

Séverine LE LOARNE – LEMAIRE

Teaching: Innovation Management,
Strategic Management
Social Entrepreneurship

Research: Strategy of Practice of the intra and entrepreneur
Female Entrepreneurship

Managerial Experience:

- Head of department within a multicultural context:
(95 persons, 13 nationalities, 7 500 hours of teaching)
- Pedagogical projects
(Programs, Awards & European projects)



Executive Summary: *Severine LE LOARNE is associate prof. and head of Dept at Grenoble Ecole de Management. Her expertise relies on gender roles within entrepreneurial and intrapreneuriales processes. After having worked on the spousal support to female entrepreneurship and, more recently, a critical approach of the implication of women within social entrepreneurship, her current research interest is linked to the strategy as practice of women entrepreneurs and their capacity to make a business grow. She published different manuals (Pearson Education) and research articles on these subjects.*

EDUCATION

2014 **Habilitation à Diriger des Recherches**
University of Paris – Evry, LITEM, FRANCE

“The impact of social and institutional constraints within the entrepreneurial exercise”

Supervisor: V. Mangematin, Grenoble Ecole de Management

2004 **PhD in Management Sciences**
University J. Moulin Lyon 3 – Ecole Polytechnique Paris FRANCE

« The impact of the structure on intrapreneurship and the creativity of actors. The development of convergence strategies within the Telecommunication Industry – *An Action Research within France Telecom* »

Supervisors: R. Durand HEC Paris, C. Midler Ecole Polytechnique, Paris

Mention: With distinction

2001 **Lyon 3 University, Master of Research in Strategy and Management**

Mention: With distinction (15,25/20)

1999 **EM Lyon, Master Program in Management (ESC Lyon)**

Ranking: 21/486

AFFILIATIONS

2012-2014

Grenoble Ecole de Management

Head of Department MTS (Management, Strategy & Technologies)

Associate Professor

(115 persons, 41 full-time professors, 14 nationalities, 10 900 teaching hours, 7 disciplines)

- Reorganization of the Department
- Recruitment of permanent professors and affiliated professors and managerial supervision of the team (evaluation, allocation of number of teaching hours, etc.)
- Pedagogical advisers for all GEM programs (on-site and off-site)
- Resources provider and planner
- Communication plan on deliveries (research and pedagogical outputs)

2008-2012

Grenoble Ecole de Management

Associate Professor

Head of Pedagogical Projects:

- GEM Inno Awards (Student Contest in Innovation: 1 300 participants, 120 projects within the competition, 10 business partners, 3 Academic Partners, 5 institutional partners Worldwide)
- Sermantec – Workpackage on innovation management (European projects for transferring knowledge on teaching innovation management: PSUT & HAU, Jordan; Birzeit University, Palestina; American University of Beyrouth, Libanon; ENSIAS, Marocco)
- Innovation Days Part 1 – Seb Group (250 participants: marketers, R&D and designers of the group + Members of the Executive Comity – Budget: 400 kEuros)

2004 - 2007

Grenoble Ecole de Management

Responsable Mastère Spécialisée MTI (initials and executives)

(40 students in charge of promotion, recruiting, planning, coaching, alumni)

2001 - 2004

Université Jean Moulin Lyon 3

“Allocataire – Moniteur”

(lecturer in Strategic Management and Marketing for on-sites and off-sites programs – Hungary)

1999 - 2001

EM Lyon

Pedagogical & Research Assistant

Teaching:

- Basic Principles of Entrepreneurship – (Active pedagogy)
- Basic Principles of marketing (27 hours)

Institutional Contribution:

- **Development of the Postgraduate Master Program in New Information Technologies** (in partnership with the engineer school “Centrale Lyon”)
- **Development of on-line teaching methods (Danone)**
- Development and teaching for executive Programs: Danone Marketing University and Auchan University.

