

Petteri Leppänen
IE University / Business School
Department of Strategy
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Academic Positions

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)

Education

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)

Research Interests (in alphabetical order)

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

Publications

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

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

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

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

Post-Covid-19 Global Entrepreneurship Scenarios

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

Academic Service

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

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

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

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

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

Military Service (mandatory)

The Finnish Defense Forces, Pori Brigade / Reserve Officer School Second Lieutenant of the Reserve	Jan 2005 – Jan 2006
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Language Skills

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