

**Petteri Leppänen**  
IE University / Business School  
Department of Strategy  
Paseo de la Castellana 259, 28046, Madrid, Spain  
Email: [petteri.leppanen@ie.edu](mailto:petteri.leppanen@ie.edu)

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## Academic Positions

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**IE University, Spain** Starting Sep 2022  
Assistant Professor of Strategy

**Imperial College London, United Kingdom** Jan 2020 – Jun 2022  
Research Associate (Department of Management & Entrepreneurship)

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## Education

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**Technical University of Munich, Germany** Jun 2014 – May 2020  
Ph.D. in Strategic Entrepreneurship

Committee: Oliver Alexy (TUM), Gerard George (SMU), J.P. Eggers (NYU)

Dissertation: *Firms as configurations: Embracing causal complexity in the study of organizational performance* (Summa cum laude)

Winner of the Dissertation Award by the Bund der Freunde der TUM

Selected for the TUM Research Excellence Program for outstanding PhD candidates

**New York University, USA** Jan 2019 – Aug 2019  
Visiting Ph.D. Scholar (invited by Prof. J.P. Eggers)

**The University of Oklahoma, USA** Apr 2018 – May 2018  
Visiting Ph.D. Scholar (invited by Prof. Jeremy Short)

**Singapore Management University, Singapore** Oct 2016 – Mar 2017  
Visiting Ph.D. Scholar (invited by Prof. Gerard George)

**Turku School of Economics, Finland** Aug 2006 – Jun 2011  
M.Sc. and B.Sc. in Economics and Business Administration

**Ludwig-Maximilian University Munich, Germany** Oct 2007 – Jul 2008  
Exchange student (business studies at M.Sc. and B.Sc. levels)

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## Research Interests (in alphabetical order)

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I am generally interested in organization-level research topics in strategy, innovation, and entrepreneurship. Keywords: business model innovation; configurations; entrepreneurial strategy; new technology; novelty; organizational learning and adaptation; search; space exploration; uncertainty; value creation and capture

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## Publications

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Leppänen, P., George, G. & Alexy, O. 2021. When Do Novel Business Models Lead to High Firm Performance? A Configurational Approach to Value Drivers, Competitive Strategy, and Firm Environment. *Academy of Management Journal*, <https://doi.org/10.5465/amj.2020.0969>. [Link](#)

Haefner, N., Palmié, M. & Leppänen, P. 2021. With(Out) a Little Help from My Friends? Reconciling Incongruous Findings on Stakeholder Management, Innovation, and Firm Performance. *Entrepreneurship Theory & Practice*, <https://doi.org/10.1177/10422587211024497>. [Link](#)

Leppänen, P., McKenny, A. & Short, J. 2019. Qualitative Comparative Analysis in Entrepreneurship: Exploring the Approach and Noting Opportunities for the Future, in Brian Boyd, T. Russell Crook, Jane K. Lê, Anne D. Smith (ed.) *Standing on the Shoulders of Giants (Research Methodology in Strategy and Management*, Volume 11) Emerald Publishing Limited, pp.155–177. [Link](#)

## Work in Progress

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Leppänen, P. & Eggers, J.P. Resource Reconfiguration and Search: The Role of Managerial Cognition. *Under review.*

Stuhler, I., Leppänen, P. & Haefner, N. Top Management Team Configurations and IPO Performance. *Under review.*

Leppänen, P. Mission-Driven Strategizing: Exploration and Exploitation at SpaceX.

Reid, S., Leppänen, P. & Short, J. Configurations of Corporate Social Responsibility in Family Firms.

Leppänen, P. & Eggers, J.P. Short-Term vs. Long-Term Performance Feedback and Organizational Search.

Leppänen, P. & Reetz, D. Emergence of Platform Configurations.

## Conference & Seminar Presentations

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### **Resource Reconfiguration and Search: The Role of Managerial Cognition**

Academy of Management Conference in Seattle, USA (2022 expected)

DRUID Annual Conference in Copenhagen, Denmark (2022)

Strategic Management Society Conference, virtual (2020)

Academy of Management Conference, Symposium Presentation, virtual (2020)

Advancing Management Theory with Sports Data, virtual (2020)

### **When Do Novel Business Models Lead to High Firm Performance?**

Brownbag Seminar at Stern School of Business, New York University (2019)

Strategy, Entrepreneurship, and Innovation (SEI) Doctoral Consortium in Bath, UK (2017)

Academy of Management Conference in Atlanta, USA (2017)

DRUID Annual Conference in New York City, USA (2017)

First Cut Seminar at Business School, Nanyang Technological University, Singapore (2017)

Brownbag Seminar at TUM Entrepreneurship Research Institute, Germany (2016)

Strategic Management Society Conference in Berlin, Germany (2016)

### **Top Management Team Configurations and IPO Performance**

Academy of Management Conference in Boston, USA (2019)

East Coast Doctoral Consortium at Columbia University, USA (2019)

Brownbag Seminar at TUM Entrepreneurship Research Institute, Germany (2018)

