

LEANDRO S. PONGELUPPE

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LinkedIn: [Leandro S. Pongeluppe](#) / Webpage: www.LeandroPongeluppe.com

Citizenship: Brazilian and Portuguese.

EDUCATION

- 2016-2022 **University of Toronto (UofT), Canada**
Ph.D. in Strategic Management at the Rotman School of Management
Committee: Professors Anita McGahan (chair), Sarah Kaplan, Bill McEvily, and Brian Silverman.
Doctoral Fellowship - University of Toronto
- 2011-2013 **University of São Paulo (USP), Brazil**
MSc Business Administration
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
- 2009-2014 **University of São Paulo (USP), Brazil**
BBA Business Administration
Magna Cum Laude (2nd best degree out of 69 students)
Ruy Leme Award on Academic Excellence
- 2006-2010 **Pontifical Catholic University of São Paulo (PUC-SP), Brazil**
BA International Relations
Majored in International Economy and Foreign Direct Investment

PROFESSIONAL EXPERIENCE

- 2022-Present **The Wharton School, University of Pennsylvania (UPenn), USA**
Assistant Professor of Management, Multinational Management Area
- 2016-2022 **Rotman School of Management, University of Toronto (UofT), Canada**
Research and Teaching Assistant
- 2012-2016 **Inspere – Institute for Education and Research, Brazil**
Co-founder and PMO at Inspere Metricis (Socio-Environmental Impact Measurement Group)
Research, Teaching Assistant, and Associate Lecturer
- 2014-2015 /
2011-2012 **Accenture Institute for High Performance, Brazil**
Research Associate

RESEARCH

Working Papers

[1] There is No Planet B: Stakeholder Governance that Aligns Incentives to Preserve the Amazon Rainforest (in collaboration with Anita McGahan). [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. 2nd round R&R at Management Science.]

[2] Getting Out of the Ghetto: The Paradox of Inclusion in a Discriminatory System. [Winner Best Conference PhD Paper Prize at the Strategic Management Society 40th Annual Conference. 1st round R&R at the Administrative Science Quarterly.]

[3] The Normative Core of Relational Stakeholder Strategies: A Study in the Context of Open Buyer-Supplier Relations (in collaboration with Sérgio Lazzarini, Dirk Boehe, and Mike Cook). [*Distinguished Paper Award in Cooperative Strategy at the 80th Academy of Management Annual Meeting. Submitted to Organization Science*]

[4] Privacy at What Cost? Using Electronic Medical Records to Recover Lapsed Patients into HIV Care (in collaboration with Laura Derksen and Anita McGahan). [*Working Paper.*]

[5] Fifty Shades of Green: Identifying Greenwashing Behavior Among Firms (in collaboration with Lígia Azevedo-Rezende, Pedro Makhoul, Aldo Musacchio, and Salil Redkar). [*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 the Strategic Management Journal. Reject and Resubmit at the Strategic Management Journal.*]

Published Papers in International Journals

[1] Pongeluppe, L. S. (2022). [The Favela Effect: Spatial Inequalities and Firm Strategies in Disadvantaged Urban Communities](#). Forthcoming. **Strategic Management Journal**. [*Best Paper Award at the 12th Annual Ivey/Alliance for Research on Corporate Sustainability PhD Sustainability Academy.*]

[2] 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.

[3] 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.

[4] 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.

[5] Narsalay, R., Pongeluppe, L.S. & Light, D. (2015). [The Hidden Pitfalls of Inclusive Innovation](#). **Stanford Social Innovation Review**, v. Winter, 47-53.

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.

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.

AWARDS AND HONORS

Honorable Mention for the Best Conference Paper Prize – 41st Annual Conference of the Strategic Management Society, 2021.

Stakeholder Strategy Best Ph.D. Student Proposal and Finalist for the Research Methods Paper Prize – 41st Annual Conference of the Strategic Management Society, 2021.

William F. Glueck Best Paper Award – 81st Academy of Management Annual Meeting, 2021.

Best Paper Award – 13th Alliance for Research on Corporate Sustainability Annual Conference, 2021.

Gies College of Business (UIUC) Research Grant (in collaboration with Carlos Inoue), 2021.

Best Paper Award – 17th Annual Social Entrepreneurship Conference, 2020.

Winner Conference Ph.D. Paper Prize – 40th Annual Conference of the Strategic Management Society, 2020.

Distinguished Paper Award in Cooperative Strategy – 80th Academy of Management Annual Meeting, 2020.

Clarkson Centre for Business Ethics PhD Student Research Award, 2020.

Best Paper Award – 12th Ivey/Alliance for Research on Corporate Sustainability PhD Sustainability Academy, 2019.

STR Division Best Reviewer – 79th Academy of Management Annual Meeting, 2019.

University of Toronto Portuguese Association PIPA Scholarship, 2019.

