

# Philippe CHEREAU

Associate Professor

Academy: Transformation

Research center: Knowledge, Technology and Organization

Campus: Sophia Antipolis

Email: philippe.chereau@skema.edu

## Research interests

---

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

## Education

---

2012	Doctorat 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 in Management, EDHEC Business School, France

## Experience

---

### **Full-time academic positions**

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

### **Other academic affiliations and appointments**

Since 2016	Visiting Faculty, University of Naples Federico II, Italy
2012 - 2019	Visiting Faculty, 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	Visiting Faculty, IAE Aix-Marseille, France
2014 - 2016	Scientific Director, MSc. International Business, SKEMA Business School, France
2009 - 2011	Lecturer, SKEMA Business School, France

### **Other professional experiences**

Since 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

## Other professional experiences

1990 - 1993      Market Manager, DOW Chemical, France

## Research grants, Awards and Honors

---

### Awards and Honors

- 2022              Faculty Excellence Award for Executive Education in Strategy & 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

---

### Peer-reviewed journal articles

- PIZZETTI, M., CHEREAU, P., SOSCIA, I. and 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. and 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. and 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. and 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.

### Books and book editor

- CHEREAU, P. and MESCHI, P.X. (2019). *Le Conseil en Stratégie: Missions, méthodes et livrables*. Paris: Vuibert, 272 pages.
- CHEREAU, P. and MESCHI, P.X. (2017). *Strategic Consulting: Tools and Methods for Successful Strategy Missions*. Palgrave Macmillan, 247 pages.
- CHEREAU, P. and MESCHI, P.X. (2014). *Le Conseil Stratégique pour l'Entreprise*. Pearson, 256 pages.

### Conference proceedings

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

### **Conference presentations**

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

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

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

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

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

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

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

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

CHEREAU, P. and AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. In: 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. In: 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. In: Academy of Innovation and Entrepreneurship Conference. Macau.

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

### **Published business cases**

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

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

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

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

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

### **Press and social media**

CHEREAU, P. and 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.

## **Other research activities**

---

### **Reviewer for:**

International Journal of Innovation Management, Management International

### **Organization of a conference or a seminar**

2013                      Venture Academy Seminar, France

### **Affiliations**

2014 - 2015            British Academy of Management

### **PhD supervision**

2012                      P. CHEREAU, under the supervision of P.-X. MESCHI, SKEMA Business School, PhD thesis, PhD student

### **Other academic activities**

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