

October 9th, 2025

Robert J. Campbell
College of Business, University of Nebraska-Lincoln
rob.campbell@unl.edu

Education

May 2019 – Doctor of Philosophy in Business (Strategic Management)
University of Georgia, Terry College of Business

May 2014 – Bachelor of Business Administration (Finance & Accounting)
Temple University, Fox School of Business and Fox Honors Program

Experience

Academic Experience

2025 – Present, University of Nebraska-Lincoln, Associate Professor of Management

2019 – 2025, University of Nebraska-Lincoln, Assistant Professor of Management

Research

Research Interests

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.

Articles in Refereed Journals (+ = Former or Current UNL PhD Student)

Forthcoming, *Busenbark, J. R., *Campbell, R. J., & *⁺Villalpando, D., Moderately fast and furious: A screening and behavioral theory of new CEO strategic action speed. *Academy of Management Journal*. (* = authors contributed equally and are listed in alphabetical order).

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 9.5; 5-year impact factor = 13.6. Rated as an A* on the ABDC journal list. Financial Times 50 journal. TAMUGA list journal. UTD journal.

Forthcoming, ⁺Villalpando, D., Campbell, R. J., & Perez-Nordtvedt, L. The time to succeed: CEO appointment phase entrainment and post-succession firm operational performance. *Journal of Management*, <https://doi.org/10.1177/01492063241311853>.

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 9.3; 5-year impact factor = 14.7. Rated as an A* on the ABDC journal list. Financial Times 50 journal.

Media Mentions:

<https://hbr.org/2025/06/research-why-ceos-should-start-with-the-new-year?>

2025, Campbell, R. J., Short, C. E., & Graffin, S. D. Balancing the radical and the incremental: CEO affiliative humor and organizational ambidexterity. *Research Policy*, 54: 105131. <https://doi.org/10.1016/j.respol.2024.105131>

Journal quality: High-impact journal. Journal impact factor = 7.5; 5-year impact factor = 10.1. Rated as an A* on the ABDC journal list. Financial Times 50 journal.

2023, 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. <https://doi.org/10.1177/01492063221080125>

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 9.3; 5-year impact factor = 14.7. Rated as an A* on the ABDC journal list. Financial Times 50 journal.

2022, Busenbark, J. R., Graffin, S. D., Campbell, R. J., & Lee, E. A marginal effects approach to interpreting main effects and moderation. *Organizational Research Methods*, 25: 147-169. <https://doi.org/10.1177/1094428120976838>

Journal quality: High-impact journal on the UNL COB Management Department list. Journal impact factor = 8.9; 5-year impact factor = 12.7. Rated as an A* on the ABDC journal list.

2021, Campbell, R. J., Busenbark, J. R., Boivie, S., & Graffin, S. D. Retaining problems or solutions? The post-acquisition performance implications of director retention. *Strategic Management Journal*, 42: 1716-1733. <https://doi.org/10.1002/smj.3321>

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 6.5; 5-year impact factor = 12.0. Rated as an A* on the ABDC journal list. Financial Times 50 journal. TAMUGA list journal. UTD journal.

Media Mentions:

<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/>

2019, Campbell, R. J., Jeong, S.-H., & Graffin, S. D. Born to take risk? The effect of

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CEO birth order on strategic risk taking. *Academy of Management Journal*, 62: 1278-1306.
<https://doi.org/10.5465/amj.2017.0790>

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 9.5; 5-year impact factor = 13.6. Rated as an A* on the ABDC journal list. Financial Times 50 journal. TAMUGA list journal. UTD journal.

