

LEANDRO SIMÕES PONGELUPPE

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POSITIONS HELD

The Wharton School, University of Pennsylvania (Penn), USA

Assistant Professor of Management, Multinational Management Area (2022-present)

Rotman School of Management, University of Toronto (UofT), Canada

Research and Teaching Assistant (2016-2022)

Inspere – Institute for Education and Research, Brazil

Co-founder and PMO at Inspere Metricis (Socio-Environmental Impact Measurement Group) and Research, Teaching Assistant, and Associate Lecturer (2012-2016)

Accenture Institute for High Performance, Brazil

Research Associate (2011-2012 and 2014-2015)

EDUCATIONAL BACKGROUND

University of Toronto (UofT), Canada

PhD in Strategic Management at the Rotman School of Management (2022-2016)

*Committee: Professors Anita McGahan (chair), Sarah Kaplan, Bill McEvily, and Brian Silverman.
Doctoral Fellowship - University of Toronto*

University of São Paulo (USP), Brazil

MSc Business Administration (2011-2013)

*Committee: Professors Sylvia Saes (chair), Sérgio G. Lazzarini, and Bastiaan Reydon.
Scholarship: Coordination for the Improvement of Higher Education Personnel (CAPES)
Majored in Organization Economics and Strategy*

University of São Paulo (USP), Brazil

BBA Business Administration (2009-2014)

*Magna Cum Laude (2nd best degree out of 69 students)
Ruy Leme Award for Academic Excellence*

Pontifical Catholic University of São Paulo (PUC-SP), Brazil

BA International Relations (2006-2010)

Majored in International Economy and Foreign Direct Investment

RESEARCH

A. Published Papers in International Journals

[1] McGahan, A. M. & Pongeluppe, L. S. (2023). [There Is No Planet B: Aligning Stakeholder Interests to Preserve the Amazon Rainforest](#). Forthcoming. **Management Science**.

- i. [William F. Glueck Best Paper Award at the 81st Academy of Management Annual Meeting. Best Paper Award at the 13th Alliance for Research on Corporate Sustainability Annual Conference. Best Paper Award at the 17th Annual Social Entrepreneurship Conference. Honorable Mention for the Best Paper Prize at the Strategic Management Society 41st Annual Conference.]
- [2] Pongeluppe, L. S. (2022). [The Favela Effect: Spatial Inequalities and Firm Strategies in Disadvantaged Urban Communities](#). *Strategic Management Journal*. 43(13), 2777-2808.
 - i. [Best Paper Award at the 12th Annual Ivey/Alliance for Research on Corporate Sustainability PhD Sustainability Academy.]
- [3] Mesquita, L. F., Saes, M. S. M., Lazzarini, S. G., & Pongeluppe, L. S. (2021). [Can trust induce vertical integration? An experimental study of buyer–seller exchanges with distinct competencies and specific investments](#). *Industrial and Corporate Change*. 30(3), 778-798.
- [4] Lazzarini, S. G., Pongeluppe, L. S., Ito, N. C., Oliveira, F. D. M., & Ovanessoff, A. (2020). [Public capacity, plural forms of collaboration, and the performance of public initiatives: A configurational approach](#). *Journal of Public Administration Research and Theory*, 30(4), 579-595.
- [5] Monteiro, G.F.A., Yeung, L.L.T., Caleman S.M.Q. & Pongeluppe, L.S. (2019). [Indigenous Land Demarcation Conflicts in Brazil: Has the Supreme Court’s Decision Brought \(In\)Stability?](#) *European Journal of Law and Economics*, 48(2), 267-290.
- [6] Narsalay, R., Pongeluppe, L.S. & Light, D. (2015). [The Hidden Pitfalls of Inclusive Innovation](#). *Stanford Social Innovation Review*, v. Winter, 47-53.

B. Published Papers in Brazilian Journals

- [1] Ito, N. C., and Pongeluppe L.P. (2020). [The COVID-19 outbreak and the municipal administration responses: resource munificence, social vulnerability, and the effectiveness of public actions](#). *RAP. Revista de Administração Pública*, 54.4: 782-838.
- [2] Monteiro, G.F.A, Caleman, S.M.Q., Pongeluppe, L.S. (2019). [Firm Performance and the Strategic Components of Bankruptcy Reorganization Plans](#). *BAR. Brazilian Administration Review*, 16: 1-28.
- [3] Pongeluppe, L.S., and Saes, M. S. M. (2014). [Ambiente institucional e compra de terras por estrangeiros em países em desenvolvimento](#). *RAUSP Revista de Administração da Universidade de São Paulo*, 49(1): 9-17.
- [4] Pongeluppe, L. S., Abdul-hak, G. S., & Carvalho, C. E. (2013). [O Brasil na Reunião Ministerial de Agricultura da OCDE, Fevereiro de 2010](#). *Pesquisa & Debate*. Revista do Programa de Estudos Pós-Graduados em Economia Política, 24(1(43)): 137-151.