International QCA Paper Development Workshop at ETH, Switzerland (2018)

### **Emergence of Platform Configurations**

Strategic Management Society Conference in Houston, USA (2017)

Babson College Entrepreneurship Research Conference in Bodo, Norway (2016)

Brownbag Seminar at TUM Entrepreneurship Research Institute, Germany (2016)

### **Qualitative Comparative Analysis in Strategy and Entrepreneurship**

Invited seminar talk at WHU, virtual (2020)

Strategic Management Society Conference in Paris, France (2018)

## Symposia

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### **New Empirical Research Directions in Organizational Search**

Co-Organizer (with J.P. Eggers) of a Presenter Symposium

Academy of Management Conference, virtual (2020)

## Other Invited Presentations

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### **Post-Covid-19 Global Entrepreneurship Scenarios**

Invited by the Entrepreneurship Cell at SIMS (India), virtual (2020)

## Academic Service

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### **Ad-Hoc Reviewer**

*Journals:* Academy of Management Discoveries, Academy of Management Journal, Journal of Management, Long Range Planning, Research Policy, Strategic Entrepreneurship Journal

*Conferences:* Academy of Management Conference, Strategic Management Society Conference

## Awards and Scholarships

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Outstanding Reviewer Award, STR Division at the Academy of Management Conference (2021)

Best Dissertation Award, Bund der Freunde der TUM (EUR 1,500 in 2020)

TUM Research Excellence Program (EUR 2,500 yearly for 2018-2020)

DAAD grant for the AOM Conference in Boston, USA (EUR 1,709 in 2019)

DAAD grant for the SMS Conference in Houston, USA (EUR 2,317 in 2017)

Finalist (one of three) for the best PhD paper award at DRUID Conference in New York City, USA (2017)

TUM STIBET Scholarship for Teaching Assistantship (2014)

## Doctoral Consortia

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Academy of Management Conference in Chicago, USA

Participation in the Doctoral Consortium of the OMT Division (2018)

Academy of Management Conference in Atlanta, USA

Participation in the Doctoral Consortium of the BPS (now STR) Division (2017)

Academy of Management Conference in Anaheim, USA

Participation in the Doctoral Consortium of the TIM Division (2016)

## Teaching and Supervision

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### **Instructor** (Technical University of Munich)

*Case Study Seminar in Managing Business Models, Growth, and Disruption*, MSc in Management & Technology, Teaching evaluation 4.2/5.0 (2019-2020, Co-Instructor with Oliver Alexy)

*Advanced Research Seminar in Strategic Entrepreneurship*, MSc in Management & Technology, Average teaching evaluation 4.6/5.0 (7x in 2015-2019, Main Instructor mostly)

*Developing Entrepreneurial Thinking*, Interdisciplinary PhD students, Teaching evaluation 4.4/5.0 (2018, Co-Instructor)

### **Teaching Assistant** (Imperial College)

*Entrepreneurship*, Global Online MBA Module (3x in 2020-2022, Lead Instructor: Bart Clarysse)

*Corporate Innovation*, Global Online MBA Module (2x in 2020-2021, Lead Instructors: Markus Perkmann, Paola Criscuolo, Anu Wadhwa)

### **Other Teaching** (Technical University of Munich)

*Thesis Development Workshop*, EMBA (2016, Mentor)

*Advanced Business Plan Seminar*, Interdisciplinary MSc & BSc students (3x in 2015-2016, Guest Lecturer and Mentor)

*E-Camp – Entrepreneurial Workshop for Academics*, Interdisciplinary PhD students (2x in 2015-2016, Mentor)

*Supervisor* of 40+ BSc, MSc, and MBA theses as well as Interdisciplinary Projects (informatics students) and Project Studies (business students) in 2015-2020

## Professional Experience

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|---|---------------------|
| <b>Imperial College, United Kingdom</b><br>Postdoctoral Research Associate                                    | Jan 2020 – Present  |
| <b>Technical University of Munich, Germany</b><br>Research Assistant  | Jun 2014 – Jan 2020 |
| <b>UnternehmerTUM Center for Innovation and Business Creation, Germany</b><br>Knowledge Management Specialist | May 2015 – Oct 2016 |
| <b>Fontin &amp; Company Management Consulting, Germany/Switzerland</b><br>Associate Consultant                | Jul 2011 – May 2014 |
| <b>Research Institute for Project-Based Industry, Finland</b><br>Graduate Student Researcher                  | May 2010 – Dec 2010 |

## Military Service (mandatory)

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| <b>The Finnish Defense Forces, Pori Brigade / Reserve Officer School</b><br>Second Lieutenant of the Reserve | Jan 2005 – Jan 2006 |
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## Language Skills

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| Finnish  | Native speaker                |
| English  | Full professional proficiency |
| German   | Full professional proficiency |
| Swedish  | Limited working proficiency   |
| Spanish  | Basics                        |
| Italian  | Basics                        |
| Mandarin | Basics                        |