

Leonardo Klüppel

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*Research Interests: Information, Innovation, Knowledge Creation and
Transfer, Theory of the Firm*

Employment

The Ohio State University
Assistant Professor

Columbus
2018 –

Education

Washington University in St. Louis
Ph.D. in Strategy

Saint Louis
2013 – 2018

Northwestern University
M.S. in Managerial Economics and Strategy

Evanston
2007–2011

University of Brasília
M.S. in Economics

Brasília
2004–2007

University of Brasília
B.A. in Economics

Brasília
1999–2003

Academic Journal Publications

“Traumatic Shocks and the Deep Historical Roots of Organizations” (with Lamar Pierce and Jason A. Snyder), *Organization Science*, 2017:

We argue that organizations have deep roots in traumatic societal shocks that long preceded their founding. We explain how traumatic shocks such as conflict, disease, and natural disaster can alter the institutional and cultural paths that determine future business environments. We explain specific cultural and institutional mechanisms through which historical traumatic shocks persist as well as specific organizational factors influenced by these mechanisms. We also provide guidance on key approaches for empirically linking traumatic shocks with modern firms as well as common identification problems in these methods. Our approach clarify a path for illuminating theory on how culture and institutions shape firms, and how management scholars might anticipate the evolution of market development following emerging traumatic shocks.

Working Papers

“Informational Costs of Integration” - Working Paper: Winner of the Best Conference PhD Paper Prize, 2017 Strategic Management Society

The knowledge based view of the firm has largely ignored the effect of vertical integration on the knowledge flow originating from competitors. This paper addresses that gap by proposing a theoretical model showing that disintegrated markets offer moderate incentives for all direct competitors to exchange information with shared

suppliers. Vertical integration increases the incentives for information sharing within the integrated firm, but it decreases incentives for competitors to share information with the integrated firm. Empirical analysis of patent citation data supports the model findings.

"A New Direction or Lack of Direction? The Story of Innovation with Outsider CEOs" (with Trey Cummings) – Data Analysis:

Previous research has shown that outside CEOs display lower R&D productivity. The literature, however, is not clear on what mechanisms contribute to the decrease in R&D productivity under outside CEOs. This paper analyzes the amount of control outside managers exert over innovation direction. Preliminary results show that outsider CEOs change the firm's innovative direction more than insiders, although the impact is not uniform across firms. R&D intensive firms do not experience changes in innovation direction linked to an external CEO hire. We interpret this as meaning that external CEOs have difficulties to change the direction of innovation in those firms.

Teaching

Washington University in St. Louis

St. Louis

Instructor

2016

Developed and taught a microeconomics class for undergraduate students

Course Evaluation: 9.04/10

Kellogg School of Management

Evanston

Teaching Assistant

2009–2011

Courses: Strategy & Organizations, Microeconomics Analysis, Decision Making Under Uncertainty, Statistical Methods for Management Decisions, Competitive Strategy & Industrial Structure and Business Strategy

University of Brasilia

Brasília

Teaching Assistant

2006

Microeconomics 3

Conferences

2017: Academy of Management Annual Meeting

"Informational Costs of Integration" - Presenter

2017: Vienna Conference on Strategy, Organizational Design and Innovation

"Informational Costs of Integration" - Presenter

2017: Midwest Strategy Meeting

"Informational Costs of Integration" - Presenter

Awards

2017: Winner, Strategic Management Society best conference PhD paper prize

2013–2018: Washington University in St. Louis Fellowship

2007–2011: Northwestern University Fellowship

2004–2007: Brazilian Government Scholarship