1997 - 1999

SNCF

Head of Marketing Distribution of the Lyon Area

1995 - 1996

AXA – UAP

Deputy Product manager

Health Insurances for the French Market

Other

Places of Teaching

Simon Fraser University, Vancouver, Canada (2014)

Institut Polytechnique – Doctoral programs, Grenoble (since 2005)

IUP, Clermont Ferrand (Since 2009)

Wirtschaftsuniversität, Vienna (2005)

Megatrend University, Belgrade (2005 – 2006)

Strategic and Technology Management (24 hours)

Marketing of innovation (24 hours)

Innovation Management (40 hours)

Other

Board Membership

2010 - 2014

Dolphin Integration, Grenoble

(Microelectronics, 300 persons, 500 mEuros revenues)

Independent Board Member

TEACHING (expertise)

Main pedagogical Method: Active learning

Main expertise: Strategic Management, Innovation Management

- Sustainable Innovation Management (27 hours, Master II)
- Innovation Management: Head of Module, Bachelor, Master I (27 hours, 800 students, 21 lecturers); Average Score: 4/5

- Strategic Management: Bachelor of International Business – 36 hours), master (27 hours), Executive Seminars (Nokia Finland) (24 hours) – Average Score: 4,3 / 5
- Managing Cultural Activities: master level (27 hours), Average Score: 4,1 / 5
- Marketing of Innovation: Master II, Executive Seminars (CEA Leti, France Telecom R&D, Xerox European Research Center) – Average Score: 4,5 / 5
- Qualitative Data Analysis: DBA & PhD Programs (Los Angeles – With the University of California) – Score: 5/5

RESEARCH

Subject: The Strategy as Practice of the Entrepreneur and the Intrapreneur: The influence of social constraints and determinism

**Objects: Female Entrepreneurship
Capacity for making the venture growth**

Theoretical Approach: Strategy as Practive and Neo-institutional Approaches

**Research: Comprehensive qualitative data analysis
Regression Models**

Communities:

- **AOM - Entrepreneurship**
- **Egos – Sub-theme convenors 2012 & 2016**
- **Babson**
- **Académie de l'Entrepreneuriat**

Current research (pipe)

- Strategy As Practice of the Women Entrepreneur
 - o Data: Studies for Réseau Entreprendre, Federations Pionnières, Mampreneures (data basis of 40 entrepreneurs in France)
 - o Method: Qualitative (longitudinal analysis)
- Born Entrepreneur and the impact of Heritage on the performance of the venture
 - o Data: Studies for Réseau Entreprendre (data basis of 850 entrepreneurs in France from Reseau Entreprendre)
 - o Method: Quantitative
- Sense of work for female entrepreneurship and critical look at the meaning of social entrepreneurship
 - o Data: Studies for Réseau Entreprendre (40 interviews with males and females entrepreneurs + quantitative survey)
 - o Method: Narrative + fuzzy 7
- Glas Ceiling of existing ideas of innovation by students
 - o Data: 108 projets developed by students
 - o Method: Quantitative approach
 - o Collaboration: Guy Parmentier (Université de Grenoble)
- Work life balance of female entrepreneurship
 - o Data: Survey of female and male entrepreneurs in the French + American Biotech Industry

- Method: Quantitative approach
- Collaboration: Lois Shelton (State University of California – Northridge)

