

## CURRICULUM VITAE

**GUERIN Anne-Marie**

Date of birth: February 17,1964

Status:

Assistant Professor (Maitre de Conférences)

Aix Marseille GSM - IAE

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## EDUCATION

- PhD in Management – with honors – Aix Marseille GSM - IAE – 2001 « New markets creation through breakthrough innovations : a model for new product development process »
- Research Master's Degree – Aix Marseille GSM – IAE - 1993
- D.E.S.C.A.F – ESC Clermont-Ferrand - 1986

Foreign languages (mentioned with an X)

Language	Read	Spoken	Written
English	X	X	X

## ACADEMIC ACTIVITIES

Courses given currently at Aix Marseille GSM - IAE

- Managing Innovation
- Strategic Innovation
- Strategic Diagnosis

International teaching & research missions

- Innovation Project Management at ZheJiang University – Hangzhou- China

Other academic activities outside of Aix Marseille GSM - IAE:

- Marketing for Innovation – Mastère MSCI - Arts & Métiers
- Marketing for Innovation – MS CEDI - Ecole Centrale Marseille
- Innovative project management –ISMIN- Ecole Les Mines de Saint-Etienne (Gardanne Campus)

Corporate related academic missions:

- Innovation Project mentoring
- Speed workshop mentoring

CURSUS (prior to joining Aix Marseille GSM - IAE)

- Université de la Méditerranée – MSG Marseille – Lecturer and Researcher (ATER) – 2002-2003
- National University of Singapore – CWC (Centre for Wireless communication) – Visiting Scholar – 2000-2001
- Université de Provence – UFR LEA – Lecturer and Researcher (ATER) 1997-1998
- ESC Marseille (EUROMED) – Business School – Part time lecturer 1995-1998 ; 2001-2003
- ESIM (Centrale Marseille) – Engineer School – Part time lecturer 1995- 1998
- Legrand Group : Sales manager and Product manager 1987-1992

## OTHER ACADEMIC ACTIVITIES

- MSc 1<sup>st</sup> year – Program Co-director (since 2017)
- ICube Co-director-
  - Management of the ICube activities - Created in Sept. 2017, this project aims to enhance IAE Aix-Marseille students entrepreneurial inclination through an event, the WEICube (budget :10K€) and to accompany student teams to successfully mature their project through a development program, The TICube.
  - Coordination of the WEICube (Sept 2017) and TICube coaching and mentoring activities with IAE Aix Alumni network (Nov. 2017 – May 2018).
- Master of Global Innovation Management – Program Director - (2006-2017) – This program has received the “Excellence Academy” Label from A\*MIDEX Foundation- AMU in 2014.
- In charge of FNEGE’s White Paper Coordination : « La compétitivité de la France, présent et futur : la contribution des institutions d’enseignement supérieur du management » - 2013-2014.
- Member of the CEROG (Centre d’Etudes et de Recherche sur les Organisations et la Gestion) and CERGAM
- ENGRH Program Director (program dedicated to SNCF participants) – 2005-2008.
- Paul Cezanne University coordinator for AUF Consortium (this consortium supports South Asian Universities to develop French programs)- 2006-2010.
- In charge of the VAE (Validation des Acquis de l’Expérience – 2002-2009) process for Aix Marseille GSM - IAE.

## RESEARCH AND PUBLICATIONS

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- “A Review of Collaborative Problem-Solving Frameworks: Value Creation Wheel vs Design Thinking, Creative Problem Solving, and Lean Management” submitted in March 2018 and under review in Journal of Strategic Change, in collaboration with Lages, Ricard & Hemonnet.
- « La compétitivité de la France, présent et futur : la contribution des institutions d’enseignement supérieur du management » in Expansion Management Review, June 2014.
- “L’innovation de service : levier stratégique des entreprises” in La Logique Services : Marketing et Stratégies, Edition Economica-Broché, 2010. (ISBN : 978-2-7178-5857-0)
- Clusters Governance and efficiency: an exploratory study – CERGAM workshop 2007 - In collaboration with D. BONET and M. GADILLE.
- « La création de nouveaux marchés par les innovations de rupture » in De l’idée au marché : Processus d’innovation et de lancement des produits nouveaux. Edition Vuibert, Série Vital Roux, 2000 – In collaboration with D MERUNKA .
- « La création des nouveaux marchés par les innovations de rupture : étude et modélisation des processus de développement et de lancement des produits nouveaux ». PhD Thesis I.A.E. Aix-en-Provence (academic research).
- Analysis of new product development processes and technology transfers in CWC – Internal Publication 2001 (action research).
- Identification of key success factors to develop m-commerce – Internal publication in collaboration with KEE Chin Siang 2001 (action research).
- « Une approche cognitive de la création des nouveaux marchés », Actes du Congrès International de l’AFM, Bordeaux, vol.14, 125-143, May 1998.
- « Une approche cognitive de la création des nouveaux marchés », Cahier de recherche n° 530, CEROG, IAE Aix-en-Provence, June 1998.
- « Le pays d’origine : une catégorie cognitive ? », Economies et Sociétés, Sciences de Gestion, Série SG, n° 7-8/1997 – in collaboration with JL CHANDON.