

Petteri Leppänen
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Academic Positions

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

Education

Technical University of Munich, Germany 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
New York University, USA Visiting Ph.D. Scholar (invited by Prof. J.P. Eggers)	Jan 2019 – Aug 2019
The University of Oklahoma, USA Visiting Ph.D. Scholar (invited by Prof. Jeremy Short)	Apr 2018 – May 2018
Singapore Management University, Singapore Visiting Ph.D. Scholar (invited by Prof. Gerard George)	Oct 2016 – Mar 2017
Turku School of Economics, Finland M.Sc. and B.Sc. in Economics and Business Administration	Aug 2006 – Jun 2011
Ludwig-Maximilian University Munich, Germany Exchange student (business studies at M.Sc. and B.Sc. levels)	Oct 2007 – Jul 2008

Research Interests (in alphabetical order)

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

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

Leppänen, P., Alexy, O. & George, G. Strategy and Capabilities at SpaceX.
In the review process.

Leppänen, P. & Eggers, J.P. Resource Reconfiguration, Search, and Managerial Experience.
In the review process.

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

Keough, M. & Leppänen, P. Space as a General Purpose Technology.
In the review process.

Leppänen, P. & Helfat, C. Shaping and Learning in the Launch Vehicle Industry.

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

Leppänen, P. Product Development and Experimentation in the Launch Vehicle Industry.

Conference & Seminar Presentations

Strategy and Capabilities at SpaceX

Academy of Management Conference in Copenhagen, Denmark (2025)
Strategy Science Conference in Barcelona, Spain (2025)

Value Creation in the Space Economy

Academy of Management Conference in Chicago, USA (2024)

Resource Reconfiguration, Search, and Managerial Experience

Academy of Management Conference, virtual (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

Exploring the Role of Complementary Technologies in an Emerging Sector: The Case of New Space

Co-Organizer (with Raja Roy) of a Panel Symposium

Participants: J.P. Eggers (NYU), Rahul Kapoor (Uni. of Pennsylvania), Mahka Moeen (Uni. of Wisconsin-Madison), Francisco Polidoro (Uni. of Texas)

Academy of Management Conference in Copenhagen, Denmark (2025)

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

Organizing in the New Space Era: A New Frontier for Organizing, Technology & Geopolitics

Participant (Panelist) in a Panel Symposium

Academy of Management Conference in Copenhagen, Denmark (2025)

Space Economy: Opportunities for Management Research

Participant (Facilitator) in a Personal Development Workshop (PDW)

Academy of Management Conference in Copenhagen, Denmark (2025)

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

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

Editorial Review Board

Journal of Management, 2025 – present

Research Seminar Coordinator

IE Business School Strategy Group, 2023 – 2025

TUM Entrepreneurship Research Institute, 2016 – 2017

Awards and Scholarships

IE Prize for Teaching Excellence (2022, 2023, 2024)

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)

Instructor (IE University)

Innovative Business Models and Digital Transformation, 4th year BBA students,
Teaching evaluation 4.8/5.0 (2x in 2023-2024)*

Strategies for Competing in Markets and Industries, 3rd year BBA students,
Average teaching evaluation 4.6/5.0 (7x in 2022-2024)

Supervisor of BBA final theses (2024 – present)

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

Imperial College London, United Kingdom Postdoctoral Research Associate	Jan 2020 – Jun 2022
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

Language Skills

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