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BIOGRAPHY

Antonin Ricard has a PhD in Business Administration (AMGSM-IAE, 2012 - best International Management Thesis prize - ATLAS/AFMI-FNEGE), a general engineering degree (ESME Sudria, 2002), and a MSc in Telecommunication (Leeds University, 2002 – with distinction).

He has worked as a project manager for companies such as Westinghouse, France Telecom, and SCC. He has worked for IAE Aix Marseille since 2014 where he cocreated the icube lab in 2017 (to teach the competences of the future through entrepreneurship) and the Chair of Legitimacy and Entrepreneurship in 2019. He has been elected Dean of IAE Aix Marseille in May 2021.

His research is focused on entrepreneurship through two perspectives: legitimacy and internationalization (decision-making, effectuation, process, network, psychological distance) and he publishes regularly in diverse journals (Journal of International Entrepreneurship, Journal of International Management, Journal of Vocational Behavior, M@n@gement, Management International...).

EDUCATION

- 2020 Accreditation to direct research – IAE Aix-Marseille, Aix Marseille Université
Title: *The international entrepreneurship stream of research: Bibliometric analysis, positioning, and personal contributions*
Director: Pierre-Xavier Meschi (Pr.)
Evaluators: Gilles Guieu (Pr.), Xavier Lecocq (Pr.), Ulrike Mayrhofer (Pr.), Karim Messeghem (Pr.)
- 2012 Management Science doctorate – IAE Aix-Marseille, Aix Marseille Université – France
Subject: *Studying internationalization decision of small firms' endogenous determinants: Analyzing the influence of top managers' Social Representations towards globalization*
Grade: « unanimous congratulations »
Price
Thesis director: Emmanuelle Reynaud (Pr.)
Thesis jury: Gérard Chambet (CEO), Xavier Lecocq (Pr.), Ulrike Mayrhofer (Pr.), Ariel Mendez (Pr.), Pierre-Xavier Meschi (Pr.)
Funding: Doctoral contract with the president allocation, teaching assistant
Qualification: Section 06 (n°13206235666)
- 2011 CEFAG, Competitive seminars on research design and on writing an academic paper
- 2009 Master Recherche in Management Science, IAE of Aix-en-Provence – France, rank: Major
Majors: HR and strategy (qualitative and quantitative methods, HR, strategy, epistemology, ...)
- 2003 DESS Certificat d'Aptitude à l'Administration des Entreprises (equivalent to a MBA 1st year)
IAE of Aix-en-Provence – France, Apprenticeship with France Telecom
- 2002 General engineer degree, ESME Sudria Paris – France
- 2002 Master of Science: "Modern Digital and Radio Frequency Wireless Communications", Leeds University – England, grade: « Distinction »

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X

ACADEMIC ACTIVITIES

Courses currently given at Aix Marseille Graduate School of Management – IAE

Management Consulting (Executive MBA)
Empowering Entrepreneurial Legitimacy (Executive MBA)
Icube (entrepreneurship) (M1)

Courses currently given in other institutions

Empowering the legitimacy of faculty (PhD, CFVG, Vietnam)
Toward a legitimate new venture (EMBA, CFVG, Vietnam)
Research method seminar on Bibliometrix and sequence analysis (AMU, France).

