

Robert J. Campbell

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ACADEMIC EMPLOYMENT

University of Nebraska-Lincoln, College of Business
Assistant Professor (2019 – Present)

EDUCATION

Ph.D. Terry College of Business, University of Georgia (May 2019)
Major: Strategic Management

B.B.A. Fox School of Business, Temple University (2014)
Majors: Finance & Accounting (Summa Cum Laude & Business Honors Program)

RESEARCH INTERESTS

My research primarily focuses on the impact of time and language usage (both broadly defined) in and around organizations, especially in the strategic leadership, corporate governance, and M&A contexts. For instance, in my prior published work I examine changes in shareholder perceptions of CEOs' impact over time and the language used by the media in discussing firm's earnings announcements. Among other work, in ongoing research I am examining the impact of timing around new CEO appointments and CEOs' use of humor and swears.

JOURNAL ARTICLES (* = Former or Current UNL PhD Student)

Oliver, A. G., **Campbell, R. J.**, Graffin, S. D., & Bundy, J. 2023. Media coverage of earnings announcements: How newsworthiness shapes media volume and tone. *Journal of Management*, 49: 1213-1245.

Busenbark, J. R., Graffin, S. D., **Campbell, R. J.**, & Lee, E. 2022. A marginal effects approach to interpreting main effects and moderation. *Organizational Research Methods*, 25: 147-169.

Campbell, R. J., Busenbark, J. R., Boivie, S., & Graffin, S. D. 2021. Retaining problems or solutions? The post-acquisition performance implications of director retention. *Strategic Management Journal*, 42: 1716-1733.

Campbell, R. J., Jeong, S.-H., & Graffin, S. D. 2019. Born to take risk? The effect of CEO birth order on strategic risk taking. *Academy of Management Journal*, 62: 1278-1306.

Quigley, T. J., Crossland, C., & **Campbell, R. J.** 2017. Shareholder perceptions of the changing impact of CEOs: Market reactions to unexpected CEO deaths, 1950-2009. *Strategic Management Journal*, 38: 939–949.

UNDER REVIEW (* = Former or Current UNL PhD Student)

Campbell, R. J., Short, C. E., & Graffin, S. D. Balancing the radical and the incremental: CEO affiliative humor and organizational ambidexterity. Second Revise & Re-submit at *Research Policy*.

*Villalpando, D., **Campbell, R. J.**, & Perez-Nordtvedt, L. The time to succeed: CEO appointment phase entrainment and post-succession firm financial performance. Revise & Re-submit at *Journal of Management*.

*Villalpando, D., Busenbark, J. R., & **Campbell, R. J.** Moderately fast and furious: New CEO strategic action speed and financial analyst evaluations. Under Review at *Strategic Management Journal* following Reject & Re-submit decision.

Campbell, R. J., Limbach, P., *Mbaraonye, I., & Reusche, J. Once bitten, twice shy: Unconsummated deals and subsequent M&A deal cautiousness. Under Review at *Journal of Management*.

WORKING PAPERS (* = Former or Current UNL PhD Student)

Yoon, E. H., *Villalpando, D., **Campbell, R. J.**, & McNamara, G. To compare is not to despair: Linking social aspirations, immigrant CEOs, and problemistic search. Status: Finalizing for submission to *Strategic Management Journal*. (Note: First three authors contributed equally and are listed in reverse alphabetical order).

Titus, V., **Campbell, R. J.**, & *Mbaraonye, I. Blame and organizations. Status: Refining manuscript.

Campbell, R. J., Jeong, S.-H., Graffin, S. D., & Yoon, E. Impact of CEO social class background. Status: Refining manuscript.

Jeong, S.-H., & **Campbell, R. J.**, Villalpando, D., & Money, T. CEO profanity usage. Status: Analyzing data.

Neely, B., **Campbell, R. J.**, Harrison, J. S., & Malhotra, S. CEO personality profiles. Status: Analyzing data.