Peer Reviewed Articles

- A. Nikina, L. Shelton, S. Le Loarne (2015), “Love – hate and female entrepreneurship: the impact of spousal support on female entrepreneurship”, Journal of Small Business and Enterprise Development, 22(1), p. 38-62 (Cat 4 CNRS)
- Le Loarne S., Maalaoui A., “How high tech entrepreneurs bricole the evolution of business process management for their activities”, Business Process Management Journal, 21(1), p. 152-171
- Haddad G., S. Le Loarne (2015), “Social Networking and gender effects in opportunity identification”, International Journal of Entrepreneurship and Small Business, 24(1), p. 23-40
- S. Le Loarne, C. Noel – Lemaitre (2015), “Spiritualité et travail, la cooperative comme Eldorado organisationnel? Leçons à partir de la philosophie de Simone Weil”, Revue des Sciences de Gestion
- Le Loarne S., Sanseau P.Y., M. Smith (2014), “Reconsidérer le débat sur le rapport vie professionnelle – vie privée en France: Paidoyer pour une approche relationnelle”, RIMHE, 2(11), p. 41-51
- Le Loarne S., Noel C. “Les cooperatives, un lien idéal pour développer sa spiritualité au travail? Les leçons à tirer de la philosophie du travail de Simone Weil”, RIHME, 1(8), 19-39
- V. Johannides, S. Jaumier, S. Le Loarne (2013), “La fabrique du contrôle: une ethnomethodologie du choix des outils de gestion”, Comptabilité, Contrôle, Audit (Cat. 3 CNRS)
- Nikina A., S. Le Loarne, S. Shelton (2013), “Le rôle du conjoint au succès de l’entrepreneuriat féminin”, Revue de l’Entrepreneuriat, may (Cat 4. CNRS)
- Nikina A., L. Shelton, S. Le Loarne (2013), “Does he have her back? A look at how Husbands Support Women Entrepreneurs”, Entrepreneurial Practice Review
- Tornikoski E., T. Kautonen, S. Le Loarne (2012), “l’entrepreneuriat des seniors et intention de création d’activité”, Revue Française de Gestion, Dec. (Cat 4 CNRS)
- Le Loarne S. (2012), “Dis moi-ce que tu crées, je te dirai qui tu es. Considérations sur le profil d’entrepreneurs sociaux à partir du concept d’habitus”, Revue Sciences de Gestion, n°255-256
- Le Loarne S., Becuwe A. (2012), “Entrepreneuriat social: Etat des lieux de la recherche”, Entreprise et Humanisme (Cat 4 CNRS)
- Noel C., S. Le Loarne (2012), “Distress at work: What managers could learn from the spirituality of work in Simone Weil’s Philosophy”, Philosophy & Management.
- Le Loarne S. (2011), “De l’innovation en chambre à l’innovation ouverte mais maîtrisée - Introduction au dossier special “ Innovation et Intelligence Economique”, Revue Internationale d’Intelligence Economique, Ed. HEC Paris.
- De Margerie C., S. Le Loarne (2009), « Combiner Ressources et Compétences pour Optimiser les Risques et Créer un Avantage Compétitif Durable : proposition d’une carte cognitive », Revue Internationale d’Intelligence Economique, Ed. HEC Paris
- Noel C., S. Le Loarne (2008), « L’apport de la philosophie de Simone Weil à la définition d’une gestion des ressources humaines responsable », Revue de Philosophie Economique (Cat 3 CNRS)
- Le Loarne S. (2006), "De l’idée d’offre à l’innovation dans un groupe diversifié – freins et moteurs organisationnels", Revue Française de Gestion, n°160, Mars (Cat 4 CNRS)

- Le Loarne S. (2005), "Working with an ERP: is Big Brother back?", Computer in Industry, Sept (Impact Factor: 2.338)
- Auriacombe B., Chalamon I., Le Loarne S. (2005), "Les manifestations de la fidélité dans le spectacle vivant : quand on aime, on ne discute pas !", Management & Avenir, Vol. 5 (Cat 4 CNRS)
- Le Loarne S. (2003), "Contrôle et répartition du pouvoir dans l'organisation : Vers une recentralisation ? Etude de l'implantation d'un ERP dans une entreprise industrielle", Revue MIF – Management, Information, Finance, N°3, Juin, p. 115-128

Under Review

- Le Loarne S., C. Noel – Lemaitre, "Worker cooperatives: An organizational Eldorado? Lessons from the spirituality of Simone Weil", submitted to Journal of Business Ethics (Cat 1 CNRS)
- Le Loarne S., C. Noel, R. Pasqualini, S. Stervinou, "Vertus et dangers du mode de gouvernance des SCOP. Une analyse à partir du travail de Simone Weil", submitted to Management international (Cat 2 CNRS)
- Le Loarne S., A. Maalaoui, "Pour une critique de l'engagement social de la femme entrepreneur", submitted to Revue de l'entrepreneuriat (Cat 4 CNRS)