C. Book Chapters

- [1] Lazzarini, S.G., Cabral, S., Pongeluppe, L.S., Ferreira, L.C.D.M. and Rotondaro, A., (2021). The Best of Both Worlds? Impact Investors and Their Role in the Financial Versus Social Performance Debate. In: Lehner (Ed.), [A Research Agenda for Social Finance](#). Edward Elgar Publishing.
- [2] Boehe, D.M., Pongeluppe, L.S. & Lazzarini, S.G. (2014). Natura and the Development of a Sustainable Supply Chain in the Amazon Region. In: Liberman, Garcilazo, and Stal (Eds.). [Multinationals in Latin America: Case Studies](#). Palgrave Macmillan, London. p. 49-71.
- [3] Pongeluppe, L.S., Moron, C.R. & Lazzarini, S.G. (2014). The Pulp and Paper Industry: The Case of Klabin Company and Orsa Group. In: Ménard, Saes, Silva, and Raynaud (Eds.), [Challenges to Economic Organization: Plural Forms](#). Atlas, São Paulo. p. 185-199.

D. Working Papers

- [1] Getting Out of the Ghetto: The Paradox of Inclusion in a Discriminatory System.
 - i. [Winner Best Conference PhD Paper Prize at the Strategic Management Society 40th Annual Conference. 2nd round R&R at the Administrative Science Quarterly.]
- [2] Heroes or Villains? Agribusiness Leaders in The Amazon Region (in collaboration with Gustavo Cordeiro, Paulo Arvate, and Joana Story).
 - i. [1st round at the Academy of Management Discoveries]
- [3] The Normative Core of Relational Stakeholder Strategies: Open Buyer-Supplier Relations in the Amazon Rainforest (in collaboration with Sérgio Lazzarini, Dirk Boehe, and Mike Cook).
 - i. [Distinguished Paper Award in Cooperative Strategy at the 80th Academy of Management Annual Meeting. Submitted to Business Ethics Quarterly.]
- [4] Privacy at What Cost? Saving the Lives of HIV Patients with Electronic Medical Records (in collaboration with Laura Derksen and Anita McGahan).
 - i. [Submitted to the Review of Economics and Statistics.]
- [5] Fifty Shades of Green: A New Toolkit to Examine Firms Environmental Disclosure (in collaboration with Lígia Azevedo-Rezende, Jiaxim Li, Pedro Makhoul, and Aldo Musacchio).
 - i. [Stakeholder Strategy Best Ph.D. Student Proposal and Finalist for the Research Methods Paper Prize and at the Strategic Management Society 41st Annual Conference. Submitted to Management Science.]
- [6] Leviathan as A Client: Public versus Private Promotion of Desalination Technologies to Address Critical Water Shortages (in collaboration with Ilze Kivleniece and Sérgio Lazzarini).
 - i. [Nominated for Best Paper Prize at the Strategic Management Society 42nd Annual Conference]
- [7] How Much Does Industry Matter to ESG, Really? (in collaboration with Michael Gavin, Witold Henisz, and James McGlinch).
 - i. [Nominated for Best Research Methods Paper Prize at the Strategic Management Society 41nd Annual Conference]
- [8] Resource-Poor but Network-Rich: A Configurational Approach to Stakeholder Engagement for Scaling Social Innovation (in collaboration with Aline Gatignon, Julien Clément, and Luk N. Van Wassenhove).
- [9] Polycentric Governance Among Stakeholders in Disenfranchised Communities (in collaboration with Anita McGahan).
- [10] The Stakeholder Capitalism: Organizations' Capabilities and Individuals' Wellbeing (in collaboration with Lucas Lauriano).

E. Teaching Materials

- [1] Lazzarini, S.G., Paschoal, L.N., Moron, C.R., Saes, P., Pongeluppe, L.S., Ito, N.C. (2016). **The Villa Flora project: innovation and community engagement in the Brazilian real estate market**. Insuper Metricis Case Studies Collection.
- [2] Azevedo, P.F., Pongeluppe, L.S., Ito, N.C., Morgulis, M.C. A. (2016). **Uber: The dilemma of growing with disruptive innovation**. Insuper Case Studies Collection.
- [3] Moron, C.R., Ito, N.C., Pongeluppe, L.S., Ramos, C., Lazzarini, S.G. (2015). **Avante: Humanizing financial solutions for bottom-of-the-pyramid microentrepreneurs**. Insuper Metricis Case Studies Collection.

