

Sylvie LACOSTE

Professor - Marketing, sales, procurement,
digital transformation in B to B

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Updated on Decembre 14th, 2023

Nationality & Languages

Nationality: French
English: fluent

Education

2017 : Habilitation à diriger des recherches, Université d'Aix-Marseille
2010 : Doctorat en sciences de gestion, Université de La Sorbonne Paris 1 et HEC
2004 : Agrégation d'économie et de gestion commerciale
1985 : Diplôme de l'ESCP Europe

Academic Appointments

As of today : Professor - IDRAC Business School, Bordeaux & guest professor HEC Lausanne.
2020-2022 : Professor - Excelesia BS, head of the marketing department.
2017-2020 : Professor - Kedge BS - Coordinator digital specialization Kedge Global Executive MBA.
2015-2017 : Associate professor - Ecole de Management Léonard de Vinci – head of the « Business » research group.
2011-2015 : Associate professor - Neoma Business School.

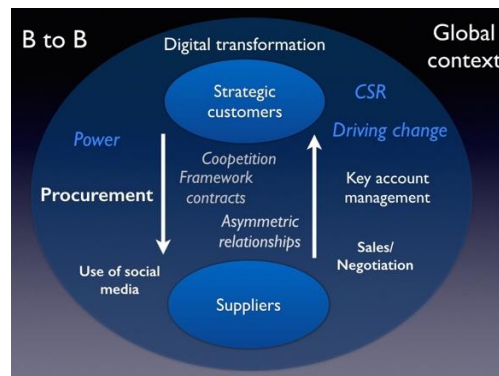
Courses taught at IDRAC Business School

Courses	Language	Program
Discovering foreign markets	ENG	B1
IDRAC Challenge negotiation	FRA	B2
Cross cultural management	ENG	B2
Achats & supply chain management	FRA	B3
Initiation à la recherche	FRA	B3
Leadership	FRA	MBA 2

Professional Experience

- 2000-2003 **QUEST INTERNATIONAL (ICI GROUP)**
 until 30.11.03: **Global Key Account Director - Member of the European Management Team**
 Operational responsibility over a key worldwide account
Management of a multi-disciplinary and multi-cultural team.
- 1997-2000 **SCA PACKAGING France**
 until 21.07.2000: **Sales Development Director - Member of the French Management Committee.**
 Operational responsibility over key accounts (Nestle, Valeo - turnover > 100 MF) & overall sales and product development support (support of Area Sales Directors).
- 1995-1997 **SCA PACKAGING** - European headquarters in Brussels
 until 31.10.97: **European Accounts Manager** (Crown Cork, Reckitt & Colman, Henkel, Johnson & Johnson, Pechiney, Van Leer, etc.)
 Key-account management over 12 European countries (France, Benelux, Germany, Italy, Spain, UK, Sweden, Hungary, Poland, Turkey).
- 1992-1993 **PECHINEY GROUP**
 until 31.12.93: Extrusion, Distribution and Building products -
Marketing Manager
- 1987-1992 **PECHINEY GROUP**
 until 31.03.92: Packaging Dept - **Export sales Manager**
 Commercial responsibility over different areas (Southeast Asia, Mediterranean countries, North-America)
 o definition and implementation of marketing & sales strategy
 o agreements on financing - negotiations with banks
 o sea-fret negotiations

Main Research Interests



Intellectual Contribution

1. Articles in refereed journals (peer-reviewed)

- 2023 Lacoste, S., Abdelaziz, F. B., & Youssef, M. (2022). Addressing how small suppliers cope with large customers: using the dual dimension of a product portfolio and customer buying center. *Journal of Business & Industrial Marketing*, 38(1), 188-207. [HTTPS://DOI.ORG/10.1108/JBIM-04-2021-0228](https://doi.org/10.1108/JBIM-04-2021-0228)
- 2022 Lacoste, S., Zidani, K., & Cuevas, J. M. (2022). Lateral collaboration and boundary-spanning from a global leadership perspective: The case of global account managers. *Journal of World Business*, 57(3), 101288. <https://doi.org/10.1016/j.jwb.2021.101288>
- 2020 Johnsen, R. E., Lacoste, S., & Meehan, J. (2020). "Hegemony in asymmetric customer-supplier relationships". *Industrial Marketing Management*, 87, 63-75. <https://doi.org/10.1016/j.indmarman.2020.01.013>
- 2019 Appio, F. P., & Lacoste, S. (2019). B2B relationship management in complex product systems (CoPS). *Industrial Marketing Management*, 79, 53-57. (editorial). <https://doi.org/10.1016/j.indmarman.2018.12.001>
- 2018 Lacoste, S. (2018). "From selling to managing strategic customers – a competency analysis" *Journal of Personal Selling and Sales Management*, 38(1), 92-122. [HTTPS://DOI.ORG/10.1080/08853134.2018.1426991](https://doi.org/10.1080/08853134.2018.1426991)
- 2016 Lacoste, S. and Dekker J. (2016) "Driving change: the role of « emotional connectedness » - A case study." (with Janet Dekker), *The Learning Organization*, 23 (5), 357-369. <http://dx.doi.org/10.1108/TLO-03-2016-0023>
- 2016 Lacoste, S. and Pardo C. (2016) "Les pratiques conjointes de responsabilité sociale de l'entreprise (RSE) au sein d'un écosystème d'affaires - Une étude de cas", *Management & Avenir*, 85, 35-55. http://www.cairn.info/resume.php?ID_ARTICLE=MAV_085_0035
- 2016 Johnsen R. and Lacoste S. (2016) « An exploration of the 'dark side' associations of conflict, power and dependence in customer-supplier relationships". *Industrial Marketing Management*, 59, 76-95, <http://dx.doi.org/10.1016/j.indmarman.2015.12.011>

