

# Philippe CHEREAU

Professeur associé

Académie : Transformation

Centre de recherche : Knowledge, Technology and Organization

Campus : Sophia

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## Intérêts de recherche

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Business model innovation, Management of innovation, Management of Regional Innovation Systems, Strategic management, Entrepreneurship education

## Formation

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2012	Doctorate in Management Science, Aix-Marseille Université, France
2012	Ph.D. in Management Science, SKEMA Business School, France
2009	Master Research, SKEMA Business School, France
1989	Master en Management, EDHEC Business School, France

## Expérience Professionnelle

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### **Positions académiques principales**

Depuis 2014	Associate Professor, SKEMA Business School, France
2011 - 2014	Assistant Professor, SKEMA Business School, France

### **Autres affiliations académiques**

Depuis 2016	Professeur visitant, University of Naples Federico II, Italie
2012 - 2019	Professeur visitant, Mines ParisTech, France
2012 - 2017	SKEMA incubator manager, SKEMA Business School, France
2011 - 2017	Scientific Director, MSc. Entrepreneurship and Innovation, SKEMA Business School, France
2011 - 2017	Professeur visitant, IAE Aix-Marseille, France
2014 - 2016	Scientific Director, MSc. International Business, SKEMA Business School, France
2009 - 2011	Lecturer, SKEMA Business School, France

### **Autres expériences professionnelles**

Depuis 2017	Director, SKEMA Ventures, SKEMA Business School, France
2003 - 2011	Director, Business Development and Innovation, Chambre de Commerce et d'Industrie de Nice et Cote d'Azur, France
1999 - 2004	Co-founder, member of the executive board, FCPH, France
2001 - 2003	Senior Manager, KPMG, France
2000 - 2001	Director, Healthcare Division, LPG Systems, France
1997 - 2000	Co-founder, Executive Director, Sales and Marketing, ProTest Clinical Services, France
1993 - 1997	Partner, Executive Director, Business Development, FDM Pharma Group, France

## Autres expériences professionnelles

1990 - 1993 Market Manager, DOW Chemical, France

## Contrats de recherche, prix et distinctions

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### Prix et distinctions

- 2022 Prix d'excellence en executive education pour l'enseignement en stratégie et innovation, SKEMA Business School, France
- 2016 EFMD Case Writing Competition, EFMD
- 2015 Le Conseil Stratégique pour l'Entreprise - Textbook certified by the FNEGE, FNEGE

## Publications

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### Articles académiques revus

PIZZETTI, M., CHEREAU, P., SOSCIA, I. et TENG, F. (2023). Attitudes and intentions toward masstige strategies: A cross-cultural study of French and Chinese consumers. *Journal of Business Research*, 167, pp. 114174.

CHEREAU, P. et MESCHI, P.X. (2022). Deliberate Practice of Entrepreneurial Learning and Self-Efficacy: The Moderating Effect of Entrepreneurial Parental Environment as Role Modeling. *Journal of Small Business and Enterprise Development*, 29(3), pp. 461-481.

CHEREAU, P. (2021). Entrepreneurship and Innovation Education: Frameworks and Tools. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 35(2), pp. 219-223.

CHEREAU, P. et MESCHI, P.X. (2019). The performance implications of the strategy-business model fit. *Journal of Small Business and Enterprise Development*, 26(3), pp. 441-463.

CHEREAU, P. et AMMAR, O. (2018). Business model innovation from the strategic posture perspective. An exploration in manufacturing SMEs. *European Business Review*, 30(1), pp. 38-65.

CHEREAU, P. (2015). Strategic management of innovation in manufacturing SMES: Exploring the predictive validity of strategy-innovation relationship. *International Journal of Innovation Management*, 19(1), pp. 1550002.

CHEREAU, P. (2012). Strategic posture and innovation behaviour in SMEs: The impact of industry and firm contingencies on type and relationship. *Management of Innovation and Entrepreneurship*, 8, pp. 1-35.

### Ouvrages et édition d'ouvrages

CHEREAU, P. et MESCHI, P.X. (2019). *Le Conseil en Stratégie: Missions, méthodes et librables*. Paris: Vuibert, 272 pages.

CHEREAU, P. et MESCHI, P.X. (2017). *Strategic Consulting: Tools and Methods for Successful Strategy Missions*. Palgrave Macmillan, 247 pages.

CHEREAU, P. et MESCHI, P.X. (2014). *Le Conseil Stratégique pour l'Entreprise*. Pearson, 256 pages.