- [4] Lazzarini, S.G., Ito, N.C., Pongeluppe, L.S., Amantea, R. (2015). **Dudalina: Value chain growth strategies**. Insper Case Studies Collection.
- [5] Lazzarini, S.G., Pongeluppe, L.S., Ito, N.C. (2014). **Gera Venture Capital: climbing educational opportunities for low-income youth**. Insper Metricis Case Studies Collection.
- [6] Lazzarini, S.G., Minardi, A.M.A.F., Pongeluppe, L.S. (2013). **Instituto Semeia: Building the basis for impact investments in Brazilian conservation units**. Insper Metricis Case Studies Collection.
- [7] Lazzarini, S.G., Minardi, A.M.A.F., Pongeluppe, L.S. (2013). **Vox Capital: Balancing financial and social return on impact investments**. Insper Metricis Case Studies Collection.

F. Technical Reports

- [1] [CIA Framework: Comparative Institutional Analysis](#). Pongeluppe, L. S. (2022). The Wharton School.
- [2] [Amazon Impact Bond \(AIB\)](#). Pongeluppe, L. S. (2020). White paper.
- [3] [Guide to the Assessment of Socio-Environmental Impact for Use in Impact Investments and Social Enterprises](#). Insper Metricis, 2018.
- [4] [Learning from Best Practice Traps in Public Service](#). Accenture Research, 2018.
- [5] [The Impact Investing Landscape in Latin America: Trends 2014 & 2015](#). ANDE, LAVCA, & LGT Impact Ventures, 2016.
- [6] [ITAÚ UNIBANCO: Tapping into local knowledge to finance Brazil's suburban entrepreneurs](#). Accenture Institute for High Performance, 2013.
- [7] [UNICA: Equipping low-income workers with new skills, at scale](#). Accenture Institute for High Performance, 2013.
- [8] [KLABIN: Growing the capabilities of local suppliers to ensure effective co-creation](#). Accenture Institute for High Performance, 2013.
- [9] [High-Growth Markets: Scaling Business Innovations to Grow with the Future Middle Class](#). Accenture Institute for High Performance, 2013.

AWARDS AND HONORS

- [1] Wiley Blackwell Outstanding Dissertation Award – 83th Academy of Management Annual Meeting, 2023.
- [2] Wharton Global Initiatives Research Funding (USD 8,000), 2023.
- [3] Analytics at Wharton Funding (USD 5,000), 2023.
- [4] ESG Initiative at Wharton Funding (USD 15,000), 2023.
- [5] People's Choice Award – 14th Alliance for Research on Corporate Sustainability Annual Conference, 2022.
- [6] Honorable Mention for the Best Conference Paper Prize – 41st Annual Conference of the Strategic Management Society, 2021.
- [7] Stakeholder Strategy Best Ph.D. Student Proposal and Finalist for the Research Methods Paper Prize – 41st Annual Conference of the Strategic Management Society, 2021.
- [8] William F. Glueck Best Paper Award – 81st Academy of Management Annual Meeting, 2021.
- [9] Best Paper Award – 13th Alliance for Research on Corporate Sustainability Annual Conference, 2021.
- [10] Gies College of Business (UIUC) Research Grant (in collaboration with Carlos Inoue), 2021.
- [11] Best Paper Award – 17th Annual Social Entrepreneurship Conference, 2020.

- [12] Winner Conference Ph.D. Paper Prize – 40th Annual Conference of the Strategic Management Society, 2020.
- [13] Distinguished Paper Award in Cooperative Strategy – 80th Academy of Management Annual Meeting, 2020.
- [14] Clarkson Centre for Business Ethics PhD Student Research Award (CAD 7,500), 2020.
- [15] Best Paper Award – 12th Ivey/Alliance for Research on Corporate Sustainability PhD Sustainability Academy, 2019.
- [16] STR Division Best Reviewer – 79th Academy of Management Annual Meeting, 2019.
- [17] University of Toronto Portuguese Association PIPA Scholarship (CAD 500), 2019.
- [18] Best Paper Award on Organization Economics – FEAUSP Ruy Leme on Academic Excellence Award, 2014.
- [19] Special Mention of Pioneering Contribution – Academy of Innovation and Entrepreneurship Conference, 2013.