Oliver, A. G., **Campbell, R. J.**, & Fulmer, A. CEO vulnerability. Status: Writing stage.

Iqbal, F. & **Campbell, R. J.** State of strategic management field. Status: Collecting data.

Busenbark, J. R., Amin, M., **Campbell, R. J.**, & Harrison, J. S. New CEO introductions. Status: Collecting data.

REFEREED BEST PAPER PROCEEDINGS (* = Former or Current UNL PhD Student)

Campbell, R. J., Jeong, S.-H., & Graffin, S. D. Born to take risk? The effect of CEO birth order on strategic risk taking. Academy of Management Best Paper Proceedings, OMT Division, 2018.

Campbell, R. J., Hubbard, T. D., Graffin, S. D. Why leave now? Examining the antecedents of CEO voluntary turnover. Academy of Management Best Paper Proceedings, BPS Division, 2017.

CONFERENCE PRESENTATIONS (* = Former or Current UNL PhD Student)

Yoon, E. H., Campbell, R. J., & *Villalpando, D. Effects of CEO Immigrant Status on Performance Relative to Aspirations and Problemistic Search

- 2023 Southern Management Association Annual Meeting. St. Pete Beach, Florida.

*Villalpando, D., Campbell, R. J., & Busenbark, J. R. Patience a Perceived Virtue? Analyst Reactions to New CEO Strategic Action Speed

- 2023 Southern Management Association Annual Meeting. St. Pete Beach, Florida.

Campbell, R. J., Limbach, P., & Reusche, J. Once bitten, twice shy: Unconsummated deals and subsequent M&A deal cautiousness

- 2023 Academy of Management Annual Meeting. Boston, MA.

Titus, V., Campbell, R.J., & *Mbaraonye, I. A Theory of Organizational Blame

- 2023 AMR Idea Development Workshop. Knoxville, TN.

*Villalpando, D., Campbell, R. J., & Busenbark, J. R. The Timing of New CEOs Strategic Actions and Analyst Reactions

- 2023 Strategic Leadership Idea Development Event. Gainesville, FL.

Oliver, A.G., Campbell, R. J., & Fulmer, A. CEO Vulnerability: Sign of Weakness or a Secret Weapon

- 2023 Strategic Leadership Idea Development Event. Gainesville, FL.

*Villalpando, D., & Campbell, R. J. The Time to Succeed: CEO Succession Timing and Firm Financial Performance in the Early Stage of a CEO's Tenure

- 2022 International Corporate Governance Society Annual Conference. Miami, FL.

*Villalpando, D., & Campbell, R. J. CEO Succession Timing & Post-Succession Firm Performance

- 2022 Academy of Management Annual Meeting. Seattle, WA.

Campbell, R. J., Jeong, S.-H., & *Villalpando, D. Succession Signals: Earnings Call Participation and CEO Succession

- 2021 Strategic Management Society Annual Meeting. Virtual Meeting.

*Cavanaugh, J., & Campbell, R. J. The sixth and seventh seasons of CEO Tenure: Re-examining the CEO tenure-firm performance relationship

- 2021 Strategic Management Society Annual Meeting. Virtual Meeting.

Campbell, R. J., Short, C. E., & Graffin, S. D. No joking matter: CEO sense of humor and strategic incongruities

- 2020 Strategic Management Society Annual Meeting. Virtual Meeting.
- Nominated for Research Methods Paper Prize. 2020 Strategic Management Society Annual Meeting.
- Best Paper Award Runner-up – Strategic Leadership and Governance IG, 2020 Strategic Management Society Annual Meeting

Campbell, R.J., *Borgholthaus, C. J., Smith, T. A., & Harrison, J. S. Big, Hairy, Audacious (and Specific) Goals: New CEO Goal Specificity and Analyst Evaluations

- 2020 Strategic Management Society Annual Meeting Virtual Meeting.

