

## Petteri Leppänen

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### Academic Positions

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<b>IE University, Spain</b> Assistant Professor of Strategy	Sep 2022 – Present
<b>Imperial College London, United Kingdom</b> Research Associate (Department of Management & Entrepreneurship)	Jan 2020 – Jun 2022

### Education

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<b>Technical University of Munich, Germany</b> Ph.D. in Strategic Entrepreneurship Committee: Oliver Alexy (TUM), Gerard George (SMU), J.P. Eggers (NYU) Dissertation: <i>Firms as configurations: Embracing causal complexity in the study of organizational performance</i> (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	Jun 2014 – May 2020
<b>New York University, USA</b> Visiting Ph.D. Scholar (invited by Prof. J.P. Eggers)	Jan 2019 – Aug 2019
<b>The University of Oklahoma, USA</b> Visiting Ph.D. Scholar (invited by Prof. Jeremy Short)	Apr 2018 – May 2018
<b>Singapore Management University, Singapore</b> Visiting Ph.D. Scholar (invited by Prof. Gerard George)	Oct 2016 – Mar 2017
<b>Turku School of Economics, Finland</b> M.Sc. and B.Sc. in Economics and Business Administration	Aug 2006 – Jun 2011
<b>Ludwig-Maximilian University Munich, Germany</b> Exchange student (business studies at M.Sc. and B.Sc. levels)	Oct 2007 – Jul 2008

### 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; experimentation; new technology; novel strategies; organizational learning and adaptation; shaping; space economy; uncertainty; value creation and capture

### Publications

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Leppänen, P., George, G. & Alexy, O. 2023. 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*, 66(1): 164–194. [Link](#)

Haefner, N., Palmié, M. & Leppänen, P. 2023. With(Out) a Little Help from My Friends? Reconciling Incongruous Findings on Stakeholder Management, Innovation, and Firm Performance. *Entrepreneurship Theory & Practice*, 47(1): 142–171. [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., Alexy, O. & George, G. Novel Strategy and Capabilities at SpaceX.  
*Revise & Resubmit at Academy of Management Journal.*

Leppänen, P. & Eggers, J.P. Resource Reconfiguration, Search, and Managerial Experience.  
*Revise & Resubmit at Journal of Management.*

Leppänen, P. & Alexy, O. Value Creation in the Space Economy.  
*In the review process.*

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

Leppänen, P. Learning and Experimentation in the Launch Vehicle Industry.

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

Leppänen, P. & Eggers, J.P. Organizational Experimentation and Firm Performance.

## **Conference & Seminar Presentations**

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### **Value Creation in the Space Economy**

Academy of Management Conference in Chicago, USA (2024)

### **Resource Reconfiguration, Search, and Managerial Experience**

Academy of Management Conference in Seattle, USA (2022)

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)

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

Strategic Management Society Conference in London, UK (2022)

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)

### **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)

### **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)

## **Organized Workshops & Symposia**

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### **The Business of Space: Recent Developments and Opportunities for Management Research**

Organizer & Chair of a Personal Development Workshop (PDW)

Participants: Melissa Schilling (NYU), Sen Chai (McGill U.), Raja Roy (NJIT), Matthew Weinzierl (HBS)  
Academy of Management Conference in Boston, USA (2023)

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

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

Participants: Henning Piezunka (INSEAD), Thomas Klueter (IESE), Danielle Laureiro Martinez (ETH),  
Teppo Felin (Oxford U.), Linus Dahlander (ESMT)  
Academy of Management Conference, virtual (2020)

## **Other Workshops & Presentations**

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### **AOM TIM Division Junior Faculty Consortium, Participant**

Academy of Management Conference in Chicago, USA (2024)

### **AOM STR Division Junior Faculty Consortium, Participant**

Academy of Management Conference in Boston, USA (2023)

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

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

## **Academic Service**

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### **Ad-Hoc Reviewer**

*Journals (in alphabetical order):* Academy of Management Discoveries, Academy of Management Journal, Industry and Innovation, Journal of Business Venturing, Journal of Business Venturing Insights, Journal of Management, Journal of Management Studies, Long Range Planning, Research Policy, Strategic Entrepreneurship Journal

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

### **Research Seminar Coordinator**

IE Business School Strategy Group, 2023 – present

TUM Entrepreneurship Research Institute, 2016 – 2017

## **Awards and Scholarships**

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IE Prize for Teaching Excellence (2022, 2023)

MANAGSCOPE grant by the Spanish Ministry (EUR 19,400/IE Strategy sub-group team member in 2023)

EBS Best Paper Award in Innovation, Entrepreneurship, and Transformation (EUR 1,500 in 2022)

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 2018-2019)

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)

Best PhD paper award finalist (one of three) at DRUID Conference in New York City, USA (2017)

TUM STIBET Scholarship for Teaching Assistantship (2014)

## **Teaching and Supervision (\*=New Course)**

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**Instructor** (IE University)

*Innovative Business Models and Digital Transformation*, 4<sup>th</sup> year BBA students,  
Teaching evaluation 4.7 (2023)\*

*Strategies for Competing in Markets and Industries*, 3<sup>rd</sup> year BBA students,  
Average teaching evaluation 4.6/5.0 (5x in 2022-2023)

*Supervisor of BBA final theses (2024)*

**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 (3x in 2020-2022, Lead Instructor: Bart Clarysse)

*Corporate Innovation*, Global Online MBA (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

### **Other Professional Experience**

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<b>Imperial College London, United Kingdom</b> Postdoctoral Research Associate	Jan 2020 – Jun 2022
<b>Technical University of Munich, Germany</b> Research Assistant	Jun 2014 – Jan 2020
<b>UnternehmerTUM Center for Innovation and Business Creation, Germany</b> Knowledge Management Specialist	May 2015 – Oct 2016
<b>Fontin &amp; Company Management Consulting, Germany/Switzerland</b> Associate Consultant	Jul 2011 – May 2014
<b>Research Institute for Project-Based Industry, Finland</b> Graduate Student Researcher	May 2010 – Dec 2010

### **Military Service (mandatory)**

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

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