SCIENTIFIC ACTIVITIES

Publication in peer-reviewed journals

- 05/2022 *The impact of gender-role-orientations on subjective career success: A multilevel study of 36 societies, with Jane Terpstra TongJane Terpstra TongDavid A. RalstonLen TreviñoLen Treviño et al., Journal of Vocational Behavior, 138(5), AJG rank: 4, <http://dx.doi.org/10.1016/j.jvb.2022.103773>*
- 05/2021 *Entrepreneurial Characteristics and Internationalization of New Ventures: A Study of Cognitive factors, with Saiyed A., Journal for Global Business Advancement, AJG rank: 1, 10.1504/JGBA.2021.10038894.*
- 01/2021 *Pre-Internationalization and Performance Conditions of First-Time Exporting SMEs, with Meschi P.-X. and Tapia-Moore E., M@n@gement, CNRS rank : 2, <https://doi.org/10.37725/mgmt.v24i1.4507>.*
- 12/2020 *Deepening the timing dimension of emerging market multinational companies' internationalization – an exploratory perspective, with Shimizu K. and Vieu M., Journal of International Management, CNRS rank: 3, <https://doi.org/10.1016/j.intman.2020.100799>.*
- 03/2020 *Frameworks for Innovation, Collaboration, and Change: Value Creation Wheel, Design Thinking, Creative Problem-Solving, and Lean, with Lages LP, Hemonnet-Goujot A., Guerin, AM., Strategic Change, 29(2), pp. 195-213, CNRS rank : 4. <https://doi.org/10.1002/jsc.2321>.*
- 07/2018 *Aider les décideurs à franchir le cap de l'international : Apport de la théorie de l'effectuation sur le lien barrières, opportunités et décision d'internationalisation, with Aldebert B. . Management international, 22(4), p.136-14, CNRS rank : 3. <hal-01914644> .*
- 03/2018 *Processus d'internationalisation et performance : Apport de la théorie Springboard au paradigme Uppsala, with Zhao Y., Finance Contrôle Stratégie, NS-2, p.1-23, CNRS rank : 3. <hal-01914658> .*
- 01/2017 *Fast and Furious or Slow and Cautious? The Joint Impact of Age at Internationalization, Speed, and Risk Diversity on the Survival of Exporting Firms, with Meschi P.-X. and Tapia Moore, E., Journal of International Management, inpress, CNRS rank : 3. <10.1016/j.intman.2017.01.001> . <hal-01456066> .*
- 2015 *The FNEGE's WHITE PAPER, or how Management Schools contribute to France's competitiveness, with Guerin A.-M. and Hourquet P.-G., FNEGE.*
- 11/2015 *À propos du livre « Management de l'innovation et globalisation » from Sihem Ben Mahmoud-Jouini, Florence Charue-Duboc et Christophe Midler, with Aldebert B. and Hemonnet-Goujot A., Management international, vol. 19, CNRS rank : 3.*
- 04/2015 *Attitude toward internationalization and early internationalization: comparison of Indian and French SMEs' decision makers, with Saiyed A., M@n@gement, vol. 18, n°1, 54-77, CNRS rank : 2.*
- 01/2013 *Executives' attitudes towards globalization, with Gopinath C., International Journal of Business and Globalization, vol. 11, n°3, 275-290.*
- 09/2012 *Gros plan sur les jeunes managers français promondialisation, with Reynaud E., Gopinath C., Revue Française de Gestion, vol. 7, n°226, 15-35, CNRS rank: 4.*
- 07/2012 *International comparison of globalization perceptions, avec Reynaud E., Gopinath C., Ravilochanan P., International Business Research, vol. 5, n°7, 28-37, CNRS rank: 3.*

Others publications

- 2023 *Operationalizing Legitimacy: A Novel Approach to Measuring Legitimacy, <https://www.linkedin.com/feed/hashtag/?keywords=capsulerecherche>*
- 2023 *Et si la légitimité était la clé pour que l'entrepreneuriat retrouve du sens ?, Madyness*

- 2023 *Edito, RMEI*
- 2022 *Edito, rapport myriagone*
- 2022 *Legitimation Strategies for Startups, <https://www.linkedin.com/feed/hashtag/?keywords=capsulerecherche>*
- 2019 *PME : mieux se connaître pour se développer à l'international, Aldebert B., Ricard A., the conversation.*
- 2019 *L'initiation à l'entrepreneuriat ne concerne pas que les startups en herbe, Guerin AM, Ricard A, Mathieu V, the conversation.*
- 2018 *Equis faculty chapter, with Merunka D.*
- 2015 *Focus sur une publication, La lettre du CERGAM.*
- 2015 *Equis student chapter.*
- 06/2014 *TVDAM, podcast on the theme of social representations and the decision to internationalize.*
- 06/2014 *The FNEGE's WHITE PAPER, or how Management Schools contribute to France's competitiveness, with Guerin A.-M. and Hourquet P.-G., Expansion Management Review, n°153, 2, pp. 32-33.*
- 2012 *Updated the book « livret du doctorant ».*
- 04/2010 *Les parties prenantes, CEA Grenoble à marche forcée ? (trad. : Stakeholders, the Grenoble CEA case), with Mitrano-Méda S., Revue des Cas en Gestion, n°2, 69-78.*

