

EDUCATION

- 2005** **European Entrepreneurship Colloquium on Participant-Centred Learning (EECPCL)**, Harvard Business School.
(Recommended by the Dean of EDHEC Business School).
"On campus" seminar on entrepreneurship teaching designed by Harvard Business School for European leading entrepreneurship faculty (30 institutions).
- 2004** **PhD in Strategic Management**, IAE Lyon, Jean Moulin University – Lyon 3.
Dissertation Subject: "The Emergence of Organizations".
- 1997** **DEA de Sciences de Gestion (Master in Research)**, EM Lyon/IAE Lyon – Lyon 3.
DU de Management (MSc), EM Lyon/IAE Lyon – Lyon 3.
- 1996** **Maîtrise de Sciences Economiques**, Panthéon-Assas University – Paris 2.
- 1995** **Licence de Sciences Economiques (BSc)**, Panthéon-Assas University – Paris 2
- 1994** **Deug de Sciences Economiques**, Panthéon-Assas University – Paris 2
- 1993** **DPECF**, Institut d'Expertise Comptable, Lille.

CURRENT & FORMER POSITIONS

- 2005-...** **Chair of the Management & Strategy Department, Lille Campus**, EDHEC Business School, Lille (France).
- 2004-...** **Full Professor** of Entrepreneurship, EDHEC Business School, Management & Strategy Department, Lille (France).
Responsible for Entrepreneurship Specialisation Programme (Final Year Graduate Specialisation):
- Coordinate the programmes.
 - Select the courses to be included and recruit faculty members.
 - Evaluate the courses and the faculty.
- 2000-2004** **Assistant Professor** of Strategic Management, EDHEC Business School, Management & Strategy Department, Lille (France).
- 1999-2000** **Research Assistant**, EDHEC Business School, Management & Strategy Department, Lille (France).
- 1998-2000** **Faculty Member** of the Faculté Libre des Sciences Economiques, Université Catholique de Lille (France). Responsible for graduate-level international economics courses.
- 1998-1999** **Faculty Member** and **Head of Research**, GREP (Research Centre in Entrepreneurship and Partnership), ESA-Lille II University (France).

RESEARCH INTERESTS

- Corporate Entrepreneurship: entrepreneurial management, implications of growth and growing business management.
- Corporate Entrepreneurship: the introduction of entrepreneurship in large firms and intrapreneurial organizations.
- The management of "intrapreneurs".

TEACHING AREAS

Primary Interest: Entrepreneurship and Entrepreneurial Management

- Venture Creation & Development – Management & Competitive Strategy: the individual entrepreneur and the entrepreneurial team (characteristics, behaviour & competencies), opportunity recognition and development, innovation and business idea, business plan, evaluating financial needs, entry strategies, maintaining growth in entrepreneurial firms, selling the company and realizing value.

- Corporate Entrepreneurship – Management & Competitive Strategy: the intrapreneurial organization, the introduction of entrepreneurship in large firms, the management of the “intrapreneurs”, the implications and consequences of growth and growing business management, innovation management and new businesses development.
- International Entrepreneurship.

Secondary Interest:

- Strategic Management & Competitive Strategy
- Industry & Competitive Analysis

PUBLICATIONS

Articles in Journals

- « Le Sacrifice dans les Alliances Asymétriques : le Cas Nortel-Géodis », with P.-G. HOURQUET and E. MÉTAIS, *Management International*, Vol.10, n°1, 2005.
- « Rupture & Dynamique Entrepreneuriale », with S. DEFFAYET, *Gestion 2000*, n°3, pp. 137-154, May-June 2002.

Articles in Books

- « Le rôle du don dans les processus d'alliances stratégiques : le cas Renault-Nissan », with P.-Y. GOMEZ and H. KORINE, in Mangematin V. & Thuderoz C. (eds.), *Les Mondes de Confiance – Un concept à l'épreuve de la réalité sociale*, CNRS Editions, 2003.

Articles in Working Papers

- « Le Sacrifice dans les Alliances Asymétriques », with P.-G. HOURQUET and E. MÉTAIS, *EDHEC Working Papers*, July, 2005.
- « Le conventionnalisme est-il un néo-structuralisme? - Eléments pour une réflexion épistémologique », *EM-Lyon Working Papers*, n° 9901, 33 pages, January 1999.

