

**Carole BOUSQUET**

Assistant Professor of *Management Sciences  
& Marketing*

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## Nationality & Languages

Nationality: French

English: fluent

## Education

2018: Doctorate in Management Sciences – iaelyon, Jean Moulin Lyon 3 University – « *Articulation of individual and collective competencies with the strategy of the company – Case of an SME* » - with highest honor.

2016: Master's degree in Research in Socio-Economic Management – iaelyon, Jean Moulin Lyon 3 University

2015: Master's degree in Public Administration Management – iaelyon, Jean Moulin Lyon 3 University

2013: Bachelor's degree – Business and corporate administration – iaelyon, Jean Moulin Lyon 3 University and Dublin Institute of Technology (Ireland)

## Academic Appointments

September 2019: *Assistant Professor management and marketing, IDRAC Business School, Lyon campus*

September 2016: *Part-time lecturer in Management and Strategy, Jean Moulin Lyon 3 University*

September 2018 - September 2019: *Professor of Marketing and Strategy, Aix-Marseille University*

## Courses taught at IDRAC Business School

2021-2022 : PGE5 - Strategic Workforce Planning – *IDRAC Business School, Lyon Campus*  
2021-2022: PGE1 & PGE4 – Introduction to complex thinking – *IDRAC Business School, Lyon Campus*  
2021-2022 : Bachelor 2 – Understanding and thinking differently (English) – *IDRAC Business School, Pune, INDIA*  
2021-2022: Bachelor 3 – Initiation to Research – *IDRAC Business School, Lyon Campus*  
2019-2020: Bachelor 1 & PGE1 – Marketing Studies – *IDRAC Business School, Lyon Campus*  
2019 – 2020: Bachelor 1 – Distribution and Merchandising – *IDRAC Business School, Lyon Campus*  
2019- 2022: Bachelor 2 – Consumer Behavior – *IDRAC Business School, Lyon Campus*  
2020 - 2021: Bachelor 2 – Consumer Behavior – *IDRAC Business School, Lyon Campus*  
2020 -2021: PGE4 – Change Management (English) – *IDRAC Business School, Lyon Campus*  
2020-2022: PGE4 – Operational tools for managers – *IDRAC Business School, Lyon Campus*  
2020 – 2021: PGE4-5 – Research in Management Sciences – *IDRAC Business School, Lyon Campus*  
2019-2022: Tutor of final year dissertation (Bachelor 3, PGE5) – *IDRAC Business School, Lyon Campus*

## Other responsibilities at IDRAC Business School (administration, services, committees, ...)

2019 – 2021: Jury for awarding diplomas, IDRAC Business School

## Visiting Professorships

2021-2022 : Master's degree – Intervention-research and socio-economic diagnosis - *iaelyon, Jean Moulin Lyon 3 University*  
2017-2021: Bachelor's degree – Change Management Tools, *iaelyon, Jean Moulin Lyon 3 University*  
2017-2021: Master's degree - Integration into professional life and project management, *iaelyon, Jean Moulin Lyon 3 University*

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## Membership of Academic Associations/Networks

Academy of Management (AOM) – United States – Elected member of the Management Consulting Division (Board)  
Institute of Socio-Economic of Enterprises and Organizations (ISEOR)  
Comité Scientifique de l'Observatoire du Rebond (France) – Association 60 000 Rebonds

## Professional Experience

September 2019: *Professor of marketing and management, IDRAC Business School, Lyon campus*  
September 2016: *Part-time lecturer in Management and Strategy, Jean Moulin Lyon 3 University*  
September 2018: *September 2019: Professor of Marketing and Strategy, Aix-Marseille University*  
January 2019 – June 2019: *Consulting in SME for Business Development – GDA Agency*  
March 2015 – 2018: *Intervener-researcher in Management Sciences (Consulting) – Institute of Socio-Economic of Enterprises and Organizations (ISEOR)*

September 2014 – September 2015: *Project manager for the city of Lyon - Evaluation of a public policy – City Hall of Lyon*

September 2013 – September 2014: *Sales manager – AUCHAN St Priest*

## Main Research Interests

*Human Potential, Strategy in SME, Strategic Implementation, Human Resources Management, Socio-economic Performance, Role of proximity management, Social and Solidarity Economy, Digitalization, Entrepreneurship, Competencies*

## Intellectual Contribution

### 1. *Articles in refereed journals (peer-reviewed)*

Lichy, J., Bousquet, C., & Lemoine, L. (2022). Un# au secours du droit dans le harcèlement sexuel au travail: le cas# BalanceTonPorc. *Recherches en Sciences de Gestion*, 150(3), 195-215.

