

Mireille HERAL
Assistant Professor
Professor of *Entrepreneurship and
Marketing*

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Nationality & Languages

Nationality: French
English: fluent

Education

2021 : **Doctorate in Management Science** (Doctorat de Science de Gestion). International support for green SMEs: the case of cooperative strategies. University of Montpellier
2016 : **Master 2 in Management MITE** (International Management of Territories and Firms) - University Paul Valéry /University of Montpellier, best student, with highest honour.
2002 : **Master 1 in Environmental engineering** - University of Corsica Pascal Paoli.
2000 : **Advanced agricultural technician certificate in Management and Protection of Nature** – LEGTA Henri Queuille.
1998 : **Baccalauréat**, série scientifique (Académie de Montpellier).

Professional Experiences

-Since September 2021: **Assistant Professor at IDRAC Business School**
-April - September 2017: **Research Engineer**, LabEx Entreprenre, University of Montpellier, France. Research in the field of international support, literature review, preparation of a qualitative study.
-May - July 2016: **Collaborator**, International Development (consulting firm for internationalization), Le Crès, France.

- 2012 – 2015: **Operational Director**, atelier Chatersèn (craftsmen, ecological furniture), Alzon, France. Strategic and operational management, administrative and accounting management, communication (newsletter, social networks, exhibitions), quality control.
- Since 2008: **Vice-President**, AFDI du Gard (French Farmers and International Development), Nîmes, France. Follow-up of international partnerships with professionals and institutions, holding meetings, writing reports, public presentations, missions to Madagascar in 2007 and 2008.
- 2003 – 2004: **Specialized Teacher**, Koné's secondary school, New-Caledonia. Specialized education for pupils with very difficult schooling, literacy, creation of teaching tools adapted to disability and dyslexia.
- 2003: **Project Coordinator**, FASE (Federation for children's support), Nouméa, New-Caledonia.
- 2002: **Researcher in Marine Biology**, SARDI Aquatic Sciences (South Australian Research and Development Institute), Adelaide, Australia.

Academic Appointments

- October 2020 August 2021: **Teaching and Research Assistant (ATER)**, Montpellier Management, University of Montpellier.
- October 2017 - September 2020: **PhD contract** awarded by the doctoral school EDEG, University of Montpellier.
- April 2019 - January 2020: **Accepted to be part of the CEFAG** (selective program of FNEGE dedicated to Ph.D. students in management)

Courses taught at IDRAC Business School

- 2021-2022 Marketing Processus et environnement, Bachelor 1 (Montpellier campus),
- Connaissance et analyse d'un marché, Bachelor 1 (Montpellier campus),
- International marketing, Bachelor 2 (Montpellier campus),
- Géoéconomie et géopolitique des conflits, Bachelor 2 (Montpellier campus)
- Negotiating purchasing and sales contracts, Bachelor 3 (Montpellier campus),
- Initiation à la recherche, Bachelor 3 (Montpellier campus).

Courses taught at the University of Montpellier (UM) and the University Paul Valéry (UPV)

- 2021-2022 Organisation of the internationalised SME, master 2 DGPME (UM)
- Management international PME, master 2 MITE (UPV)
- 2020-2021 Strategy for SMEs, master 1 (UM),
- Methodology of academic work, Bachelor 1 (UM),
- Collective projects supervision, Bachelor 2 (UM)
- Management and Organization Theory, Bachelor 1 (UM)
- 2019-2020 Analytical accounting, Bachelor 3 (UM),
- Management and Organization Theory, Bachelor 1, (UM),
- Collective projects supervision, Bachelor 2 (UM),
- Intervention in Master 2 Research in Entrepreneurship and SMEs (UM),

Internship supervisor for a bachelor student (UM)
2018-2019 Analytical accounting, Bachelor 3 (UM),
Management and Organization Theory, Bachelor 1 (UM)
2017-2018 Economic analysis, Bachelor 1 (UM)
International cooperative strategies of SMEs, Master 2 (UPV)

Visiting Professorships

October– November 2019: **Visiting Researcher** at the University of Cyprus (Cyprus), with Pr Leonidas Leonidou.

Membership of Academic Associations/Networks

Since 2022: Member of **European Group of Organizational Studies**.

Since 2021: Member of the **International network for research on organisations and sustainable development**.

Since 2018 : Member of the **Association International de Management Stratégique**.

Main Research Interests

Green firms; environmental entrepreneurship

International support; international entrepreneurship

Entrepreneurial ecosystems

Collective action

Brokering; network theory

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Organization of workshops and Conferences

June 2019: Member of the organization team of the **AEI conference**, Montpellier Management, University of Montpellier.

July 2018: Member of the organization team of the « **4ème rencontre entre acteurs des réseaux d'accompagnement et chercheurs** », LabEx Entreprendre, University of Montpellier.

July 2017: Member of the organization team of the **Tutorat Doctoral Grand Sud**, University of Montpellier.

Guest lecturer and participation to conferences

Papers presented at the 38th EGOS Colloquium (Vienna – Austria 2022); at the 31th “Association Internationale de Management Stratégique” (Annecy – France 2022); at the 12th Atlas AFMI

Conference (Nice – France 2022); at the 16th Congress of the international network for research on organisations and sustainable development (Montpellier – France 2021); at the BCERC Conference (Knoxville Tennessee – USA 2020); at the McGill Conference (Odense – Denmark 2019); at the “Congrès de l’Académie de l’Entrepreneuriat et de l’Innovation (Montpellier – France 2019); at the 4th “Rencontre entre acteurs des réseaux d’accompagnement et chercheurs” (Montpellier – France 2018); at the European Academy of Management Conference (Reykjavik – Iceland 2018); at the 27th “Association Internationale de Management Stratégique” (Montpellier – France 2018); at the 8th Research Network on Innovation Congress (Nîmes – France 2018).

Reviewing

- International Business Review / Revue Internationale PME