Conferences

- 2022 *Muhammad Sohail Akbar, Antonin Ricard (2022). How Entrepreneurial Social Networks and Legitimacy Influence Success of Emerging Economies' New Ventures. Université d'Ete sur la Légitimité Entrepreneuriale, Marseille, 11-12 juillet*
- 2021 *Racat, Ricard, A comprehensive perspective of entrepreneurs' behaviors: the role of perception in effectuation, RENT, Finland, novembre, 18-19*
Terpstra Tong et al., The Impact of Gender Role Orientations on Subjective Career Success: A Multilevel Study of 36 Societies, AIB 2021 Online Conference.
Jouannaux E., Ricard A., Age at Internationalization, Country Experience and Entry Mode of Foreign Firms in High-Level Risk Countries, ATLAS AFMI Online Conference, May 3-5.
- 2019 *Lages, L.-P., Ricard A., Hemonnet-Goujot, A., Guerin, A.-M., Frameworks for Innovation, Change and Growth: Value Creation Wheel, Design Thinking, Creative Problem Solving, and Lean, Global Creating Value NYS, U.S.A., May 14-15.*
Ricard A., Shimizu K., Vieu M., Deepening the timing dimension of the springboard theory, ATLAS AFMI 9th conference, Fribourg, Switzerland, June 17-19.
Saiyed, A., Ricard A. Basant R., Rose, E., Fighting with double edge sword: innovation and internationalization in EMNEs, ATLAS AFMI 9th conference, Fribourg, Switzerland, June 17-19.
Ghods A., Ricard A. Aldebert B., Measuring new venture legitimacy: an improvement to previous measurement methods, Entrepreneurship As Practice, Audencia Nantes, April.
Ghods A., Ricard A. Aldebert B., Measuring new venture legitimacy: a methodological improvement, 35th European Group for Organizational Studies Colloquium (EGOS), Edinburg, United Kingdom, July.
Guideroni-Jourdain K., Ricard A., Meschi P.-X., L'« Export supporté » via le dispositif V.I.E : quels usages pour les jeunes PME françaises? Et quels effets sur leurs comportements à l'international ? Analyses séquentielles et comparatives à partir des données V.I.E de Business France de 2011-2017, 2ème journée management export, Montpellier, July 2.
Roux, M., Ricard A., Meschi P.-X., A Perceived Organizational Support Approach to Corporate Entrepreneurship Resources and Behavior, RENT XXXIII, Berlin, Germany, November 27-29.
Roux, M., Ricard A., Meschi P.-X., A Perceived Organizational Support Approach to Corporate Entrepreneurship Resources and Behavior, JPIM Research Forum, Orlando, U.S.A., November 2-3.
- 2018 *Saiyed, A., Ricard A., Basant R., Rose, E., Should EMNE combine innovation and internationalization? Role of Innovation on Internationalization Strategy in Emerging Economy, AIB India, ICFAI Business School (IBS), Hyderabad, December 18-20.*
- 2017 *Ricard A., Reynaud E., Bertrand D., Improving the rigor and relevance of international business research using scenario-based measurement scales, Atlas/AFMI 7th conference, Antanarivo, Madagascar, May 2-4.*
- 2015 *Saiyed, A., Ricard A., Entrepreneurial Characteristics and Internationalization of New Ventures: A Study of Cognitive factors, IAM Conference, IIM Lucknow, India, December 11-13.*
Meschi P.-X., Ricard A., Tapia-Moore E., Pre-Internationalization Performance, Age at Internationalization, and Survival of First-Time Exporting Firms, EIBA Conference, Rio de Janeiro, Brazil, December 1-3.
Meschi P.-X., Ricard A., Tapia-Moore E., Young and Poor or Old and Rich? Do Efficient Combinations Between Pre-internationalization Performance and Age at Internationalization for First-Time Exporting SMEs Exist?, EAM Conference, Philadelphia, U.S.A. May 7-9.
Ricard A., Aldebert B., Comprendre les entrepreneurs face au risque de s'internationaliser : implication de la logique effectuale, Atlas/AFMI 5th conference, Hanoi, Vietnam, May 12-14.