Best Paper Award on Organization Economics – FEAUSP Ruy Leme on Academic Excellence Award, 2014.

Special Mention of Pioneering Contribution – Academy of Innovation and Entrepreneurship Conference, 2013.

TEACHING

Lecturer:

At Insper – [1] Organizational Strategy, [2] Introduction to Impact Investing, and [3] Impact Innovations in the Public Sector (undergraduate level). [4] High Impact Investments (executive education)

At the Federal University of Bahia – [5] Introduction to Qualitative Comparative Analysis (QCA) (undergraduate and graduate levels)

At Natura Co. – Biodiversity Supply Chain (executive education)

Guest Lecturer:

At the University of Toronto – [1] Core Strategy (MBA level – Prof. Anita McGahan), [2] Grand Challenges (MBA and MGA level – Prof. Anita McGahan)

Teaching Assistant:

At the University of Toronto – [1] Core Strategy (MBA level – Prof. Anita McGahan)

At Insper – [2] Competitive Strategy, [3] Corporate Strategy, and [4] Organizational Strategy (undergraduate and graduate levels – diverse Professors), [5] Capsim Management Simulator (undergraduate level – Prof. Sérgio Lazzarini)

Case Studies

[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.** Insper 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.** Insper 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.** Insper 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.

PROFESSIONAL SERVICES

Elected co-president of the Rotman Ph.D. Association, 2018-2019

Voluntary Mentor at the BrazilLab Innovation in GovTech, 2020-Present

Ad-hoc reviewer

In English: California Management Review, Global Strategy Journal, International Public Management Journal, Journal of Business Venturing, Management Science, Organization Science, Strategic Management Journal.

In Portuguese: Organizações & Sociedade (Bahia/Brazil); Revista de Administração da USP (São Paulo/Brazil).

Member

Academy of Management (AOM), Alliance for Research on Corporate Sustainability (ARCS), and the Strategic Management Society (SMS).

LANGUAGES

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

MEDIA AND EXTENSION

Exame Magazine. [Por que alguns países são mais desenvolvidos do que outros?](#) 14 de julho de 2022.

Cambridge University Press Blog, *fifteeneightyfour*. [Private entrepreneurs can elevate public innovations – But they also need better Governments.](#) June 7th, 2022.

Exame Magazine. [O efeito de Mohamed Salah na redução do preconceito religioso.](#) 26 de maio de 2022.

Exame Magazine. [Os efeitos indiretos da guerra na Ucrânia: lições da crise de 2014.](#) 15 de março de 2022.

Exame Magazine. [Socialismo e a mulher no trabalho: sinal do pós-reunificação da Alemanha](#). 24 de fevereiro de 2022.

Exame Magazine. [É possível monetizar impacto social?](#) 07 de setembro de 2021.

Exame Magazine. [Greenwashing: como identificar?](#) 03 de agosto de 2021.

Exame Magazine. [É possível avaliar o impacto de lideranças políticas?](#) 08 de junho de 2021.

Americas Quarterly. [Amazon Case Study: Natura's Supply Chain](#). May 12th, 2021

Estadão. [Pesquisa entre cidades bolsonaristas e não bolsonaristas confirma: negacionismo mata](#). 04 de maio de 2021.

Exame Magazine. [Quando começar e como avaliar impacto?](#) O caso do BrazilLAB. 23 de março de 2021.

Instituto Credit Suisse Hedging-Griffo. [Relatório de Atividades 2019/2020](#). Janeiro de 2021.

Exame Magazine. [Amazon Impact Bond: alinhando incentivos para conservação da floresta](#). 08 de dezembro de 2020.

Exame Magazine. [Podem as empresas salvar a Amazônia?](#) 17 de setembro de 2020.

Exame Magazine. [Análises de custo-benefício e o retorno social dos projetos de impacto](#). 28 de junho de 2020.

Business Fights Poverty Seminar Session. [An introduction to cross-sector collaboration and public-private partnerships](#). July 17th, 2020.

Exame Magazine. [É possível conter o avanço da covid-19?](#) 16 de junho de 2020.

Exame Magazine. [A receita do impacto social em inovações públicas](#). 01 de junho de 2020.

Consultor Jurídico. [A dimensão estratégica do plano de recuperação judicial](#). 23 de abril de 2020.

Época Negócios. [O que um pesquisador descobriu ao estudar as interações de lojas de comércio eletrônico com favelas](#). 24 de dezembro de 2018.

Valor Econômico. [Parceria com setor privado exige a liderança do Estado](#). 06 de fevereiro de 2018.

GPP Lab. [Fronteiras da Gestão Pública Contratos de Impacto Social \(CIS\)](#). 29 de Setembro de 2016.

Portogente. [Zona Franca de Manaus: renúncia sem tantos benefícios](#). 28 de junho de 2015.

PERSONAL

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](#).