

MARJORIE A. LECERF, Ph.D

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ACADEMIC QUALIFICATIONS

- 2013 - 2014 **University of California Berkeley, California, USA**
International Diploma Program
Global Business Management, financial and strategic management
- 2006 **Advanced training courses, Tsinghua University, Beijing, China**
Doing business in Asia: Cross-cultural management and Chinese public regulation
- 2004 – 2006 **Ph.D Economics, Criffe -Matisse (CNRS), La Sorbonne University, Paris, France**
"Small and medium enterprises internationalization"
✓ Impact of globalization on business development;
✓ Empirical analysis of business internationalization strategies.
- 2001-2003 **Master in Business, Grenoble Ecole de Management, (Equis, AACSB accredited), France**
Strategic and Financial Management
- 2000 – 2001 **Bachelor in Business, Metropolitan University, London, England**
Marketing, Human Resources Management, Strategic Management

MANAGERIAL ACTIVITIES

- Since 2014 **PARIS SCHOOL OF BUSINESS, Head of the Economics Department**
- 2008 - 2012 **Strasbourg Business School, France, Bachelor Degree Program Director**
- Dean of the *Bachelor degree in International Business*
- Master in International Business Program Director**
- Dean of the Program
- 2006 –2008 **LNI Formation, Paris, France, Co-founder of the company, Consultant**
- 2002 –2003 **Sybaweb Internet and telecommunication, Cape Town, South Africa, Project manager**

TEACHING ACTIVITIES (ENGLISH, GERMAN, FRENCH)

- 2012-2013 **Furtwangen University, Germany, Professor for macroeconomics and corporate finance (in French and English)**
- 2008-2012 **Strasbourg University, France, Professor for macroeconomics, microeconomics and strategic management (English, German and French) (Teaching performance: 4.6/5)**
- 2007-2008 **IHK, Aachen, Germany, Instructor for international business, accounting management and international finance (English and German)**
- 2007-2009 **Institut supérieur de commerce ISC, Paris, France, Professor for macroeconomics, microeconomics and international monetary economics (English, French)**
- 2006-2007 **Grenoble Ecole de Management, AACSB & Equis accredited Master, France, MBA program**
Professor for microeconomics, macroeconomics and managerial economics (English)

PUBLICATIONS & CONFERENCES

Book publication

2007 *"Small and medium enterprises strategies in globalization"*, L'Harmattan

Communications

07/2010 "The drivers to French SME's internationalization", IFSAM, 10th World Congress, Institut Supérieur de Commerce, Paris, France

12/2010 "Les leviers du développement des entreprises à taille humaine, une étude empirique", ISME International Conference, Pau Business School, France

09/2011 "Mesure de l'impact des dispositifs de soutien des pouvoirs publics en matière d'internationalisation des PME françaises.", 2^e. Congreso Internacional sobre MIPYME, UNIVA, Guadalajara, México

11/2011 "Sector analysis of the public levers of the ISME ", 2nd International iSME Conference, Bangalore, India

Conferences

04/2013 "The impact of public policy on SMEs internationalization.", Stellenbosch University, South Africa

03/2012 "Mittelstandinternationalisierung", Forum de l'économie alsacienne, Université de Strasbourg, France

02/2011 "The European Monetary policy", University of Buffalo (NY), USA

12/ 2007 "European Union and Chinese economic regulation", University of Cork, Dublin, Ireland

01/ 2007 "Impact of the Euro on French business", Grenoble Ecole de Management, France

11/ 2006 "Doing business in China", Grenoble Ecole de Management, France

2005 "Globalization and internationalization strategies", RWTH Aachen University.

Articles publication

2019 "SME internationalization: The impact of information technology and innovation", M Lecerf, N Omrani - Journal of the Knowledge Economy

2018 « Are export promotion programs efficient for small and medium enterprises? » B Karoubi, M Lecerf, G Bertrand - Economics Bulletin

2013 « Déterminants de l'internationalisation des PME françaises. Les leviers du développement international des PME françaises: proposition et test d'une hiérarchisation », *Revue Internationale PME*, ISBN 978-2-7605-3692-0, Canada

2012 "Internationalization and Innovation: The Effects of a strategy mix on the Economic Performance of French SMEs", *International Business Research*, vol 5, No 6, Canada

2008 "French economy internationalization", *Rapport annuel*, OSEO, France

2007 "Small and medium enterprises: a positive integration to globalization", *Ressources humaines et management*