TEACHING EXPERIENCE

A. The Wharton School, University of Pennsylvania

- [1] Managing the Established Enterprise MGMT6110 (MBA level)

B. Rotman School of Management, University of Toronto

- [1] Core Strategy (MBA level – Guest Lecturer of Prof. Anita McGahan),
- [2] Grand Challenges (MBA and MGA level – Guest Lecturer of Prof. Anita McGahan)

C. Insper - Institute for Education and Research

- [1] Organizational Strategy (undergraduate level)
- [2] Introduction to Impact Investing (undergraduate level)
- [3] Impact Innovations in the Public Sector (undergraduate level)
- [4] High Impact Investments (executive education)
- [5] Capsim Management Simulator (undergraduate level – Prof. Sérgio Lazzarini and Prof. Dirk M. Boehe)

D. Federal University of Bahia (UFBA)

- [1] Introduction to Qualitative Comparative Analysis (QCA) (undergraduate and graduate levels)

E. Natura Co.

- [1] Biodiversity Supply Chain (in-company executive education)

PROFESSIONAL SERVICES & AFFILIATIONS

A. Academic Community Service

- [1] Academy of Management, Strategic Management Division (STR)
 - i. Research Committee (2023-present)
- [2] Non-Market Strategy Research Community (NMSRC)

- i. NMSRC Virtual PhD Seminar Faculty Coordinator (2023-present)

[3] Rotman School of Management, University of Toronto

- i. Elected co-president of the Rotman Ph.D. Association (2018-2019)

B. Ad-hoc Reviewer

in English:

Academy of Management Journal, California Management Review, Global Strategy Journal, International Public Management Journal, Journal of Business Venturing, Management Science, Organization Science, Strategic Entrepreneurship Journal, Strategic Management Journal, and Strategy Science.

em Português:

Organizações & Sociedade (Bahia/Brazil); Revista de Administração da USP (São Paulo/Brazil) Revista de Administração Publica (RAP).

C. Memberships and Affiliations

- [1] Academy of Management (AOM),
- [2] Alliance for Research on Corporate Sustainability (ARCS),
- [3] Strategic Management Society (SMS),
- [4] Non-Market Strategy Research Community (NMSRC).

D. Mentorships

- [1] BrazilLab, GovTech Startup Acceleration Program (2020-present).
- [2] Penn Undergrad Research Mentorship (PURM) (2023).

INVITED SPEAKER PRESENTATIONS

- [1] United Nations Principles of Responsible Management Education (UN-PRME) Global Forum (June 2023)
- [2] Wharton Latin American Conference (WHALAC) (May 2023)
- [3] Warwick Business School (January 2023).
- [4] University of Texas at Austin McCombs School of Business (December 2022).
- [5] Columbia Business School (November 2022).
- [6] SDA Bocconi School of Management (November 2022).
- [7] HEC Paris (November 2022).
- [8] Nova School of Business and Economics, Lisbon (November 2022).
- [9] Boston University Questrom School of Business (November 2022).
- [10] University of Minnesota Carlson School of Management (November 2022).
- [11] Indiana University Kelley School of Business (November 2022).
- [12] University of Southern California Marshall School of Business (November 2022).
- [13] Johns Hopkins University Carey Business School (November 2022).
- [14] Copenhagen Business School (October 2022).
- [15] Insper - Institute for Education and Research, São Paulo (October 2022).

NATIONALITY AND LANGUAGES

Citizenship: Brazil, Portugal.

Languages: English (fluent), Portuguese (native), and Spanish (advanced).

SELECTED MEDIA MENTIONS

in English

- [1] en. NDSC Podcast. [A Conversation with Leo Pongeluppe](#). May 17th, 2023.
- [2] en. Rotman Magazine. [Retailers: Ignore impoverished neighbourhoods at your peril](#). December 2022.
- [3] en. Stanford Social Innovation Review. [Private Firms, Public initiatives](#). December 13th, 2022.
- [4] en. Poets&Quants. [All the New Faculty at the Top U.S. Business Schools in 2022](#). October 5th, 2022.
- [5] en. Wharton Magazine. [A New Old-Fashioned Leadership](#). Fall/Winter, 2022.
- [6] en. Cambridge University Press Blog. [Private entrepreneurs can elevate public innovations – But they also need better Governments](#). June 7th, 2022.
- [7] en. Americas Quarterly. [Amazon Case Study: Natura's Supply Chain](#). May 12th, 2021
- [8] en. Business Fights Poverty Seminar Session. [An introduction to cross-sector collaboration and public-private partnerships](#). July 17th, 2020.