Bousquet C, Monties V et Richard D (2021), "L'économie sociale et solidaire après la loi du 31 juillet 2014 : le « choc des cultures »", acceptée pour publication en février 2021 par la revue *Question(s) de Management (Rang 4) FNEGE*

*Bousquet, C., Delattre M., & Lichy, J. (reviewing) Developing Human Resources Performances: The Role of Management, Journal Of Human Resources Management (Rang 2 FNEGE)*

### 2. *Papers presented at academic conferences (peer-reviewed)*

De Vittoris, R., Lissillour, R. & Bousquet, C. (2022). Simulation, *sensemaking* et performance dans les équipes de gestion de crise : le cas de Michelin. In 11 th *International Research Meeting In Business and Management, IRBAM*, 7-9 July 2022.

Delattre, M., Hallée, Y., Bousquet, C., & Roche, A. (2021, June). L'apport de l'analyse socio-économique pour la transposition organisationnelle de la notion de malcadrage de Nancy fraser. In 21ème Colloque international, ISEOR, *Academy Of Management, International Society for Organizational Development and Change*, CNAM.

El Haddad, P., Bousquet, C., & Richa, R. (2021). Challenges of a Transitional Leadership in a Morphing NGO. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 12770). Briarcliff Manor, NY 10510: Academy of Management.

Le Lédan, S. C., Zardet, V., & Bousquet, C. (2021, June). Comment Accompagner L'Évolution Du Management Du Personnel Administratif En Milieu Hospitalier. In *Colloque AOM-MCD/ISODC/CNAM/ISEOR*.

Le Lédan, S. C., & Bousquet, C. (2021). How to Accompany the Evolution of the Management of Administrative Staff in a Hospital Environment. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 12586). Briarcliff Manor, NY 10510: Academy of Management.

Bousquet, C., & Delattre, M. (2020). Using the periodically negotiable activity contract (PNAC) to align strategy with individual and collective skills: the case of an SME (No. halshs-02964213).

Bousquet, C. (2020). Impact of Culture on Entrepreneurial and Intrapreneurial Dynamics: Comparing the PhD Journey in France & UK, Development Paper, *Colloque IDRAC Business School & Leicester Castle Business School, Avignon, 2020*.

Bousquet C., Delattre M. & Lichy J. (2019), "How to align strategy with individual and collective skills: the case of an SME" to the *80th Annual Meeting of the Academy of Management*, 7-11 August 2020, in Vancouver, BC, Canada.

Bousquet C. & Delattre M. (2018), Développer des pratiques RH durables hors d'une structure fonctionnelle : le rôle de l'encadrement, *@GRH 2018*

Delattre M. & Bousquet C. (2018), HR innovation in SMEs, *Academy of Management – Chicago – 2018*

Bousquet C. (2017), Beyond team-building, Enhancing proximity between managers and their teams through SEAM, French case of a trading and ripening SME, *5th SEAM Conference – Duluth – May 2017*

Bousquet C. & Roche A. (2016), Les difficultés de mise en œuvre stratégique dans les organisations publiques : cas d'une grande mairie, *Academy of Management-Organization, Development & Change-ISEOR, Lyon, 16 p.*

### **3. Scholarly books**

### **4. Chapters in scholarly books**

Bousquet, C. & Salmeron, J. (2021), L'impact de l'intervention socio-économique sur le développement de l'ambition et de la mise en œuvre stratégique de l'entreprise, in Savall, H. et Zardet, V. (2021), *Traité sur la Théorie et le Management socio-économiques*. Editions EMS, France.

Bousquet, C. (2021), The Difficulties of Strategic Implementation in Public Organizations (post-covid perspectives) in *International Business: Post-COVID perspectives from Post-Millennial graduates*, Cambridge Scholars Publishing, United Kingdom, p.142

### **5. Reviewing**

2022, Socio-economic theory related to BPM: a case study of dysfunctions in the digital transformation strategy operation, *Revue Française de Gestion Industrielle*.

2022, What Has the Digital Transformation Changed? -- A case study on Hidden Costs in China. *Revue Française de Gestion Industrielle*

2021, Passive Leadership and Deviant Behavior: The Moderating Effect of Power Distance and Collectivism, *Journal of Management Development*

2021, Storytelling for nonprofits: How do socio-economic interventions recount the organization?. *Academy of Management 2021*

2021, All hands on deck? Comobility and career outcomes after Organizational failure. *Academy of Management 2021*

2021, Storytelling the Imaginary to Make It Real Through Strategic Implementation. *Academy of Management 2021*

2021, Scientific consulting enables compatibility between AI & human potential: How a Bank fights ML & CFT. *Academy of Management 2021*

2021, Development of work passion: an interactive study. *Academy of Management 2021*

## 6. Others

### Contribution to Practice

1. *Articles in Professional or Trade Journals / Magazines*
2. *Significant presentations at business conferences*
3. *Reports / studies*

2020, 2021, 2022 : *Quel(s) regard(s) sur l'échec entrepreneurial*. Étude qualitative et quantitative menée en collaboration avec l'Observatoire du Rebond et l'association 60 000 Rebonds (en cours).

## 4. Others

### Teaching and Pedagogical Research

1. *Case Studies*
2. *E-learning*

Bachelor's degree – Initiation to research – Creation of the e-learning module

## 3. Others