Insights Using Relational Algorithms. *Organizational Research Methods*, 20(2), 224-242.
- Tunarosa, A. (2016). Making Sustainability Sustainable: Interactions, Identity and Community in Specialty Coffee. *Proceedings of the 2016 Academy of Management Meeting*. Best Paper Award.
- Tunarosa, A. (2012). Navigating Rough Waters: A Theoretical Model of Organizational Action in Corrupt Environments. In Leslie A. Toombs (Ed.), *Proceedings of the Seventieth Annual Meeting of the Academy of Management (CD)*, ISSN 1543-8643. Best Paper Award.
- Glynn, M.A., Giorgi, S., & Tunarosa, A. (2013). Learning Organization. In Eric H. Kessler (Ed.), *Encyclopedia of Management Theory*. Sage Publications, 440-444.

#### WORKING PAPERS

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- Tunarosa, A. & Glynn, M.A. Institutional logic interlocks and collective action under crisis: An analysis of the 2010 rescue of 33 Chilean miners. Target journal: *Academy of Management Journal*
- Pradies, C., Tunarosa, A., & Courtois, J. From entrenchment to flexibility: Paradox work and the role of a third actor. Under 3<sup>rd</sup> review at *Organization Studies*.
- Tunarosa, A. Routines as symbolic resources for resilience: The case of the 2010 survival of 33 trapped miners in Chile. Target journal: *Organization Studies*

#### PRESENTATIONS AND CONFERENCES

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- God in a Cup: Constructing New Conceptions of Value in the Coffee Category. *Academy of Management Annual Meeting*, Atlanta, 2017
- Making Sustainability Sustainable: Interactions, Identity and Community in Specialty Coffee, *Academy of Management Annual Meeting*, Anaheim, 2016
- How to Measure Meaning at the Collective Level. Professional Development Workshop, *Academy of Management Annual Meeting*, Anaheim, 2016. Co-organizer with Lee Watkiss and Christi Lockwood
- How to Measure Meaning at the Collective Level. Professional Development Workshop, *Academy of Management Annual Meeting*, Vancouver, 2015. Co-organizer with Lee Watkiss and Christi Lockwood
- Routines as symbolic resources: The case of the 2010 Chilean mining incident. *EGOS Conference*, Athens, 2015. Finalist for Best Student Paper.

Problem construction in uncertain situations: The case of the Chilean miners rescue operation. *Academy of Management Annual Meeting*, Philadelphia, 2014

‘A la Chilena’: The San Lorenzo rescue operation as a cultural transformation. *Advancing Cultural Sociology*, Yale University, New Haven, 2014

Navigating rough waters: a theoretical model of organizational action in corrupt environments. *Academy of Management Annual Meeting*, Boston, 2012

Power-play Mindfulness: Organizing for Success and Reliability. Cognition in the Rough Professional Development Workshop. *Academy of Management Annual Meeting*, San Antonio, 2011

Busting the Myths on Culture. *Winston Center for Leadership and Ethics*, Boston College, 2011. Co-organizer with Mary Ann Glynn and Simona Giorgi

### **TEACHING EXPERIENCE**

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#### **Apprenticeship in College Teaching Program** (*in progress*)

I am currently finishing the requirements for this non-credit-bearing program, aimed at preparing graduate students for teaching in higher education. Completion of the program results in a robust teaching portfolio and certificate issued by BC’s Office of the Provost.

#### **Instructor, Introduction to Organizational Behavior, Boston College**

Undergraduate Business Core Course (40 students). Fall 2012.

Recipient of the Boston College Donald J. White Teaching Excellence Award

*Ratings: 78% of the students rated the instructor “very good” or “excellent”*

#### **Teaching Assistant**

Introduction to Organizational Behavior (Undergraduate), Boston College, Spring 2012;

Management Practice II: Leadership (MBA), Boston College, Fall 2011

### **MEMBERSHIP AND SERVICE**

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2010 – Present: Academy of Management (AOM)

Reviewer for AOM conference – OMT and MOC Divisions

2015 – Present: European Group for Organizational Studies (EGOS)

### **PROFESSIONAL EXPERIENCE**

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2007- 2010 Director of Innovation, Grupo Entero, Guatemala

2006 - 2007 Central American Correspondent, América Economía Business Magazine (HQ in Santiago de Chile)

2005 Writer for the Business Section at Expansión Financiera Newspaper, Spain

2003 - 2004 Strategic Project Coordinator, Universidad Francisco Marroquín, Guatemala

### **EXTRACURRICULAR AND VOLUNTEER ACTIVITIES**

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Volunteer at **Safe Passage**, a U.S.-based non-profit organization that helps children in the Guatemala City garbage dump community break the cycle of poverty through education.