Meschi P-X., Ricard A., Tapia-Moore E., Jeune et pauvre ou vieux et riche? Existe-t-il des combinaisons efficaces entre performance préinternationalisation et âge à l'internationalisation pour les PME primo-exportatrices?, Atlas/AFMI 5th conference, Hanoi, Vietnam, May 12-14.

- 2013 Ricard A., Le Pennec E., and Saiyed A., A factor of speeding up internationalization behavior: A cross-national study on attitudes toward internationalization, 2013 EURAM conference, Istanbul, June 26-29.
Le Pennec E., Ricard A., and Saiyed A., How SMEs use the home network resources to internationalize - the case of India, 2013 AIB India 2013 Conference, Bangalore, April 15-17.
- 2012 Le Pennec E. and Ricard A., La distance psychique comme instrument de construction de l'attractivité territoriale (trad. : psychic distance as a tool to build up territorial attractiveness), XLIXe colloquium of ASRDLF, with Le Pennec E., Belfort, July 9-11.
Le Pennec E. and Ricard A., Les réseaux d'influence et l'implantation des PME (trad. : influence network and SME implantation), Journée de l'entrepreneuriat, Montpellier, June 1st.
- 2011 Ricard A., Reynaud E., and Gopinath C., Executives' attitudes to globalization, with Gopinath C., Knowledge Globalization Conference, Boston - U.S.A., October 14-16.
Ricard A., Reynaud E., Gopinath C. and Ravilochanan P., International comparison on globalization perceptions, XXe conference of AIMS, Nantes - France, June 6-9.
- 2010 Ricard A., Reynaud E., Gopinath C. and Ravilochanan P., International comparison on globalization perceptions, Knowledge Globalization Conference, Boston, December.
Ricard A., Reynaud E., and Gopinath C., Que pensent les managers de la mondialisation (trad. : What do managers think about globalization ?), IFSAM congress, Paris, November.
Gopinath C., Ricard A., Murphy C. and Suresh J., Perceptions of globalization: Exploratory evidence from France and India, Knowledge Globalization Conference, Dhaka – India.

Doctoral student research

- Ali Ghods (2016-2021, 50%, Bénédicte Aldebert). La légitimité entrepreneuriale, reconceptualisation, mesure et impact sur les EIRP : le cas de l'industrie des biotechnologies.
- Mélanie Roux (2017-2021, 50%, Meschi Pierre Xavier). Analyse de la dimension relationnelle du processus d'innovation dans le cadre de l'intrapreneuriat.
- Elisabeth Jouannaux (2017-2022 – temps partiel, 50%, Meschi Pierre Xavier). Internationalisation en pays à haut niveau de risque : Trois essais sur l'engagement capitalistique des entreprises.
- Abdo Khoury (2022-, 50%, Amandine Maus). Impact of Legitimacy on Internationalization.
- Asmaa Lagrid (2022-, 50%, Sebastien Fournier). Measuring Legitimacy, and NLP approach.
- Sohail Akbar (2019-, 100%). Legitimacy and social network.
- Tatiana Miron (2019-, 50%, Meschi Pierre Xavier). Impact of Mode of Entry on International Performance.

