

# Fabien SERAIDARIAN

Professeur

Académie : Transformation

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## Formation

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2005	Doctorat, Méthodes Scientifiques de Gestion, Ecole Polytechnique, France
1998	DEA in Economics, Aix-Marseille Université, France
1997	Master in Business Studies, EDHEC Business School, France

## Expérience Professionnelle

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### Autres affiliations académiques

Depuis 2018	Doyen associé Valorisation, SKEMA Business School, France
2009 - 2017	Professeur affilié, NEOMA Business School, France

### Autres expériences professionnelles

2017 - 2018	Global Project Leader, Mazars, France
2010 - 2017	Director Advisory Services, Mazars, France
2008 - 2010	Principal, Greenwich Consulting Group, France
2005 - 2008	Manager, Algoé, France
2001 - 2004	Senior Consultant, CM International, France
1998 - 2001	Consultant, PricewaterhouseCoopers (PwC), France

## Publications

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### Articles académiques revus

DEPEYRE, C., RIGAUD, E. et SERAIDARIAN, F. (2018). Coopetition in the French luxury industry. Five cases of brand-building by suppliers of luxury brands. *Journal of Brand Management*, 25, pp. 463-473.

DEPEYRE, C., RIGAUD, E. et SERAIDARIAN, F. (2017). Quelles stratégies pour les sous-traitants face aux reconfigurations des chaînes de valeur ? Le cas de la joaillerie en France. *Gérer et Comprendre*, 127(1), pp. 3-14.

SERAIDARIAN, F. (2008). Réinventer le management stratégique à partir d'une approche prospective : le cas du Groupe La Poste. *Management & Avenir*, 17(3), pp. 142-148.

### Chapitres d'ouvrage

RIGAUD, E. et SERAIDARIAN, F. (2017). Growth for Value Creation in Luxury. Dans: Emmanuelle Rigaud-Lacresse, Fabrizio Maria Pini eds. *New Luxury Management : Creating and Managing Sustainable Value Across the Organization*. 1st ed. Palgrave Macmillan, pp. 239-293.

SERAIDARIAN, F. (2017). Know-how and value creation in the luxury industry. Dans: *Value Creation and Value Management*. 1st ed. Palgrave Macmillan.

SERAIDARIAN, F. et DEPEYRE, C. (2015). Un luxe que la France ne peut plus se permettre. Dans: *L'état des entreprises 2015*. 1st ed. La Découverte, pp. 25-34.

### **Présentations dans des conférences**

DEPEYRE, C., RIGAUD, E. et SERAIDARIAN, F. (2017). It's Tough at the Top. Ethical Competences of New Luxury Actors. Dans: Global Fashion Management Conference. Vienna.

SERAIDARIAN, F., RIGAUD, E. et RIOT, E. (2013). On Luxury Professionals in Small Firms Struggling to Define their Added Value. Dans: International workshop on Luxury Retail, Operations and Supply Chain, management. Milano.

SERAIDARIAN, F. (2011). Alternatives to predominant strategic management models: empirical lessons from strategizing projects. Dans: International Critical Management Studies Conference. Naples.