Special issues (invited editor)

- Fayolle A. F. Jansen, S. Le Loarne, A. Maalaoui (2017), "Discussing the theory of bricolage and its application to social entrepreneurship", Journal of Regional Development
- Maalaoui A., S. Le Loarne et al. (2016), "An alternative way for innovation: Requestionning the tradition within the Social Economy and Social Entrepreneurship", IJESB
- Maalaoui A., S. Le Loarne et al. (2016), "Social Entrepreneurship in Developing Countries: A twist to the traditional view of social entrepreneurship?", International Journal of Entrepreneurship and Innovation
- Le Loarne S., L. Gnan (2015), "Is innovation Gendered?", IJSBE (Cat 4 CNRS)
- Le Loarne S., M. Smith, PY Sanséau (2014), "Les nouvelles formes organisationnelles et la conciliation vie privée – vie professionnelle", RIHME
- Fayolle A., A. Malaoui, S. Le Loarne (2014), "Entrepreneuriat et diversité", Entreprendre et Innover
- Ansart S., S. Le Loarne, V. Monvoisin (2014), "Les cooperatives pour un monde meilleur?", Revue des Sciences de Gestion

Research Awards

- 2013: 12ème congress international de gouvernance d'entreprises, Nantes, Meilleure communication en gouvernance d'entreprises sociales (research with C. Noel, S. Stervinou et R. Pascalini)
- **2012: United States Association for Small Business and Entrepreneurship, Academic paper most relevant to Entrepreneurs Award (research with L. Shelton et A. Nikina)**
- 2003: 5th International Industrial Engineering Conference, Québec, 2003, Best Young Researcher

Books (first author or Coordinator)

- Le Loarne S., V. Cuppillard – Granger, L. Shelton, A. Nikina, B. Benhida (2012 – forth), “Femme et entrepreneur ? C’est possible !!!”, Ed. Pearson, Coll. Village Mondial, Paris
- Le Loarne S., S. Blanco (2012), “Manager l’innovation – 2nd Edition”, Pearson Education, Paris
- Le Loarne S., V. De Margerie (2011), La boîte à outils de l’entrepreneur, Dunod, Paris
- Le Loarne S., S. Blanco (2009), “Manager l’innovation”, Pearson Education, Paris.
- Magakian J.L., X. Bouziat, S. Le Loarne et al. (2003), 50 fiches pour comprendre le management stratégique des ressources humaines, Breal, Paris

Recent “Managerial” Articles

- S. Le Loarne – Lemaire (2014), “Introuvable diverté entrepreneuriale”, *Entreprendre & Innover*
- S. Le Loarne – Lemaire (2013), “La femme du Boulanger ou le mari de la boulangère? Enquête sur le role du conjoint dans l’entrepreneuriat feminine”, *Expansion Management Review*, March
- S. Le Loarne – Lemaire (2012), “Plus de femmes dans les vies économiques pour relancer la compétitivité française”, *Journal du Net*, November
- S. Le Loarne – Lemaire (2011), “Plaidoyer pour plus de managers philosophes”, *Journal du Net*, November
- S. Le Loarne – Lemaire (2011), “Le soutien du conjoint au foyer: premier facteur clé de success de l’entrepreneuriat feminine”, *Journal du Net*, November
- S. Le Loarne (2011), “Les modèles économiques de l’économie sociale et solidaire”, *Dauphiné Libéré*, Grenoble, April 26th
- S. Le Loarne (2010), “Insuffler l’innovation à vos equips. Comment faire ?”, *Dauphiné Libéré*, Grenoble, February 26th.
- Le Loarne S. (2007), « Légitimation de l’idée créative dans l’entreprise : l’habit ferait-il encore le moine ? », *Technology Review*, n°3

