

GREGORY T. FETZER

Organisations & Innovation | [UCL School of Management](https://www.ucl.ac.uk/school-of-management)
g.fetzer@ucl.ac.uk | www.gregfetzerphd.com

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 (under 2nd review, *Academy of Management Journal*)

Garrett, L.; **Fetzer, G.** & Brown, J. Meaning of work in the NFL (under review, *Academy of Management Journal*)

Song, H., **Fetzer, G.**, & Jiang, W. Tradition and meaningful work (under review, *Academy of Management Journal*)

Fetzer, G. & Pratt, M. G. Legacy and meaningful work (under review, *Academy of Management Journal*)

WORK IN PROGRESS

Fetzer, G. Idea attachment in scientific creativity (working paper)

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

Lynch, J. & **Fetzer, G.** A Five-Facet Model of Creative Experience (theory development)

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

Fetzer, G., Kirkwood, M., & Koseoglu, G. Neurodiversity and creativity (data collection)

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

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)

TEACHING

University College London

- MSIN0330: Organising for Creativity (MSc in Creativity, Innovation, & 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
 - 2021 – 2023

Boston College, Carroll School of Management

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

INVITED PRESENTATIONS

- Aalto University, School of Business (2026)
- University College London, School of Management (2024)
- University of Exeter Business School (2024)
- University of Cincinnati, Carl H. Lindner College of Business (2024)

CONFERENCE 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.

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. & Pratt, 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.

ACADEMIC SERVICE

Editorial Review Board

- Academy of Management Review, 2026-present

Ad Hoc Reviewing

- Academy of Management Journal
- Administrative Science Quarterly
- Academy of Management Review
- Organization Studies
- Organizational Behavior & Human Decision Processes
- Journal of Management
- Journal of Vocational Behavior
- Journal of Business Ethics
- Journal of Management Studies
- Journal of Business Venturing
- Academy of Management Discoveries
- Strategic Entrepreneurship Journal
- Journal of Occupational and Organizational Psychology

Academy of Management

- MOC Development and Outreach for Conference Support (MOC-DOCS) committee member, 2022-2024
- MOC Best Paper Award committee member, 2021-2022
- MOC division, Annual Meeting Best Reviewer Award, 2017, 2023

University College London

- Faculty search committee member, 2026

University of Liverpool

- Deputy Director of Studies, MSc Occupational and Organisational Psychology, 2024-25
- Work, Organisations & Management Speaker Series organizer, 2023-2024

Boston College

- Co-organizer, Work, Identity, & Meaning working group, Boston College, 2018-2020

LANGUAGES

Spanish (professional proficiency)