

**Robert J. Campbell**  
Department of Management | College of Business (COB)  
University of Nebraska-Lincoln (UNL)  
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Email: rob.campbell@unl.edu

## **ACADEMIC EMPLOYMENT**

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

## **EDUCATION**

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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**

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My research is situated within the strategic management discipline, which focuses on understanding how differences in firm strategy influence firm success or failure. I primarily devote my research to understanding the critical role played by strategic leaders—such as Chief Executive Officers (CEOs) and boards of directors (boards)—and mergers and acquisitions (M&As)—instances where firms subsume or combine with other firms. Specifically, when conducting research in these areas, I aim to develop theoretical insights by leveraging temporal and linguistic perspectives (i.e., by focusing on the role of time and language usage). I also have an interest in contributing methodological insights to the discipline, particularly in terms of advancing scholarly understanding around the usage of new and existing methodologies.

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

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*Total citations (as of 7/26/2024): 405 in Google Scholar; 204 in Web of Science*

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.

- Citations: 16 in Google Scholar; 11 in Web of Science
- Journal impact factor (5-Year): 17.3
- Journal prestige: UNL COB summer funding list; FT50 journal; TAMUGA journal; A\* on ABDC journal quality list

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.

- Citations: 98 in Google Scholar; 65 in Web of Science

- Journal impact factor (5-Year): 11.4
- Journal prestige: UNL COB departmental list; A\* on ABDC journal quality list

**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.

- Citations: 16 in Google Scholar; 8 in Web of Science
- Journal impact factor (5-Year): 12.2
- Journal prestige: UNL COB summer funding list; FT50 journal; TAMUGA journal; A\* on ABDC journal quality list

**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.

- Citations: 141 in Google Scholar; 71 in Web of Science
- Journal impact factor (5-Year): 14.5
- Journal prestige: UNL COB summer funding list; FT50 journal; TAMUGA journal; A\* on ABDC journal quality list

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.

- Citations: 123 in Google Scholar; 49 in Web of Science
- Journal impact factor (5-Year): 12.2
- Journal prestige: UNL COB summer funding list; FT50 journal; TAMUGA journal; A\* on ABDC journal quality list

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

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**Campbell, R. J.,** Short, C. E., & Graffin, S. D. Balancing the radical and the incremental: CEO affiliative humor and organizational ambidexterity. Under Fourth Round Review at *Research Policy*.

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

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

\*Villalpando, D., Busenbark, J. R., & **Campbell, R. J.** Moderately fast and furious: A Screening and behavioral theory of new CEO strategic action speed and financial analyst evaluations. Under Review at *Academy of Management Journal*.

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: Refining

manuscript 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., & Pfarrer. Organizational Blame: A theoretical model of how stakeholders blame organizations. Status: Refining manuscript for submission to *Academy of Management Review*.

Oliver, A. G., **Campbell, R. J.**, & Fulmer, A. The antecedents and consequences of CEO vulnerability disclosures. Status: Refining manuscript for submission to *Academy of Management Review*.

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#### **WORKS IN PROGRESS** (\* = Former or Current UNL PhD Student)

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**Campbell, R. J.**, Jeong, S.-H., \*Villalpando, D., & Money, T. CEO profanity usage. Status: Analyzing data. Initial target journal: *Academy of Management Journal*.

**Campbell, R. J.**, Neely, B., Harrison, J. S, & Malhotra, S. CEO personality profiles. Status: Analyzing data. Initial target journal: *Academy of Management Journal*.

**Campbell, R. J.** & Iqbal, F. State of the strategic management field. Status: Collecting data. Initial target journal: *Strategic Management Journal*.

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

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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.

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

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Titus, V., **Campbell, R. J.**, & \*Mbaraonye, I. Organizational Blame: A Theoretical Model of How Stakeholders Blame Organizations.

- (Upcoming) 2024 Academy of Management Annual Meeting. Chicago, IL.

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.

## **OTHER CONFERENCE ACTIVITIES**

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Round table participant. 2024 Strategic Leadership Idea Development Event. South Bend, IN.

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**

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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**

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<https://phys.org/news/2021-07-director-retention-necessarily-post-acquisition-firm.html>

<https://sciencenewsnet.in/director-retention-does-not-necessarily-facilitate-post-acquisition-firm-performance-study-shows/>

<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://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://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/>

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

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

- Spring 2024. 37 students. Instructor Teaching Clarity: Mean: 4.56/5; Median: 5/5
- 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 lack of possible anonymity.
- 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

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## **ACADEMIC AND PROFESSIONAL SERVICE**

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### **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 – Present (Ad hoc)

Research Policy, 2019 – Present (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  
PhD Comprehensive Exam Writer & Grader: Summer 2022  
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 – anticipated graduation: May 2025  
Member, Madison Schnacker

### **AFFILIATIONS**

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Academy of Management, 2015-Present  
Strategic Management Society, 2015-Present  
International Corporate Governance Society, 2022-Present

### **WORK EXPERIENCE & CONSULTING**

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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**

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Summer Venture in Management Program 2013, Harvard Business School