Research Evaluation

- 2022 President of the Jury evaluating the thesis Towards Understanding the Entry and Exit Dynamics of Sustainable Entrepreneurship
- 2018 & 2020 Doctoral thesis evaluation for the FNEGE price (4 theses).
- 2019 - 2020 Organization of the 27 CST (thesis follow-up committee) of the 2nd and 3rd year students of the Doctoral School 372 which includes 3 research laboratories: CERGAM, LEST and CRET-LOG.
In 2019, the event federated 24 colleagues on a full day of evaluation.
Contribution to the assignment of students and pairs of colleagues in connection with the host site (outside IAE, my institute) and drafting of the analysis grid: 25% (responsibility shared equally with Olivier Roques/ CERGAM, Amandine Pascal/LEST and Cécile Godé/CRET-LOG).
Contribution to the logistic part: 40% (equally with Olivier Roques and 20% others).
Realization of 3 CST on this occasion.
- 2018 Doctoral thesis evaluation. The Attitudes of Working-Women towards Saving & Investment: A Survey of Academicians in Higher Education Institutions, Javed Iqbal Bhabha, Gomal University – Pakistan.
- 2017 Predefense committee Fouzia Brahimi.
Thesis Follow-up Committee – D Kowk.
- Since 2014 Evaluations between 2014 and today:
- For the following journals: EJIM (1 article), JIM (1 article), M@n@gment (3 articles, including 0 in the period 2016-2019), Management International (5 articles, including 3 in the period 2016-2019), RIPME (2 articles).
- For the following conferences: AEI (1 paper + 2023), AIMS (1 paper), ATLAS (5 papers, including 3 on the period 2016-2019), EURAM (11 papers, including 4 on the period 2016-2019).

Seminars and additional research training

- 05/2012 Doctoral seminar, ATLAS-AFMI, Lyon, May 31st.
- 03/2012 Presentation of thesis project to ateliers de Thésée, Aix-en-Provence, March 28.

- 2011 Research seminar (2 weeks) – CEFAG – Noyon & Florence
 Modules: research design and article writing, epistemology, building a research program, personal research strategy ...
 06/2011 Doctoral seminar, AIMS, Nantes, June 6th.
- 2010-2012 Pedagogy seminar – CIES – Aix-en-Provence & Marseille
 Modules: personal development, ICTE awareness, didactics, pedagogical practice and supervision, dissemination of scientific culture.
- 2005-2008 Professional education: SAP, project management, business law, management (U.S.A.), Safety & Radiation Protection (PR2 & QSP).
- 2017 Evaluating a promotion file for local promotions.
- 08/2012 Research stay: 5 weeks, IIMA University, Ahmedabad, India, in collaboration with Professor Kandathil.
- 2009-2011 Member of the editorial board of the CERGAM letter.
- 11/2010 Research stay: 6 weeks, Suffolk University, Boston, US, in collaboration with Professor Gopinath.

IMPACTS & OTHERS

During the last five years, I co created two projects that contribute to an ecosystem allying research and teaching activities : The Chair of Legitimacy Entrepreneurship, and the icube lab.

My research results contribute directly to the activities of the Chair of Legitimacy Entrepreneurship (CLE). Founded in 2019 with the aim to study entrepreneurial legitimacy, the CLE now counts 25 members (including entrepreneurs, researchers, and PhD students). It has four pillars : fundamental and applied researching, teaching, disseminating knowledge, and observing entrepreneurship.

- The research pillar lead me to co-construct a tool to measure legitimacy with Bénédicte Aldebert and Ali Ghods (33%) which led to the registration of an invention (2021).
- The disseminating pilar lead me to co-construct a Canvas with Amandine Maus and Ali Ghods (33%) which will led to the registration of an invention (2023).
- The teaching pillar follow-up on the recent successes of the use of the Canvas within various audiences validate the relevance of this tool to train student entrepreneurs, as well as entrepreneurs: this tool has been successfully tested in a practical national context (training of 20 PEPITE student entrepreneurs, 200 IAE students and 70 EMBA participants in France and in Vietnam, and about 20 Vietnamese future doctors). Our team is about to disseminate its knowledge massively at the national level (training of 12 000 entrepreneurs per year). This project also contributes to the development of the icube Lab presented in the "educational investment" section. Thus, our tool allows us to better prepare students for the consequences of the various transitions they are confronted with (environmental, technological, etc.).
- The observatory is a more recent pilar lead by Daisy Bertrand.