Book Chapters

- C. Noel, S. Le Loarne (2014), “Le diable n’existe pas, il est en chacun de nous. Les apports d’H. Arendt pour apprehender le phénomène d’harcèlement au travail”, in “Les apports de la philosophie d’H. Arendt pour les sciences de gestion”, Ed. L’Harmattan, Paris
- S. Le Loarne (2013), “L’entrepreneur hybride et le statut d’auto-entrepreneur”, in A. Maalaoui, S. Castellano, “L’auto-entrepreneur dans tous ses états”, Ed. L’Harmattan, Paris
- S. Le Loarne, N. Essedine (2013), “Créer son entreprise sous le statut de SCOP”, in Joannides V., “SCOP : Etats des lieux”, Ed. Ellipses
- S. Blanco, S. Le Loarne (2012), “Technologie, Service, Innovation: Quelle integration?”, in B. Meyronin, A. Munos, “Manager l’innovation de service”, Ed. Presses Universitaires de Grenoble
- Nikina A., L. Shelton, S. Le Loarne (2012), “The husband of an Entrepreneur: Traditional leader or modern follower”, in Chapeler B, M. Le Berre, “Producing New Knowledge on innovation innovation management”, Ed. Presses Universitaires de Grenoble, Paris.

- Nikina A., L. Shelton, S. Le Loarne (2011), “L’impact de l’entrepreneuriat feminine sur l’identité du conjoint en tant que chef de famille”, in Hamdouch A., Reboud S., Tanguy C., “PME, dynamiques entrepreneuriales et innovation”, Ed. Peter Lang, Paris.
- Le Loarne S., C. Fontaine (2010), « La place de la France dans la compétition mondiale de l’innovation », *France quand Même*, Presses Universitaires de France
- Le Loarne S., A. Becuwe (2008), “Internal legitimacy, alibi for internal legitimization. ERP implementation and acceptance of new working procedures”, in Grabot B., Mayere A. & Bazet I., Springer Verlag
- Le Loarne S., A. Becuwe (2008), “L’ERP, vecteur de création de confiance entre la Direction des Ressources Humaines et les opérationnels – le cas de l’implantation de SAP RH chez Biomerieux“, in Winck D. & B. Penz, L’équipement de l’organisation industrielle – Les ERP à l’usage, Editions Hermès - Lavoisier, Paris
- Le Loarne S. (2005), « La coopération pour l’innovation au sein d’un groupe multi-divisionnel et diversifié. Typologie d’offres, enjeux et freins au développement », In Mezghani & Quelin, Perspectives en Management Stratégique, T. XI, Ed. EMS, coll. Management & Société, Paris

Organization of Workshop and Conferences

- S. le Loarne, C. Henry, L. Gnan (2016), “Reconsidering the role of women within innovation processes”, Egos, Napoli, July
- S. Le Loarne, L. Gnan, S. Castellano, A. Malaoui (2013), “Is innovation gendered”, Grenoble, May 30th, 20 contributions
- A. Nikina, S. Le Loarne, L. Shelton (2012), “Work life balance and gender”, Sub-theme, Egos, Helsinki, July, 17 contributions

DBA/PhD Supervisions

- Gloria Haddad (Defense in November 2013): “Opportunity Recognition: social and psychological implications”, DBA Grenoble Ecole de Management
- Anna Nikina (defense in April 2010): “The role of the husband as support provider to Female Entrepreneurship”: With distinction, DBA Grenoble Ecole de Management – Tonji University (China)
- Lenica Gutierrez (Defense planed in 2014): “Bricolage as a survival capability for SME”, DBA University of Newcastle – Grenoble Ecole de Management

OTHERS

- Reviewing
- Journal of Management Inquiry (since 2012)
 - European Journal of Product Development (since 2012)
 - Management International (since 2014)
 - Revue de l’Entrepreneuriat (since 2013)
 - Revue des Sciences de Gestion (since 2013)
 - Revue Française de Gestion (since 2011)
 - Philosophy of Management (since 2011)
 - Technovation (since 2011)
 - M@n@gement (2009)
 - Management et Avenir (2009 – 2010)
 - Academy of Management (TIM & MOC divisions) (since 2006)
 - European Management Review

Research - HEC Montreal – Marketing Department (2003)
visiting