Media Mentions:

<https://www.forbes.com/sites/traversmark/2025/09/17/3-things-the-murdoch-succession-proves-about-billion-dollar-family-dynamics/>

<https://www.psychologytoday.com/us/blog/a-global-lens/202507/how-family-dynamics-shape-workplace-culture>

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

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

2017, Quigley, T. J., Crossland, C., & Campbell, R. J. Shareholder perceptions of the changing impact of CEOs: Market reactions to unexpected CEO deaths, 1950-2009. *Strategic Management Journal*, 38: 939–949. <https://doi.org/10.1002/smj.2504>

Journal quality: High-impact journal on the UNL College of Business summer funding list. Journal impact factor = 6.5; 5-year impact factor = 12.0. Rated as an A* on the ABDC journal list. Financial Times 50 journal. TAMUGA list journal. UTD journal.

Media Mentions:

<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/>

Research Presentations (+ = Former or Current UNL PhD Student)

2024, +Villalpando, D., Busenbark, J. R., & Campbell, R. J. Moderately Fast and Furious: New CEO Strategic Action Speed and Financial Analyst Evaluations. Presented at the *International Corporate Governance Society* 2024 Annual Meeting, Tempe, AZ.

2024, Campbell, R. J., Money, T., Jeong, S.-H., & +Villalpando, D. Swearing like a sailor or cursing like a captain? CEO swearing in quarterly earnings calls & analyst reactions. Presented at the *International Corporate Governance Society* 2024 Annual Meeting, Tempe, AZ.

2024, Titus, V., Campbell, R. J., & +Mbaraonye, I. Organizational blame: A theoretical model of how stakeholders blame organizations. Presented at the *Academy of Management* 2024 Annual Meeting, Chicago, IL.

2024, Campbell, R. J., Jeong, S.-H., +Villalpando, D., & Money, T. Swearing like a sailor or cursing like a captain? CEO swearing in quarterly earnings calls & analyst reactions. Presented at the *Strategic Leadership Idea Development Event* 2024, Notre Dame, IN.

2023, Yoon, E. H., Campbell, R. J., & +Villalpando, D. Effects of CEO immigrant status on performance relative to aspirations and problemistic search. Presented at the *Southern Management Association* 2023 Annual Meeting, St. Pete Beach, FL.

2023, +Villalpando, D., Campbell, R. J., & Busenbark, J. R. Patience a perceived virtue? Analyst reactions to new CEO strategic action speed. Presented at the *Southern Management Association* 2023 Annual Meeting, St. Pete Beach, FL.

2023, Campbell, R. J., Limbach, P., & Reusche, J. Once bitten, twice shy: Unconsummated deals and subsequent M&A deal cautiousness. Presented at the *Academy of Management* 2023 Annual Meeting, Boston, MA.

2023, Titus, V., Campbell, R.J., & +Mbaraonye, I. A theory of organizational blame. Presented at the *Academy of Management Review* 2023 Idea Development Workshop, Knoxville, TN.

2023, +Villalpando, D., Campbell, R. J., & Busenbark, J. R. The timing of new CEOs strategic actions and analyst reactions. Presented at the *Strategic Leadership Idea Development Event* 2023, Gainesville, FL.

2023, Oliver, A.G., Campbell, R. J., & Fulmer, A. CEO vulnerability: Sign of weakness or a secret weapon. Presented at the *Strategic Leadership Idea Development Event* 2023, Gainesville, FL.

2022, ⁺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. Presented at the *International Corporate Governance Society 2022 Annual Meeting*, Miami, FL.

2022, ⁺Villalpando, D., & Campbell, R. J. CEO succession timing & Post-succession firm performance. Presented at the *Academy of Management 2022 Annual Meeting*, Seattle, WA.

2021, Campbell, R. J., Jeong, S.-H., & ⁺Villalpando, D. Succession signals: Earnings call participation and CEO succession. Presented at the *Strategic Management Society 2021 Annual Meeting*, Virtual meeting.

2021, ⁺Cavanaugh, J., & Campbell, R. J. The sixth and seventh seasons of CEO tenure: Re-examining the CEO tenure-firm performance relationship. Presented at the *Strategic Management Society 2021 Annual Meeting*, Virtual meeting.

2020, Campbell, R. J., Short, C. E., & Graffin, S. D. No joking matter: CEO sense of humor and strategic incongruities. Presented at the *Strategic Management Society 2020 Annual Meeting*, Virtual meeting.

