

# ALEX TYULYUPO

Postdoctoral Associate, Yale School of Management

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[Google Scholar](#)

## EDUCATION

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- 2024 Ph.D. in Business Administration, ESSEC Business School.  
*Dissertation:* Categories, Search, and Selection in Early Competitor Identification.  
*Co-supervisors:* Maciej Workiewicz and Balázs Kovács.  
*Committee:* Olenka Kacperczyk (London Business School), Rodolphe Durand (HEC Paris), Elisa Operti (ESSEC), and Paul Gouvard (ESSEC).
- 2022 Visiting Ph.D. Student, Yale School of Management (October–December).
- 2019 M.Sc., National Research University Higher School of Economics, Moscow. Faculty of Social Sciences.
- 2016 Specialist Degree (five-year diploma), National Research Tomsk State University. Faculty of History.

## ACADEMIC POSITION

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2025–present Postdoctoral Associate, Yale School of Management.

## PUBLICATIONS

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### Peer-Reviewed Journal Articles

1. Tyulyupo, A., and B. Kovács. “Categorical Engagement in Strategic Search: When and Why Typicality Shapes Competitor Identification.” Forthcoming, *Sociological Science*.
2. Kovács, B., and A. Tyulyupo. 2026. “Cognitive Cartography: How Geographic Categories and Firm Location-Typicality Shape Competitor Identification.” *Industrial and Corporate Change*.  
[doi:10.1093/icc/dtag031](https://doi.org/10.1093/icc/dtag031)

### Under Review

1. Tyulyupo, A., and B. Kovács. “Competing Against Whom? Competitor Identification and Opportunity Belief Revision.” *Journal of Business Venturing* (third round).
2. Tyulyupo, A., and B. Kovács. “Organizational Reconnaissance: Opening the Black Box of Search with Behavioral Simulation.” *Strategic Management Journal* (reject and resubmit).

### Work in Progress

1. Gouvard, P., B. Kovács, and A. Tyulyupo. Invited chapter, *Research in the Sociology of Organizations* (special issue on categories in the digital age).
2. “Collective Learning and Category Spanning.” Computational model in development.

### Pre-Doctoral Publications

1. Shevchuk, A., D. Strebkov, and A. Tyulyupo. 2021. “Always on across Time Zones: Invisible Schedules in the Online Gig Economy.” *New Technology, Work and Employment* 36 (1): 94–113.

2. Shevchuk, A., D. Strebkov, and A. Tyulyupo. 2021. “The Geography of the Digital Freelance Economy in Russia and Beyond.” In *Topologies of Digital Work*, ch. 2, 19–50. Palgrave Macmillan.
3. Tyulyupo, A. 2021. “Factors of (Dis)Trust Towards Clients on the Online Labor Platforms.” *Monitoring of Public Opinion: Economic and Social Changes* (3). In Russian.
4. Strebkov, D., A. Shevchuk, A. Lukina, E. Melianova, and A. Tyulyupo. 2019. “Social Factors of Contractor Selection on Freelance Online Marketplace: A Study of Contests Using Big Data.” *Journal of Economic Sociology* 20 (3). In Russian.

## PRESENTATIONS

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- “Organizational Reconnaissance: Opening the Black Box of Search with Behavioral Simulation.” Academy of Management Annual Meeting, 2026.
- “Organizational Reconnaissance: How Initial Competitive Search Shapes Strategic Understanding and Action.” Carnegie School of Organizational Learning, 2026.
- “Beyond Administrative Categories: Industry Mental Maps and Competition Identification.” Nagymaros Conference, 2025.
- “The Search for Competitors: Investigating Early-Stage Entrepreneurial Search Strategies and Market Perceptions.” Nagymaros Conference, 2024.
- “A Journey that Matters: Search with Categorization Systems as a Moderator of Categorical Biases.” Nagymaros Conference, 2023.

## TEACHING

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**Teaching interests:** strategy, entrepreneurship, and organizational theory.

### Instructor

- 2024      *Strategy and Management*, master’s-level core course, Grande École, ESSEC Business School.
- 2020      *Economic Sociology*, undergraduate, Higher School of Economics, Moscow.

### Teaching Assistant

- 2023      *Strategy and Management*, ESSEC Business School.
- 2023      *Managing Business Networks: Leading Through Social Relations and Networks*, ESSEC Business School.
- 2018      *Introduction to R Programming*, Higher School of Economics, Moscow.

## ADDITIONAL TRAINING

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- 2025      *Teaching in the American Classroom*, Yale University.
- 2024      *Entrepreneurship and Strategy* (Ph.D. course), NHH Norwegian School of Economics.
- 2024      *Contributing to the Management Literature* (Ph.D. workshop), INSEAD. Led by Hart E. Posen.

## RESEARCH AND PROFESSIONAL EXPERIENCE

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- 2019–21      Research Intern, Laboratory for Studies in Economic Sociology, Higher School of Economics, Moscow.
- 2019–20      Freelance market and social research for Yandex, TalentTech, and the Tretyakov Gallery.