Campbell, R. J., Jeong, S.-H., Graffin, S.D., & Yoon, E. Socialized to redistribute? CEO social class background and firm redistributive actions

- 2020 Academy of Management Annual Meeting. Virtual Meeting.

Yoon, E.H., Campbell, R. J., Graffin, S. D., & Jeong, S.-H. Always Aspiring: Effects of CEO Immigrant Status and Organizational Aspiration Levels on Strategic Change

- 2019 Strategic Management Society Annual Meeting. Minneapolis, MN.

Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value

- 2019 Academy of Management Annual Meeting. Boston, MA.

Graffin, S.D., & Campbell, R. J. Born to Seek Approval? Middle-born CEOs' Reactions to Winning CEO Awards.

- 2019 Strategic Management Society Special Conference. Las Vegas, NV.

Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value

- 2019 SMS Special Conference. Las Vegas, NV.

Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value

- 2018 Strategic Management Society Annual Meeting. Paris, France.

Busenbark, J. R., Campbell, R. J., Boivie, S., & Graffin, S. D. Acquiring directors: Exploring director additions and candidate selection after acquisitions

- 2018 Strategic Management Society Annual Meeting. Paris, France.

Campbell, R. J., Jeong, S.-H., & Graffin, S.D. Born to take risk? The effect of CEO birth order on strategic risk-taking

- 2018 Academy of Management Annual Meeting. Chicago, IL.
- Best Paper Proceedings of the 2018 Academy of Management Annual Meeting.

Campbell, R. J., Jeong, S.-H., & Graffin, S.D. Born to take risk? The effect of CEO birth order on strategic risk-taking

- 2017 Strategic Management Society Annual Meeting. Houston, TX.
- Finalist for Best PhD Paper Prize at the 2017 SMS Annual Meeting. Houston, TX.

Oliver, A. G., Campbell, R. J., Graffin, S. D., & Bundy, J. What's news? The determinants of organizational media coverage

- 2017 Strategic Management Society Annual Meeting. Houston, TX.

Campbell, R. J., & Bundy, J. Engaging the echo chamber: Examining the antecedents of firm voice in its media coverage

- 2017 Reputation Symposium. Oxford, England.

Campbell, R. J., Hubbard, T. D. & Graffin, S. D. Why leave now? Examining the antecedents of CEO voluntary turnover

- 2017 Academy of Management Annual Meeting. Atlanta, GA.

Campbell, R. J., Hubbard, T. D. & Graffin, S. D. Why leave now? Examining the antecedents of CEO voluntary turnover

- 2016 Strategic Management Society Annual Meeting. Berlin, Germany.
- Nominated for Best Conference Paper Award at the 2016 SMS Annual Meeting. Berlin, Germany.

Campbell, R. J., & Quigley, T. J. Louder isn't always better: CEO introversion, analyst recommendations, and firm reputation

- 2016 Strategic Management Society Annual Meeting. Berlin, Germany.

Oliver, A. G., Campbell, R. J., Graffin, S. D., & Bundy, J. Don't Bury the Lead! Understanding Who and What Shapes Organizational Media Content

- 2016 Academy of Management Annual Meeting. Anaheim, CA.

Busenbark, J. R., Campbell, R. J., Oliver, A.G., Pfarrer, M. D., & Lee, H. All good things must come to an end: The temporal nature of firm reputation

- 2016 Academy of Management Annual Meeting. Anaheim, CA.

Campbell, R. J., Graffin, S. D., & Short, C. E. Just Playing Around? The effects of CEO sense of humor on financial analysts

- 2016 Academy of Management Annual Meeting. Anaheim, CA.

Campbell, R. J., Graffin, S. D., & Short, C. E. Just Playing Around? The effects of CEO sense of humor on financial analysts

- 2015 Strategic Management Society Annual Meeting. Denver, CO.