em Português

- [1] pt. Exame Magazine. [Lições das orquestras americanas sobre viés de gênero](#). 09 de agosto de 2023.
- [2] pt. Exame Magazine. [Evidências econométricas sobre o efeito do racismo no futebol](#). 31 de maio de 2023.
- [3] pt. Exame Magazine. [Estratégias sagazes para reduzir disparidades de gênero no mercado de trabalho](#). 05 de abril de 2023.
- [4] pt. Valor Econômico. [Fundos de investimento de impacto sofisticam métricas para avaliar empresas](#). 29 de março de 2023.
- [5] pt. Exame Magazine. [DNA empreendedor: pode o perfil genético influenciar a decisão de empreender?](#) 15 de fevereiro de 2023.
- [6] pt. Exame Magazine. [Amazônia: bioeconomia é o futuro da agricultura brasileira](#). 17 de novembro de 2022.
- [7] pt. Exame Magazine. [A verdadeira mágica do futebol: tolerância e coesão social](#). 13 de outubro de 2022.
- [8] pt. Exame Magazine. [“O ovo da serpente”: explicações econométricas para a emergência do fascismo](#). 01 de setembro de 2022.
- [9] pt. Exame Magazine. [Por que alguns países são mais desenvolvidos do que outros?](#) 14 de julho de 2022.
- [10] pt. Exame Magazine. [O efeito de Mohamed Salah na redução do preconceito religioso](#). 26 de maio de 2022.
- [11] pt. Humarra Podcast. [Episódio #020: Leandro Pongeluppe](#). 12 de abril de 2022.
- [12] pt. Exame Magazine. [Os efeitos indiretos da guerra na Ucrânia: lições da crise de 2014](#). 15 de março de 2022.

- [13] pt. Exame Magazine. [Socialismo e a mulher no trabalho: sinal do pós-reunificação da Alemanha](#). 24 de fevereiro de 2022.
- [14] pt. Exame Magazine. [É possível monetizar impacto social?](#) 07 de setembro de 2021.
- [15] pt. Exame Magazine. [Greenwashing: como identificar?](#) 03 de agosto de 2021.
- [16] pt. Exame Magazine. [É possível avaliar o impacto de lideranças políticas?](#) 08 de junho de 2021.
- [17] pt. Estadão. [Pesquisa entre cidades bolsonaristas e não bolsonaristas confirma: negacionismo mata](#). 04 de maio de 2021.
- [18] pt. Exame Magazine. [Quando começar e como avaliar impacto? O caso do BrazilLAB](#). 23 de março de 2021.
- [19] pt. Instituto Credit Suisse Hedging-Griffo. [Relatório de Atividades 2019/2020](#). Janeiro de 2021.
- [20] pt. Exame Magazine. [Amazon Impact Bond: alinhando incentivos para conservação da floresta](#). 08 de dezembro de 2020.
- [21] pt. Exame Magazine. [Podem as empresas salvar a Amazônia?](#) 17 de setembro de 2020.
- [22] pt. Exame Magazine. [Análises de custo-benefício e o retorno social dos projetos de impacto](#). 28 de junho de 2020.
- [23] pt. Exame Magazine. [É possível conter o avanço da covid-19?](#) 16 de junho de 2020.
- [24] pt. Exame Magazine. [A receita do impacto social em inovações públicas](#). 01 de junho de 2020.
- [25] pt. Consultor Jurídico. [A dimensão estratégica do plano de recuperação judicial](#). 23 de abril de 2020.
- [26] pt. Época Negócios. [O que um pesquisador descobriu ao estudar as interações de lojas de comércio eletrônico com favelas](#). 24 de dezembro de 2018.
- [27] pt. Valor Econômico. [Parceria com setor privado exige a liderança do Estado](#). 06 de fevereiro de 2018.
- [28] pt. GPP Lab. [Fronteiras da Gestão Pública Títulos de Impacto Social \(TIS\)](#). 29 de Setembro de 2016.
- [29] pt. Portogente. [Zona Franca de Manaus: renúncia sem tantos benefícios](#). 28 de junho de 2015.

PERSONAL INFORMATION

Cinema: I developed a movie list related to organizations and economic development, find the list in the link: [#LeoMovieList](#);

Football/Soccer: both playing and watching. I am also passionate about the [Corinthians](#);

Music: play ukulele and *pandeiro* (Brazilian drums). Also, if you want to listen to a good selection of Brazilian music, follow this link: [Brazilian Classic Playlist](#);

Philosophy: I love philosophical discussions. Here are some of my favorite resources: [Philosophize This!](#); [Quem Somos Nós?](#), and [the Stanford Encyclopedia of Philosophy](#).

– A smile can change the World!