### Actes d'une conférence

CHEREAU, P. (2019). From laboratory to business model to business plan.

CHEREAU, P. et MESCHI, P.X. (2016). The performance implication of the strategy-business model fit: Does it pay off to stick to the model?

CHEREAU, P. (2015). The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?

CHEREAU, P. et AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs.

CHEREAU, P. (2014). Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs.

CHEREAU, P. (2013). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship.

CHEREAU, P. (2012). Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship.

CHEREAU, P. (2010). Strategic Posture and Innovation in SMEs: A Contingency Perspective.

### **Présentations dans des conférences**

CHEREAU, P. (2019). From laboratory to business model to business plan. Dans: International Summer School on Natural Products. Naples.

CHEREAU, P., DI BIAGGIO, L. et MOLA, L. (2018). How open open-innovation should be? A knowledge-based framework for governing open innovation-based growth. Dans: AGeCSO (Association pour gestion des connaissances dans la Société et les Organisations) conférence. Paris.

DI BIAGGIO, L., MOLA, L. et CHEREAU, P. (2018). How open innovation should be. Dans: colloque GECSO. Paris.

CHEREAU, P. (2018). How open open-innovation should be? A knowledge-based framework for governing open innovation-based growth. Dans: AGeCSO (Association pour gestion des connaissances dans la Société et les Organisations) conférence. France.

CHEREAU, P. (2017). Entrepreneurial Venturing: From Idea to Business Plan. Dans: International Summer School on Natural Products. Naples.

CHEREAU, P. et MESCHI, P.X. (2016). The performance implication of the strategy-business model fit: Does it pay off to stick to the model? Dans: International Academic Conference in China Management. Suzhou.

CHEREAU, P. (2015). Strategic management of innovation: Does it pay off to stick to the model? Dans: Tongji University - French-Chinese Center for Research. Shanghai.

AMMAR, O. et CHEREAU, P. (2015). Relationships between strategic posture and business model innovation: An exploration of the dynamics in manufacturing SMEs. Dans: Administrative Sciences Association of Canada Conference. Halifax.

CHEREAU, P. et AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. Dans: BAM (British Academy of Management) Conference. Belfast.

CHEREAU, P. (2013). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship. Dans: Academy of Innovation and Entrepreneurship Conference. Oxford.

CHEREAU, P. (2012). Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship. Dans: Academy of Innovation and Entrepreneurship Conference. Macau.

CHEREAU, P. (2010). Strategic Posture and Innovation in SMEs: A Contingency Perspective. Dans: International Symposium of the International Society for Professional Innovation Management. Québec.

### **Études de cas publiées**

CHEREAU, P. et MESCHI, P.X. (2017). A Terroir Olive Oil Mill Against Agri-Food Multinationals. Harvard Business Publishing.

BRULHART, F., CHEREAU, P. et MESCHI, P.X. (2016). A terroir olive oil mill against agri-food multinationals. Ivey Publishing.

CHEREAU, P. et CIRILLO, B. (2015). ARECO : A full steam ahead. The Case Centre.

CHEREAU, P. et MESCHI, P.X. (2015). Strategic choices and performance of smes and agri-food multinationals in the french olive oil industry: david against goliath? CCMP.

CHEREAU, P. et MESCHI, P.X. (2011). BULGARI, BURBERRY, GUCCI... Strategy and Value Creation of the European Luxury Firms. CCMP.

MESCHI, P.X. et CHEREAU, P. (2011). BULGARI, BURBERRY, GUCCI... Strategie et création de valeur des entreprises européennes du luxe en 2010. CCMP.

### **Presse et réseaux sociaux**

CHEREAU, P. et MESCHI, P.X. (2020). Do you have the right business model for your strategy? SKEMA ThinkForward.

CHEREAU, P. (2020). Startups and large firms relationships: When both David and Goliath win. SKEMA ThinkForward.

## **Autres activités de recherche**

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### **Relecteur pour :**

International Journal of Innovation Management, Management International

### **Organisation d'une conférence ou d'un séminaire**

2013                      Venture Academy Seminar, France

### **Affiliations**

2014 - 2015              British Academy of Management

### **Supervision de thèses / HDR**

2012                      P. CHEREAU, sous la supervision de P.-X. MESCHI, SKEMA Business School, Doctorat, Doctorant

### **Autres activités académiques**

2018 - 2020              Advisor, University of Naples Federico II - PhD School in Pharmaceutical Sciences.