

GREGORY FETZER

Organisations & Innovation Group

[UCL School of Management](https://www.ucl.ac.uk/som)

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ACADEMIC APPOINTMENTS

University College London, School of Management—London, UK July 2025 – present
Assistant Professor – Organisations & Innovation

University of Liverpool Management School—Liverpool, UK 2021-2025

EDUCATION

Boston College, Carroll School of Management—Chestnut Hill, MA 2021
Ph.D. Organization Studies
Committee: Michael Pratt (chair), Bess Rouse, Brianna Caza

Boston College, Carroll School of Management—Chestnut Hill, MA 2019
M.S. Organization Studies

Brigham Young University, Department of Psychology—Provo, UT 2016
B.S. Psychology, Minor: Spanish

RESEARCH

My research explores how people find significance and purpose at work, especially as they attempt to develop new ideas and products. I study how these phenomena—meaningful work and creative work—unfold and are experienced over time, as well as how individuals and groups handle the tensions which come from developing new ideas and pursuing worthwhile work. My methodological approach is primarily field-based, using qualitative methods.

PUBLICATIONS

Journal Articles

Fetzer, G. (2025). Days of Future Past: The tradition-novelty paradox and the endurance of heritage crafts. *Organization Studies*, 46(4), 471-497.

Fetzer, G.; Harrison, S. & Rouse, E. (2023). Navigating the paradox of promise through the construction of meaningful career narratives. *Academy of Management Journal*, 66(6), 1896-1928.

LeBaron, C.; Jarzabkowski, P.; Pratt, M. G. & **Fetzer, G.** (2018). An introduction to video methods in organizational research. *Organizational Research Methods*, 21(2), 239-260.

Book Chapters

Fetzer, G. & Pratt, M. G. (2020). “Meaningful work and creativity: Mapping out a way forward.” In R. Reiter-Palmon, C. M. Fisher, & J. S. Mueller (Eds.), *Creativity at Work: A Festschrift in Honor of Teresa Amabile*. p. 131-142. Switzerland: Palgrave Macmillan.

- Translated into German

MANUSCRIPTS UNDER REVIEW

Brown, J., Owens, B., Swain, J., Strachan, M., & **Fetzer, G.** Contextual influences on leader humility (R&R, *Academy of Management Journal*)

WORK IN PROGRESS

Garrett, L.; **Fetzer, G.** & Brown, J. Commodification and the meaning of work in the National Football League (preparing for submission to *Academy of Management Journal*)

Song, H., **Fetzer, G.**, & Jiang, W. Tradition and meaningful work among Bhutanese artists (working paper)

Fetzer, G. & Pratt, M. G. Craftsmanship and meaningful work (working paper)

Fetzer, G. Idea attachment in creative work (working paper)

Fetzer, G., Sala, G.R. & Weisman, H.P. Job orientation project (data collection)

Hymer, C., Jones, E., & **Fetzer, G.** Early influences on career change and meaningful work (data collection)

Fetzer, G. Creative pairs in songwriting (data collection)

Gorges, M., Sala, G. R. & **Fetzer, G.** Generational stereotypes and the meaning of work (study design)

Fetzer, G. & Pratt, M.G. Persistence in creative work: A theoretical framework (theory development)

PRESENTATIONS

Gorges, M., Fetzer G., & Sala, G. 2025. Negotiating “professionalism” and the meaning of work through intergenerational interactions. Academy of Management Annual Meeting, Copenhagen, Denmark.

Fetzer, G. 2025. Should I stay or should I go? Commitment, ambivalence, and entrepreneurial persistence. Positive Organizational Scholarship incubator series (virtual).

Fetzer, G. & Jones, E. (equal authorship) 2024. “Significant life events and work orientation change.” Academy of Management Annual Meeting, Chicago, Illinois.

Fetzer, G. 2024. Loving and letting go: Bounded attachment in creative work. International Conference on Management, Leadership and Governance Conference, Barcelona, Spain.

*Best conference presentation award

Fetzer, G. & Jones, E. (equal authorship) 2024. "Significant life events and work orientation change." May Meaning Meeting, Philadelphia, Pennsylvania.

Ladge, J., Sala, G. R., Kark, R., Washington, A., & Fetzer, G., March 2024: Interview-Based Qualitative Methods (workshop). University of Exeter Research Methods Centre, Exeter, UK.

Fetzer, G. 2023. "Stay the course or cut your losses? Navigating persistence and abandonment in creative work." Academy of Management Annual Meeting, Boston, Massachusetts.
Nominated for Denny Gioia Award for Best Qualitative Paper

Fetzer, G. 2023. "Don't go breaking my heart? Calculated attachment in meaningful projects." May Meaning Meeting, Litchfield, Connecticut.

Fetzer, G. 2022. "Stay the course or cut your losses? Navigating persistence and abandonment in creative work." Creativity Collaboratorium, University College London Management School, London, UK.