*Nominated for Research Methods Paper Prize

*Best Paper Award Runner-up – Strategic Leadership and Governance Interest Group

2020, 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. Presented at the *Strategic Management Society 2020 Annual Meeting*, Virtual meeting.

2020, Campbell, R. J., Jeong, S.-H., Graffin, S.D., & Yoon, E. Socialized to redistribute? CEO social class background and firm redistributive actions. Presented at the *Academy of Management 2020 Annual Meeting*, Virtual meeting.

2019, 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. Presented at the *Strategic Management Society 2019 Annual Meeting*, Minneapolis, MN.

2019, Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value. Presented at the *Strategic Management Society 2019 Annual Meeting*, Minneapolis, MN.

2019, Graffin, S.D., & Campbell, R. J. Born to seek approval? Middle-born CEOs' reactions to winning CEO awards. Presented at the *Strategic Management Society 2019 Special Conference*, Las Vegas, NV.

2019, Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value. Presented at the *Strategic Management Society 2019 Special Conference*, Las Vegas, NV.

2018, Campbell, R.J., Zipay, K. P., Limbach, P., & Sonnenberg, F. Not all leisure is shirking: CEO endurance leisure and firm value. Presented at the *Strategic Management Society* 2018 Annual Meeting, Paris, France.

2018, Busenbark, J. R., Campbell, R. J., Boivie, S., & Graffin, S. D. Acquiring directors: Exploring director additions and candidate selection after acquisitions. Presented at the *Strategic Management Society* 2018 Annual Meeting, Paris, France.

2018, Campbell, R. J., Jeong, S.-H., & Graffin, S.D. Born to take risk? The effect of CEO birth order on strategic risk-taking. Presented at the *Academy of Management* 2018 Annual Meeting, Chicago, IL.

*Best Paper Proceedings

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

2017, Campbell, R. J., Jeong, S.-H., & Graffin, S.D. Born to take risk? The effect of CEO birth order on strategic risk-taking. Presented at the *Strategic Management Society* 2017 Annual Meeting, Houston, TX.

*Finalist for Best PhD Paper Prize

2017, Oliver, A. G., Campbell, R. J., Graffin, S. D., & Bundy, J. What's news? The determinants of organizational media coverage. Presented at the *Strategic Management Society* 2017 Annual Meeting, Houston, TX.

2017, Campbell, R. J., & Bundy, J. Engaging the echo chamber: Examining the antecedents of firm voice in its media coverage. Presented at the *Oxford Reputation Symposium* 2017, Oxford, England.

2016, Campbell, R. J., Hubbard, T. D. & Graffin, S. D. Why leave now? Examining the antecedents of CEO voluntary turnover. Presented at the *Strategic Management Society* 2016 Annual Meeting, Berlin, Germany.

* Nominated for Best Conference Paper Award

2016, Campbell, R. J., & Quigley, T. J. Louder isn't always better: CEO introversion, analyst recommendations, and firm reputation. Presented at the *Strategic Management Society* 2016 Annual Meeting, Berlin, Germany.

2016, Oliver, A. G., Campbell, R. J., Graffin, S. D., & Bundy, J. Don't bury the lead! Understanding who and what shapes organizational media content. Presented at the *Academy of Management* 2016 Annual Meeting, Anaheim, CA.

2016, 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. Presented at the *Academy of Management* 2016 Annual Meeting, Anaheim, CA.

2015, Campbell, R. J., Graffin, S. D., & Short, C. E. Just playing around? The effects of CEO sense of humor on financial analysts. Presented at the *Strategic Management Society* 2015 Annual Meeting, Denver, CO.

2015, A. G. Oliver, R. J. Campbell, & H. Lee. 2015. The social construction of innovation. Organizer and Chair of Symposium at the *Academy of Management* 2015 Annual Meeting, Vancouver, Canada.