The Chair of Legitimacy and Entrepreneurship, has set up a Summer University on Entrepreneurial Legitimacy. Two editions were held in 2021 and 2022. This event has a triple objective:

- To facilitate the meeting of international researchers and to disseminate the latest research results in the field of entrepreneurial legitimacy;
- To contribute to the promotion of entrepreneurial legitimacy among CEOs, entrepreneurs, investors, managers, public policy makers, incubator directors and researchers;
- To participate in the advancement of a collective reflection in the field of scientific research and promotion for the success of companies, through conferences, round tables and workshops.

In order to encourage exchanges between practitioners and researchers, this summer university combines classic presentations of scientific papers, round table discussions, workshops and plenary sessions.

In addition to my involvement in the organizing committee (one meeting per week for 7 months), during the 2022 edition, I carried out the following tasks

- Opening speech of the UELE.
- Presentation of the innovation "Canvas" for measuring legitimacy.
- Presentation of the paper: Legitimacy, social capital and network.
- Moderation of the plenary by Mathilde Lemoine "Human capital, macroeconomic environment and legitimacy".
- Moderation of the round table crossroads on "Doctoral students and young doctors: how to build one's legitimacy in business or for entrepreneurship". This round table highlighted the expertise of four speakers: Jean-François SATTIN, Senior Lecturer at the IAE Paris Sorbonne and Secretary General of the Academy of Entrepreneurship and Innovation, Margaux VALES, Doctor and member of the association Les Ateliers de Thésée, Charles AYMAR Doctor and Director of Okay Doc Institute and Jean-Luc THOLOZAN, Coordinator of Pépité Provence.
- Moderation of the plenary by Greg Fisher "The Complexity of Legitimacy in Innovative Enterprises".
- Synthesis and conclusion of the UELE 2022.

The icube project is an ambitious pedagogical project to develop the competences of the future. This project, named IAE Innovation In Vivo (icube), aims to incite, initiate and support IAE Aix-Marseille students to entrepreneurship. It was initiated in 2017 by Anne-Marie Guerin, Valérie Mathieu, and myself. This project is composed of three phases: the grand kermesse, the weicube (encouragement and initiation of entrepreneurial projects), the ticube aimed at supporting students' projects over the long term (mentoring provided voluntarily by alumni) and the hatching (the creation of a company).

- The grand kermesse is composed of a series of workshops aimed at developing the skills of the future, as well as preparing students for the entrepreneurial experience they will have. These workshops are: agility, mobilising multiple intelligences, critical thinking, startup financing, collective intelligence, major environmental issues, project management, field methodology. Each of these workshops is led by a different expert.
- The weicube (WEI3) is designed to give students the experience of creating a startup over a weekend in teams. During the weekend, the teams develop their project through the following stages: Project development (lean startup canvas), hypothesis testing, pivot/iteration, development of the financial part, pitch. At the end of the weekend, all the teams pitch their project to professional juries during a small final, then the best teams are selected to pitch again in front of a large jury and all the participants. Six editions of the weicube took place between 2017 and 2022.
- The icube track (project not fully achieved yet). The pedagogy for this track is predominantly experiential: Immersion - Observation - Introspection - Practical application. The aim of the track is twofold: to hatch an entrepreneurial project and to help an entrepreneur grow.

2018 Intervention during the day of sensitization of the secondary school teachers (premises of the IMPGT, 40 teachers approximately, presentation of a scientific research).

Since 2017 Participation in the academic committee of the Pôle entreprendre of AMU (educational program, sequence of courses, 2 meetings per year).