- 2016 Lacoste S. (2016) « Perspectives on social media and its use by key account managers”, *Industrial Marketing Management*, 54, 33-43.
<http://dx.doi.org/10.1016/j.indmarman.2015.12.010>
- 2016 Lacoste S. (2016) « Sustainable value co-creation in business networks », *Industrial Marketing Management*, 52, 151-162.
<http://dx.doi.org/10.1016/j.indmarman.2015.05.018>
- 2015 Lacoste S. and Blois K. (2015). “Suppliers’ power relationships with industrial Key Accounts” *Journal of Business and Industrial Marketing*, 30(5), 562 - 571.
<http://dx.doi.org/10.1108/JBIM-03-2013-0057>
- 2015 Lacoste S. and Rhona E. Johnsen (2015). « Buyer-supplier relationships: a case study of power dynamics », *Journal of Purchasing & Supply Management*, 21(4), 229-240.
<http://dx.doi.org/10.1016/j.pursup.2014.12.006>
- 2015 Lacoste S. and La Rocca A. (2015). Commentary on “Storytelling by the sales force and its effect on buyer-seller exchange”, *Industrial Marketing Management*, 46, 143-146.
<http://dx.doi.org/10.1016/j.indmarman.2015.01.015>
- 2014 Lacoste S. (2014). “Coopetition and framework contracts in industrial-customer relationships”, *Qualitative Market Research: an International Journal*, 17(1), 43-57.
<http://dx.doi.org/10.1108/QMR-01-2012-0006>
- 2012 Lacoste S. (2012). “Vertical coopetition”: the key account perspective, *Industrial Marketing Management*, 41(4), 649-6.
<http://dx.doi.org/10.1016/j.indmarman.2011.09.013>
Nominated to the 2012 best academic article award (FNEGE/ SYNTEC).
- 2011 Lacoste S. (2011). "Segmentation fournisseurs et négociation : le cas du fournisseur « stratégique »", *Management & Avenir*, 44, 202-218.
http://www.cairn.info/resume.php ?ID_ARTICLE=MAV_044_0202

2. Scholarly books

- 2007 Publication of a book called “How to change career prospects” – Pearson
2006 Publication of a book called “KEY ACCOUNTS MANAGEMENT” – Pearson

3. Chapters in scholarly books

- 2015 Case study « French leaders and Multiculturalism », dans « Lessons in Changing Cultures: Learning from Real World Cases », Don Warrick and Jens Mueller (eds), Rossi Smith Academic publishing, Oxford.
- 2014 Book chapter: "Vertical coopetition: the key account perspective" In : Dr. Diana Woodburn et Kevin Wilson (eds), *Handbook of Strategic Account Management*, John Wiley & Sons (28/03/2014).
- 2010 Case study published in Ellis, N (2010), “Business to Business Marketing: Relationships, Networks & Strategies”, Oxford: Oxford University Press.

1. Articles in Professional or Trade Journals / Magazines

Passer de commercial terrain à responsable grands compte :

<https://www.actionco.fr/Thematique/pilotage-commercial-1215/Breves/Passer-commercial-terrain-responsable-grands-comptes-328444.htm>

Publication d'une chronique, « Faut-il utiliser les réseaux sociaux avec vos clients importants ? », sur le site de Harvard Business Review France : <http://www.hbrfrance.fr/chroniques-experts/2016/03/10373-commentutiliser-les-reseaux-sociaux-avec-vos-clients-importants/>

Harvard Business Review

Recherche... EMAIL MOT DE PASSE

Le magazine Chroniques d'experts Les carnets HBR La

STRATÉGIE LEADERSHIP CARRIÈRE MANAGEMENT INNOVATION MARKE

Chroniques d'experts

COMPRENDRE POUR AGIR A L'ERE DIGITALE, DIGITAL

Faut-il utiliser les réseaux sociaux avec vos clients importants?

par Sylvie Lacoste Le 18/03/2016

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Suivant 1 sur 2

Après avoir envahi la sphère privée, les réseaux sociaux se développent de plus en plus dans la sphère professionnelle : Facebook est en train d'adapter son réseau social à l'entreprise avec Facebook at Work et rêve d'y connecter 3 milliards de salariés. LinkedIn s'affirme comme le plus grand réseau professionnel du monde avec 400 millions de membres.