Sala, G. & Fetzer, G. 2022. "'Talking about my generation': (Dis)affirmation and work meaning in intergenerationally diverse groups." Academy of Management Annual Meeting, Seattle, Washington.

Fetzer, G. 2022. "The persistence paradox: Balancing persistence and abandonment in creative work." European Group for Organisation Studies (EGOS) meeting, Vienna, Austria.

Fetzer, G. 2022. "I get knocked down, but I get up again: Meaningful striving in the face of recurrent failure." May Meaning Meeting (virtual).

Fetzer, G., Gilson, L., Mannucci, P.V., Yong, K., Demir-Caliskan, O., Fisher, C., Xie, W., & Harvey, S., 2021. "Good Times, Bad Times: Temporal perspectives on creative work." Academy of Management Annual Meeting (virtual).

Garrett, L., Fetzer, G., & Brown, J. 2020. "Being a pro in the NFL: When sportsmanship and business collide." Academy of Management Annual Meeting (virtual).

Fetzer, G. & Pratt, M.G. 2020. "In search of lost time: Tradition as a source of meaningful work among craftspeople." Academy of Management Annual Meeting (virtual).

Fetzer, G. & Pratt, M.G. 2020. "Craftsmanship and meaningful work." May Meaning Meeting (virtual).

Fetzer, G., Harrison, S. H., Rouse, E., & Innis, B. 2019. "The story of my life: Interpretations of early experiences and creativity over the career." Academy of Management Annual Meeting, Boston, Massachusetts.

Sala, G., Fetzer, G., Pratt, M.G., Ashforth, B., Maitlis, S., Oelberger, C., Schabram, K. 2019. “Identity and Meaningful Work” symposium. Academy of Management Annual Meeting, Boston, Massachusetts.

Fetzer, G. & Prat, M.G. 2019. “Craftsmanship and meaningful work.” European Group for Organisation Studies (EGOS), Edinburgh, Scotland.

Garrett, L., Fetzer, G., & Brown, J. 2018. “Representing the shield: A dynamic view of relationship orientation in the NFL.” Positive Organizational Scholarship (POS) Research Conference, Ann Arbor, Michigan.

Harrison, S., Fetzer, G., Rouse, E., & Innis, B. 2018. “Self-Assessed Trajectories of Creative Careers.” Creativity Collaboratorium, University of Connecticut.

Pratt, M.G. & Fetzer, G. 2018. “Work orientation and creative persistence.” Creativity Collaboratorium, University of Connecticut.

Harrison, S, Fetzer, G., Innis, B., & Rouse, E. 2017. “All that you can’t leave behind: The self-assessed trajectory of creative careers.” Annual Meeting of the Academy of Management, Atlanta, Georgia.

TEACHING

University College London

- Organising for Creativity (MSc in Creativity, Innovation, and Leadership)
 - 2026-present

University of Liverpool Management School

- ULMS882: Psychological Assessment (module leader)
 - 2025
- ULMS881: Work Design, Organisational Change & Development (module leader)
 - 2022 – 2025
 - Avg. student rating: 4.8/5
- ULMS151: Organisations & Management (module leader)
 - 2021 – 2024
 - Avg. student rating: 4.3/5
- ULMS115: The New Professional (undergraduate academic advising)
 - 2021 – 2023

Boston College, Carroll School of Management

- MGMT1021: Organizational Behavior (Required BBA course)
 - Fall 2018
 - Student rating: 4.21/5.0

PROFESSIONAL SERVICE

Professional memberships

- Academy of Management

- European Group for Organization Studies (EGOS)
- Boston Field Researcher's Conference
- Creativity Collaboratorium
- May Meaning Meeting

Ad Hoc Reviewing

- Academy of Management Journal
- Administrative Science Quarterly
- Academy of Management Review
- Organization Studies
- Organizational Behavior & Human Decision Processes
- Journal of Vocational Behavior
- Journal of Business Ethics
- Journal of Management Studies
- Academy of Management Discoveries
- Strategic Entrepreneurship Journal
- Journal of Occupational and Organizational Psychology
- AOM Annual Meeting (MOC division)
 - Best Reviewer Award, 2017, 2023

Professional service

- Deputy Director of Studies, MSc Occupational and Organisational Psychology, 2024-25
- Work, Organisations & Management Speaker Series organizer, 2023-2024
- MOC division Development and Outreach for Conference Support (MOC-DOCS) committee member, 2022-2024
- MOC Best Paper Award committee member (MOC division), 2021-2022
- Co-organizer, Work, Identity, & Meaning working group, Boston College (2018 to 2020)

REFERENCES

Michael G. Pratt Professor, Boston College prattmg@bc.edu	Bess Rouse Associate Professor, Boston College rousee@bc.edu
Spencer H. Harrison Professor, INSEAD spencer.harrison@insead.edu	Joanne Lyubovnikova Associate Professor, University of Liverpool J.Lyubovnikova@liverpool.ac.uk

LANGUAGES

Spanish (professional proficiency)