Cursus (prior to joining AMGSM-IAE)

- 2008 TERROIRS ET VIGNOBLES DE FRANCE – Aix-en-Provence (13) – Consulting in Marketing
Marketing department – Internet website development responsible
Project manager of a website for a wine seller (analyzing competition, project kick-off meeting, project management), 12 months.
- 2008 WESTINGHOUSE – Manosque (France) – Business development manager
Operation department – Project manager (modification of a nuclear power plant equipment)
Business development (10 operations, 200k€, team coordination (3p), customer interface (operation meeting, training EDF agents), following supplier, final acceptance testing).
- 2004-2008 Engineering department – Responsible for the industrialization of a Non-Destructive Examination equipment
Project management (Resource planning (MS Project), budget planning, planning management, Human and financial budget follow-up (SAP), administrative follow-up (Excel)).
Business development (answering request for proposals (France and South Africa, 2m€), default Analyzes, managing corrective actions, customer interface: Presenting improvements, negotiating budget, final acceptance testing), budget: 1m€.
3 months Engineering department – Responsible for the development of a Non-Destructive Examination equipment
Project management, training, budget: 98k€.
13 operations Operation department – Maintenance technician, Pilot, Operation responsible, ETV Supervisor
Responsible for the automated surface control team in EDF nuclear power plants (3 technicians).
12/04–08/06 Engineering department – Responsible assistant for the development of a Non-Destructive Examination equipment
Documents' redaction (program, tests report, ...), budget: 1,2M€.
- 2002-2003 FRANCE TELECOM (Agence Entreprises) – Marseille (France) – Complex delivery pilot
Customer department – In charge of following the Virtual Private Network installation
Managing the installation of customers Virtual Private Network installation (100 clients), designing and realizing computing tools to improve projects management (Apprenticeship).

Expertise

- 2020 Expert AAP "Attractivité Idex" 2020.
- 2019 Invention statement with the SATT " Mesure de la légitimité organisationnelle à l'aide des médias sociaux et traditionnels" with Bénédicte Aldebert and Ali Ghods. Responsible for the file at the SATT: Marguerite LEENHARDT. Drafting of the pseudo-code, drafting of the invention declaration, drafting of the flowchart, preparation of the database, framing meetings (about ten) (contribution on the assembly of the file 50%).

Research funding

- 2019 Participation in the setting up of a project in the framework of the European SME instrument of H2020 (budget 50k€, partnership between the private company PRIME TARGET and a research laboratory).

- 2018-2019 Establishment of a research project with Business France in collaboration with Karine Guiderdoni Jourdain of LEST (personal contribution of 50%): project management, drafting of a research agreement with the DRV, recruitment of statistical interns, restitution to the VIE department headquarters. Project led by researchers from LEST and CERGAM laboratories. Project that allowed the writing of a research article (in progress) and the initiation of two other projects.
- 2017 Preparation of the application for the "Amidex incubator" research grant (complete preparation of the project aiming at deploying a set of actions to strengthen the dynamics and scope of research in international entrepreneurship (IE) within Aix Marseille University, total budget 31 921€).
- Since 2016 Participation in the preparation of thesis funding applications (approximately 300k€ over 3 years: 2 CIFRE applications prepared (1 obtained), 1 Young Doctoral Employment contract obtained, and 1 application prepared but not retained) (personal contribution of 50%).
- 2014 Communication facilitator for AMIDEX « Echanges et Dynamiques Transculturelles » department.
- 2012 Setting up a Franco-Indian research project (thesis presentation, partnership development, collaborative work for data collection), IIMA University, Ahmedabad, India.