Selected Research in Progress (+ = Former or Current UNL PhD Student)

*Yoon, E. H., *Campbell, R. J., +Villalpando, D., & McNamara, G. Not all aspirations are equally prioritized: How CEO immigrant status impacts the degree to which performance shortfalls relative to legacy, social, and historical aspirations drive strategic change. *Organization Science*, Under Review. (* = first two 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. Target: *Academy of Management Review*. Status: Finalizing manuscript for submission.

Campbell, R. J., Money, T., +Villalpando, D., & Jeong, S.-H. Swearing like a sailor or cursing like a captain? CEO swearing in quarterly earnings calls & analyst reactions. Target: *Academy of Management Journal*. Status: Data analysis completed; drafting manuscript for submission.

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

Perez-Nordtvedt, L., & Campbell, R. J. Fiscal year entrainment: Target: *Academy of Management Journal*. Status: Conceptual stage.

Citation Information

Google Scholar: 603 citations (554 since 2020)

h-index: 6

i10-index: 6

Teaching

Teaching at University of Nebraska-Lincoln

MNGT 475 – Business Strategies (10 sections)

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GRBA 808 – Introduction to Business Strategy (2 sections)
MNGT 985 – Seminar in Strategic Management (2 sections)

Teaching at University of Georgia

MGMT 5560 – International Strategic Management (2 sections)

Teaching Development

2022 – 2023, Course Design and Revitalization Program for GRBA 808

2020, CoB Certificate of Engagement, completed all 7 teaching development workshops

Service

to Department

2025 – Present, Promotion & Tenure Committee, member

2024 – Present, Dissertation Committee for Madison Schnacker, member

2023 – Present, PhD Committee, member

2021 – Present, Dissertation Committee for Diego Villalpando, co-chair (placed at UT-Arlington)

2021, 2022, PhD Committee, temporary member for applicant selection

2020, 2022, PhD Comprehensive Exams, writer and grader

to College

2023, Cornhusker Business Case Competition, judge

2021, Peer & Aspirant Business Schools Committee, member

to Profession

2024, *International Corporate Governance Society* Annual Meeting, session chair

2024 – Present, *Journal of Management Studies*, ad hoc reviewer

2023 – Present, *Journal of Management*, editorial board member

2023 – Present, *Academy of Management Journal*, editorial board member

2022 – Present, *International Corporate Governance Society* Annual Meeting, reviewer

2021, *Strategic Management Society* Annual Meeting, session chair

2020, *Strategic Management Society* Hangzhou Special Conference, reviewer

2019 – Present, *Organization Science*, ad hoc reviewer

2019 – Present, *Research Policy*, ad hoc reviewer

2019 – 2023, *Journal of Management*, ad hoc reviewer

2019 – 2023, *Academy of Management Journal*, ad hoc reviewer

2019, *Strategic Management Society* Las Vegas Special Conference, reviewer

2018 – Present, *Strategic Management Journal*, ad hoc reviewer

2017, *Strategic Management Society* Milan Special Conference, reviewer

2016 – Present, *Academy of Management Review*, ad hoc reviewer

2016 – Present, *Strategic Management Society* Annual Meeting, reviewer

2015 – 2020, 2022 – Present, *Academy of Management* Annual Meeting, reviewer

Awards and Honors

2020, Best Paper Award Runner-up, Strategic Leadership and Governance Interest Group, *Strategic Management Society* 2020 Annual Meeting

2020, Nominated for Research Methods Paper Prize, *Strategic Management Society* 2020 Annual Meeting

2017, Finalist for Best PhD Paper Prize, *Strategic Management Society* 2017 Annual Meeting

2016, Nominated for Best Paper Prize, *Strategic Management Society* 2016 Annual Meeting

2016, Outstanding Reviewer Award, Strategic Leadership and Governance Interest Group, *Strategic Management Society* 2016 Annual Meeting

2014, Jack A. King Memorial Award (for academic achievement and service), Fox School of Business, Temple University

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2013 - 2014, Alter Research Scholarship (for senior thesis research), Fox School of Business, Temple University
