

Tiberiu Ungureanu, PhD

177 Covington Place • Lewisville, NC 27023 • 270.874.9500 •
ungureanuts@appstate.edu; tiberiu.ungureanu@gmail.com

ACADEMIC APPOINTMENT

Assistant Professor, Department of Management, Walker College of Business, Appalachian State University — **2022–present**

EDUCATION

2022 — **Ph.D., Strategic Management**, The Ohio State University

2014 — **MBA (Strategy)**, The Ohio State University

2002 — **BS, Statistics**, Academy of Economic Studies, Bucharest, Romania

MANAGEMENT PUBLICATIONS AND INVITED REVISIONS

Ungureanu, T., Srikanth, K., Baumann, O. Exploration in Hierarchies: How Organizational Structure Shapes Adaptive Strategy *1st Round R&R at Strategic Management Journal*

Sigler, J., Anand., J., **Ungureanu, T.**, Yavic, Z., Hitting a Curveball: Strategic Factor Markets, Uncertainty, and Performance. *1st Round R&R at Strategy Science*

Ungureanu, T.(*), Sigler, J. (*), Beyond Moonlighting: Differentiating Cognitive Effects of Side-Gigs on Employee Performance *1st Round R&R at Management Decision*

Srikanth, K.(*), **Ungureanu, T.**(*). (2025). Organizational adaptation in dynamic environments: Disentangling how much to explore vs. where to explore. *Strategic Management Journal* 46(1), 19–48.

Raveendran, M., Srikanth, K., **Ungureanu, T.**, Zheng, L. (2023). How do performance goals influence exploration–exploitation choices? *Organization Science*, 34(6), 2464–2486.

(*) Equal authorship; authors listed alphabetically.

INTERDISCIPLINARY PUBLICATIONS

Ungureanu, T., Sigler, J., Yavic, Z., McLeod, C. (2026). Versatile Beginnings, Specialized Success. *Journal of Sport Management*. Forthcoming

Strazicich, M., Groothuis, P., Dawson, J., **Ungureanu, T.** (2026). A Rising Tide Raises all Boats: The changing distribution of salaries in the NBA over time. *Journal of Sport Economics*. Forthcoming

PEER-REVIEWED TEACHING CASES

Kent, J., **Ungureanu, T.**, & Lewis, M. (2026). Crafting the Future: Strategic Growth Decisions at Highland Brewing Company. *Case Research Journal*. Forthcoming

Ungureanu, T., Kent, J., Lewis, M., & Whitehead, B. (2024). Coyote Kitchen. *Case Research Journal*. Also distributed via Harvard Business Publishing, Product NA0838-PDF-ENG.

Srikanth, K., Srinivasaraghavan, R., & **Ungureanu, T.** (2024). Responding to Aggressive Competition: Huawei's Entry in the Networking Equipment Industry. Harvard Business Publishing / Indian School of Business, Product ISB450-PDF-ENG.

BOOK CHAPTERS

Leiblein, M. J., Macher, J. T., & **Ungureanu, T.** (2019). Why do small firms systematically benefit less from collaborative activity than large firms? In *The Oxford Handbook on Entrepreneurship and Collaboration*. Oxford University Press.

SELECTED WORKS IN PROGRESS

- **Changes in Attention Focus and Capacity: How Front-line Human Resource Slack drives MLB Team Performance.** *Under review*, Long Range Planning (Sebastian Fourné, *Tiberiu Ungureanu*, and Jason Sigler)
- Playing the Arms Race: How bandit models can help understand exploration-exploitation tradeoffs in experiential learning. (solo project targeting *Strategic Management Journal*)
- The Purpose of a Strategic Management Professor (*Tiberiu Ungureanu*, Mark Lewis, and Justin Kent, targeting *Academy of Management Learning & Education*)

TEACHING EXPERIENCE & EVIDENCE OF EFFECTIVENESS

Undergraduate and MBA strategy instruction across in-person, study-abroad, and online synchronous modalities. Selected evaluations are summarized below; the full packet is available upon request.

Course	Level	Modality	Mean Eval
MGT-5750 Strategic Management (App State)	MBA	Online synchronous (Zoom), Summer 2025 In Person, Summer 2024, Fall 2025	4.7/5
MGT-4750 Strategic Management (App State)	UG	In-person (2022-present)	4.6 / 5

MGT-3045 Int'l Management Seminar Abroad (App State)	UG	Study-abroad, Angers, France, Summer 2023	Qualitative eval available
BUSMHR-4490 Strategic Management (OSU)	UG	In-person, 2015-2016 and 2019-2022	4.7 / 5
BUSMHR-4490 Strategic Management (OSU)	UG	Hybrid, Summer 2020	4.4 / 5

GRANTS, HONORS & AWARDS

- Graduate Research Assistant Mentoring Program (Appalachian State University), 2023–2025 — \$28,000.
- Hierarchies of Adaptation: Structuring Organizational Exploration in Dynamic Environments– Best Paper Proceedings – AOM 2025;
- Society for American Baseball Research Grant (SABR), 2024 — \$2000
- Dean’s Club Research Grant (Appalachian State University), 2022 — \$1,000.
- Dissertation Research Grant (The Ohio State University), 2021 — \$1,000.
- Optimal Exploration in Dynamic Environments — Best paper proceedings - AOM 2021

INDUSTRY EXPERIENCE (PRE-ACADEMIA)

- **Director of IT** – Progressive Medical/Helios/Optum (insurance/PBM, US), **2013-2016**
- **VP, IT Infrastructure** – Healthcare Too (IT Cloud solutions, US), **2011-2013**
- **IT Infrastructure Manager** – Ecommerce, Inc. (Webhosting, US) **2006-2011**
- **Network Engineer** – iNES Group (ISP, Romania) & Ecommerce, Inc (US) **1998-2006**.

PROFESSIONAL SERVICE

- Walker College of Business Committee – Faculty Composition and Development – 3-year term (2024-2027)
- Department of Management – Strategic Planning Committee (2024–present).
- Department of Management – Faculty Scholarship & Teaching Engagement Committee (2025-present)
- Department of Management – Faculty Connection Committee (2022– present)
- Honors Thesis (Undergraduate) Committee Chair, Casey Jones (2025/2026).
- Master’s Thesis Committee Member, Steven Vogel (2024/2025).
- Ad-hoc Reviewer, Organization Science (2020–present).
- Reviewer, STR & OMT Divisions, Academy of Management (2017–present).
- PARE Reviewer, Grants Resources & Services, Appalachian State University (2024–present).

SELECTED TALKS & CONFERENCES (recent)

- Versatile Beginnings, Specialized Success – *NASSM 2026 (Puerto Rico)*¹
- Hierarchies of Adaptation: Structuring Organizational Exploration in Dynamic Environments– AOM 2025 (Copenhagen – Best Paper Proceedings); University of North Florida Research Seminar February 2026; *Florida Gulf Coast University Research Seminar April 2026*²
- Hitting a Curveball: An Empirical Test of Strategic Factor Market Theory — AOM 2024 (Chicago); SMS 2023 (Toronto).
- Resource (Re)allocation Timing in Internal Capital Markets — Vienna Strategy, Organizational Design & Innovation Conference 2022; AOM 2021; TOM Conference 2021; CSOL 2020.
- Optimal Exploration in Dynamic Environments — AOM 2021 (Best paper proceedings); TOM Conference 2021; Wharton Innovation Doctoral Symposium 2021; University of Southern Denmark Research Seminar 2020 (Now published in SMJ as Srikanth & Ungureanu 2025).

¹ Upcoming

² Upcoming