CONFERENCE ACTIVITIES

Strategic Leadership & Governance Early Career Workshop participant. 2020 SMS Annual Meeting. Virtual Conference.

Early Career Workshop participant. 2019 SMS Strategic Leadership & Governance Special Conference. Las Vegas, NV.

STR Dissertation Consortium participant. 2018 AOM Annual Meeting. Chicago, IL.

Campbell, R. J., & Graffin, S. D. 2018. Changing of the guard: Shifting the conversation surrounding CEO turnover. Organizer and Chair of Symposium conducted at 2018 AOM Annual Meeting. Chicago, IL.

SMS Doctoral Workshop participant. 2017 SMS Annual Meeting. Houston, TX.

Emerging Scholars Workshop participant. 2017 Reputation Symposium. Oxford, England.

A. G. Oliver, R. J. Campbell, & H. Lee. 2015. The social construction of innovation. Co-chair of symposium at 2015 AOM annual meeting. Vancouver, Canada.

HONORS AND AWARDS

Best Paper Award Runner-up, Strategic Leadership and Governance IG, SMS 2020 Conference

Nominated for Research Methods Paper Prize, SMS 2020 Conference

SMS Early Career Consortium Scholarship, SMS Special Conference 2019 Las Vegas

Finalist for Best PhD Paper Prize, SMS 2017 Conference

Nominated for Best Paper Prize, SMS 2016 Conference

Outstanding Reviewer Award, Strategic Leadership and Governance IG, SMS 2016 Conference

Jack A. King Memorial Award, Fox School of Business, for academic achievement and service

Alter Research Scholarship, Fox School of Business, for senior thesis research

Rosenthal Scholarship, Fox School of Business, full-tuition scholarship for academic merit

MEDIA COVERAGE

<https://news.nd.edu/news/director-retention-does-not-necessarily-facilitate-post-acquisition-firm-performance-study-shows/>

https://dbr.donga.com/article/view/1306/article_no/9758/ac/author

<https://robinson.gsu.edu/2019/09/seung-jeongs-research-on-ceo-birth-order-and-strategic-risk-taking/>

https://www.onlineathens.com/news/20190701/uga-study-birth-order-influences-ceo-risk-taking?fbclid=IwAR2TOBEfK7bHu5dNX1zsE39rz19TciYIX_Ton5Yey7q1p3jYq21Rw5i3Yzo

<https://news.uga.edu/birth-order-influences-ceo-risk-taking/>

<http://bettersmb.com/2019/06/24/study-ceos-who-are-younger-siblings-take-more-business-risks/>

<https://qz.com/672052/the-best-way-to-judge-a-ceos-worth-is-to-watch-what-happens-when-they-suddenly-drop-dead/>

<https://www.cnbc.com/2016/04/28/the-effects-of-a-ceos-death-on-stock-performance.html>

<https://www.inc.com/will-yakowicz/study-unexpected-ceo-death-could-help-bottom-line.html>

<https://www.marketwatch.com/story/were-increasingly-obsessed-with-the-rock-star-ceo-2016-04-01>

<https://www.cityam.com/just-like-tidjane-thiams-departure-from-prudential-for-credit-suisse-showed-us-chief-executives-are-becoming-increasingly-important-to-share-prices/>

TEACHING (Note: Course evaluation questions changed starting Fall 2020 at UNL)

University of Nebraska-Lincoln. GRBA 808: Introduction to Business Strategy (MBA).

- Spring 2023. 47 students. Instructor Teaching Clarity: Mean: 4.54/5; Median: 5/5

University of Nebraska-Lincoln. MNGT 985: Seminar in Strategic Management (Doctoral).

- Spring 2023. 2 students. No ratings due to class size.
- Fall 2020. 3 students. Instructor Teaching Clarity: Mean: 5/5; Median: 5/5

University of Nebraska-Lincoln. MNGT 475: Business Strategies (Undergraduate).