INTERNATIONAL CONFERENCE PRESENTATIONS

- 2005** **The Academy of Management**, « The Concept of Sacrifice in the Light of the Gift Theory » (PDW: “From Games to Violence: how to Reconsider Established Social Order in the Light of the Heritage of the “French Theory?”), with P.-G. HOURQUET, Hawaiï, August 2005.
Babson College/Kaufman Foundation Entrepreneurship Research Conference, « “New” Organizations are not “Emerging” Organizations », with P.-Y. GOMEZ, Babson College, Babson Park, Wellesley, MA, June 9-11, 2005.
- 2004** **20th EGOS Colloquium**, “Unbalanced International Partnerships and Relational Conflicts: the Way of the Sacrifice”, with P.-G. HOURQUET, Ljubljana, Slovenia, July 1-3, 2004.
4th EURAM Annual Conference, “The Sacrifices in Unbalanced Partnerships: How do Managers Conduct Themselves to Avoid Relational Crisis?”, with P.-G. HOURQUET, University of St Andrews, Scotland, May 5-8, 2004.
- 2003** **19th EGOS Colloquium**, “The Organizing Properties of the Gift: Toward a Theory of Organization Emergence”, with P.-Y. GOMEZ, Copenhagen, July 3-5, 2003.
- 2002** **The Academy of Management**, « The Entrepreneur on a Path of Gifts: Outline for a Theory of Venture Creation » (Entrepreneurship Division), Denver, Colorado, August 9-14, 2002.
- 2001** **The Academy of Management**, « Generating Trust between Unacquainted Organizations: a Case Study of the Renault/Nissan Alliance Formation Process » (OMT), with P.-Y. GOMEZ and H. KORINE, Washington DC, August 3-8, 2001.
Babson College/Kaufman Foundation Entrepreneurship Research Conference, « The Entrepreneur as a Giver? – Proposition for a Theory of the Entrepreneur and the Process of Economic Development », Jonkoping International Business School, Sweden, June 13-17, 2001.
- 2000** **44th International Council for Small Business**, « The Relationship with Large-Scale Distributors: Building Negotiation Strategies for Entrepreneurs », with L. DRAPIER, Brisbane, Australia, June 7-10, 2000.
- 1999** **43rd International Council for Small Business**, « The Competitiveness of Networked Entrepreneurship: What Kinds of Corporate Governance for Technological Strategic Alliances between Small Firms? », with B. ALIOUAT, Naples, Italy, June 20-23, 1999.
Babson College/Kaufman Foundation Entrepreneurship Research Conference, « Entrepreneurship and Technological Strategic Alliance between Competitors: Transaction Cost Economics and Common Knowledge as Core Competencies (an Empirical Analysis) », with B.

FRENCH CONFERENCE PRESENTATIONS

- 2003** **12^{ème} Conférence de l'AIMS**, « Le Sacrifice dans les Stratégies de Partenariat : le Cas Nortel-Géodis », with P.-G. HOURQUET, Tunis, June 4-6, 2003.
- 2002** **XII^{èmes} Journées Nationales des IPM**, « Rupture & Dynamique Entrepreneuriale », with S. DEFFAYET, EDHEC, Lille, June 6-7, 1999.
- 2001** **10^{ème} Conférence de l'AIMS**, « Le rôle du don dans les processus d'alliances stratégiques : le cas Renault-Nissan », with P.-Y. GOMEZ and H. KORINE, Faculté des Sciences de l'Administration, Université Laval, Québec, June 13-15, 2001.
10^{ème} Conférence de l'AIMS, « L'analyse structurale des organisations : le cas de la théorie des conventions », Faculté des Sciences de l'Administration, Université Laval, Québec, June 13-15, 2001.
XI^{èmes} Journées Nationales des IPM, « Entrepreneurship et création : propositions pour une théorie managériale de l'entrepreneur », with S. DEFFAYET, Montpellier, June 14-15, 2001.
- 1999** **8^{ème} Conférence de l'AIMS**, « Pour une nouvelle interprétation des transactions assurantielles : l'apport de la théorie des conventions », with A. LAMARI, Ecole Centrale, Paris, May 26-28, 1999.

TEACHING MATERIALS / CASES

- « Smart: An Automobile Revolution? », with E. MÉTAIS, R. PIN, P.-G. HOURQUET and H. JEMEL (Edhec Business School), ECCH – Edhec Business School, 2005.
- « Smart: une révolution automobile? », with E. MÉTAIS, R. PIN and P.-G. HOURQUET (Edhec Business School), CCMP, 2004.
- « Renault / Nissan – The Making of a Global Alliance », with K. ASAKAWA (Keio Business School), P.-Y. GOMEZ (EM-Lyon) and H. KORINE (London Business School), EFMD, 2000.

EXECUTIVE EDUCATION & CONSULTING ASIGNMENTS

Executive Education:

- 2005** **SNCF** (tailored executive development programme): Management & Development of an Entrepreneurial Culture
Sonatrach : Strategic Management
- 2004-2005** **Renault** (tailored executive development programme): Entrepreneurial Management & Strategies for Growth
- 2003** **ACCOR Group**: Crisis Management.

Consulting:

2004-Present Independent Consultant for Start-Ups (LaissezNousFaire, AdHoc Medecin, etc.)

2004-2005 Independent Consultant for **SADAPS – Bardahl Corporation** (Globalization and building of a global organization, acquisition, LBO)

OTHER INFORMATION & CONTACT DETAILS

- **Fluent:** French & English. **Nationality:** French. **Marital Status:** Married.
- **Professional Address:** EDHEC, Management & Strategy Department, 58 rue du Port, 59046 LILLE Cedex, France
- **Tel:** +33 (0)3.20.15.45.72; **Fax:** +33 (0)3.20.15.45.01; **Email:** olivier.masclef@edhec.edu