Collective engagement

- Since 2017 Member of the institute board of IAE Aix Marseille (2 to 4 meetings per year).
- Since 2016 Participation in the selection committee of candidates for lecturer (6 files since 2016, excluding those for the 2020 campaign).
- 2016-2020 Co-organizer of the CERGAM / E2i Workshops (at least 4 methodological workshops per year allowing federating all the researchers of the axis, and to invite researchers from other laboratories or other institutions).
- 2015 Research seminar « Manage your references ».
- 2014 Member of a consortium of 18 countries coordinated by David Ralston on the theme of inter-gender differences (The University Fellows International Research Consortium).
- 2014 Organizing IB workshop IB for the CERGAM.
- 2018-2021 Co-director of the E2i axis of CERGAM (personal contribution of 50%, 20 researchers including 4 PhD students). During this mandate, we have implemented actions aiming at strengthening 3 dimensions of the E2i axis:
- 1 - Financial independence:
Setting up of thesis funding (see details in the section "OTHER RESEARCH ACTIVITIES") and visitings, financial management of the axis, monitoring of H2020 projects (1 to 2 meetings per year, regular monitoring on the cordis website). Implementation of a monitoring dashboard allowing the allocation of the researchers' budget per point, the monitoring of their expenses and the monitoring of their involvement in the axis.
- 2 - The quality of publications:
Organization of the CERGAM / E2i Axis Workshops (minimum 4 methodological workshops per year allowing federating all the researchers of the axis, and to invite researchers from other laboratories or other institutions). Extension of specific actions to boost research and reinforce quality: Boot Camp (2 over the period 2016 and 2019) & master class (2 over the period 2016 and 2019).
Relaunch of actions to accompany doctoral students (relaunch of doctoral workshops).
Encouragement of visitings (one visiting in 2018) & partnerships with external researchers (Concordia University, HEC Montreal, McGill).
Refocusing of members around the themes of the axis.
- 3 - Communication:
Creation of the E2i website: identification of the service provider, realization of the specifications, the graphic charter, the scientific content, and the spaces of the members of the axis, as well as a space for scientific popularization (website address: www.woozy.e2i.fr).
- Since 2019 Creation of the "Legitimacy" research chair (50% contribution with Bénédicte Aldebert).
This chair represents a project centered around three axes:
A financial axis which aims at a long-term financing of about 100 k€ per year. A financial partner (the firm Myriagone) has already signed a contract for 25k€. Discussions with other partners are underway.
- A scientific axis that develops an observatory of legitimacy: creation of a questionnaire to measure social representations of legitimacy at the local and national level with the objective of inserting it in observatories on a global scale, such as the Global Entrepreneurship Monitor. This observatory also allows the Chair to spread the word by disseminating popularized results.
- A communication axis that organizes a summer university for next summer (creation of logos, visual identity, invitation of scientific personalities (Alex Bitektine from Concordia and Alain Madelin, co-founder of the investment fund Latour Capital), financing plan, canvassing of financial partners (CERGAM, Crédit Agricole, ED 372, FNEGE, PEPITE PROVENCE, Voyage Privé) and media (ATLAS, Les Echos, PEPITE FRANCE, FNEGE). The Summer University on Entrepreneurial Legitimacy (UELE), in an original format, fulfills three objectives: to bring together the best researchers in the world and discover the latest research on the legitimacy of companies; to get executives, entrepreneurs, financiers, institutions, managers, politicians, incubator managers and scientists to reflect on the question of the legitimacy of companies; to produce a concrete restitution of the main conclusions emerging from this collective reflection.

The organizing committee of the conference is composed of 6 members, about a hundred participants are expected. The keynotes are Alex Bitektine and Alain Madelin.

The contractual dimension of the Chair is supported by PROTISVALOR.

This project also required the creation of a scientific association (Association of Legitimacy and Entrepreneurship), which is affiliated to the UELE and of which I am president.

2017 Participation to the academic committee of AMU entrepreneurship department.

2016-2021 Master 2 MGE-FET director. Marketing and development of the program. Students' selection. Handling pedagogical content. Animating study tours. Leading program board. Accreditation.

2014-2016 Master 2 MGIM codirector. Marketing and development of the program (including Presenting Design Thinking at Frankfurt Master Fair and at the Rhône-Alpes forum, presenting IAE at the Chinese consortium from Herbei. Students' selection. Handling pedagogical content. Leading program board. Accreditation.

Skills

Computer knowledge Statistic software: Sphinx, Amos, SPSS, XLSTAT, R.

Other software: Microsoft Office, SAP, lotus notes, MS project, Primavera, OPX2.

OS: Windows XP & NT, Mac OS, Unix, VMS.

Languages English: Bilingual – 14 months in an English University (TOEIC – 965/990), worked as a barman (10 months).

German: Scholastic.

Other NDE level (Non-Destructive Examination): PT2 (Penetrant Testing), UT1 (Ultrasonic Testing).

Training: SAP, project management, business law, management (U.S.A.), Safety & Radioprotection (PR2 & QSP), metallurgy, Electrical maintenance (B2BR).