- Fall 2023. 26 students. Instructor Teaching Clarity: Mean: 4.95/5; Median: 5/5
- Fall 2023. 28 students. Instructor Teaching Clarity: Mean: 4.83/5; Median: 5/5
- Spring 2022. 47 students. Instructor Teaching Clarity: Mean: 4.66/5; Median: 5/5
- Spring 2022. 48 students. Instructor Teaching Clarity: Mean: 4.85/5; Median: 5/5
- Fall 2021. 45 students. Instructor Teaching Clarity: Mean: 4.72/5; Median: 5/5
- Spring 2021. 33 students. Instructor Teaching Clarity: Mean: 4.66/5; Median: 5/5
- Spring 2021. 44 students. Instructor Teaching Clarity: Mean: 4.67/5; Median: 5/5
- Spring 2020. 45 students. Overall Evaluation of Instruction: Mean: 4.50/5; Median: 5/5
- Spring 2020. 47 students. Overall Evaluation of Instruction: Mean: 4.45/5; Median: 5/5
- Fall 2019. 35 students. Overall Evaluation of Instruction: Mean: 4.39/5; Median: 5/5

University of Georgia. MGMT 5560: International Strategic Management (Undergraduate).

- Fall 2017. 45 students. Instructor Rating: Mean: 4.95/5; Median: 5/5
- Spring 2017. 30 students. Instructor Rating: Mean: 4.93/5; Median 5/5

ACADEMIC AND PROFESSIONAL SERVICE

Journal Reviewing

Academy of Management Journal, 2019–2023 (Ad hoc), 2023–2025 (Editorial Board Member)
Academy of Management Review, 2016 – Present (Ad hoc)
Journal of Management, 2019–2023 (Ad hoc), 2023–Present (Editorial Board Member)
Organization Science, 2019, 2021 – Present (Ad hoc)
Research Policy, 2019 – 2023 (Ad hoc)
Strategic Management Journal, 2018 – Present (Ad hoc)

Conference

Session Chair, SMS 2021 Annual Meeting
Reviewer, Academy of Management Annual Meeting, 2015 – 2020, 2022-Present
Reviewer, Strategic Management Society Annual Meeting, 2016 – Present
Reviewer, Strategic Management Society Milan Special Conference, 2017
Reviewer, Strategic Management Society Las Vegas Special Conference, 2019
Reviewer, Strategic Management Society Hangzhou Special Conference, 2020
Reviewer, International Corporate Governance Society Annual Conference, 2022-Present

College/Department

Judge for Cornhusker Business Case Competition, Fall 2023
Management Department PhD Committee: Spring 2023-Present
Peer & Aspirant Business Schools Committee: Fall 2021
First-Year Paper Supervisor for Diego Villalpando: Summer 2021 – Spring 2022
PhD Applicant Selection: Spring 2021, Spring 2022
PhD Comprehensive Exam Writer & Grader: Fall 2020
PhD Comprehensive Exam Grader: Summer 2020

Dissertation Committees

Co-Chair, Diego Villalpando

AFFILIATIONS

Academy of Management, 2015-Present
Strategic Management Society, 2015-Present
Southern Management Association, 2022-Present

WORK EXPERIENCE & CONSULTING

Fox Management Consulting. Philadelphia, PA.

- Consulting related to Australian firm entering US market, August 2013 – December 2013

Grant Thornton LLP. Philadelphia, PA.

- Advisory Services Intern, June 2013 – August 2013

Temple University Small Business Development Center. Philadelphia, PA.

- Consulting related to commercial corridor revitalization, September 2012 – January 2013

PNC Financial Services Group Inc. Pittsburgh, PA.

- Retail Network Management Intern, June 2012 – August 2012

Victaulic. Easton, PA.

- Treasury Intern, May 2011 – August 2011

OTHER

Summer Venture in Management Program 2013, Harvard Business School

REFERENCES

Available upon request