

# Fabien SERAIDARIAN

Professor

Academy: Transformation

Research center: SKEMA Centre for Artificial Intelligence

Campus: PARIS

Email: fabien.seraidarian@skema.edu

## Education

---

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

## Experience

---

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

2009 - 2017      Affiliate Professor, NEOMA Business School, France

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

Since 2018      Doyen Associé à l'Innovation, Directeur du K-Center, SKEMA Business School, France

### **Other professional experiences**

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

---

### **Peer-reviewed journal articles**

DEPEYRE, C., RIGAUD, E. and 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. and 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.

### **Book chapters**

RIGAUD, E. and SERAIDARIAN, F. (2017). Growth for Value Creation in Luxury. In: 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. In: *Value Creation and Value Management*. 1st ed. Palgrave Macmillan.

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

### **Conference presentations**

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

SERAIDARIAN, F., RIGAUD, E. and RIOT, E. (2013). On Luxury Professionals in Small Firms Struggling to Define their Added Value. In: 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. In: International Critical Management Studies Conference. Naples.