

**Charlotte FELIX-FAURE, PhD**  
Professor of Entrepreneurship & Business  
Management

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### Nationality & languages

Nationality: French/South African  
English: Fluent  
French: Fluent

### Education

2021: PhD in Business Administration, Université Grenoble Alpes - France (cotutelle with University of Witwatersrand - South Africa), « Fostering Inclusive Entrepreneurship in South African Townships: A Contextual Analysis »  
2007: Master in International Business – master thesis in technology management:  
Grenoble Ecole de Management, France  
2006: Bachelor in International Business: Grenoble Ecole de Management, France  
2005: Diploma in Marketing Management: Damelin Business School, Johannesburg, South Africa  
1996: Bachelors of Science (Chemistry): University of Cape Town

## Academic appointments

2023: Permanent Associate Research Professor of Entrepreneurship at IDRAC Business School, Lyon Campus

2023: Visiting Professor at University of Leuphana, Lüneburg, Germany

Course: Entrepreneurship & Institutional change, Master in Management Program (Bac 5+ level), language - English

2023: Supervisor of Bachelor thesis at EM Lyon

2021 – 2022: Assistant Lecturer and researcher at Burgundy School of Business (BSB)

Course: SME, Strategy, and Entrepreneurship – 3rd year Bachelor- English & French  
Dijon and Lyon campuses

Course: Introduction to academic research - 3rd year Bachelor- English

Dijon campus.

Course: Entrepreneurship: Theoretical Insights and Practical Implications 2nd year Bachelor  
Lyon campus

2018 – 2020: Assistant Lecturer at Grenoble Ecole de Management

Course: Fashion Management 3rd year Bachelor – English, Grenoble Campus

2012 – 2014: Assistant Lecturer at Grenoble Ecole de Management, Grenoble - France

Course : Sales Techniques to 1st year ‘tronc-commun track’ – English, Grenoble Campus

## Courses taught at IDRAC Business School

Business Management (PGE)

Entrepreneurship

Summer School

International programs at IDRAC’s partner institutions

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

Student entry & exist jurys

## Visiting

Research residency at Leuphana University, Lüneburg, Germany, June 1- 30, 2018

## Membership of academic association/networks

**Affiliated Researcher: Grenoble Ecole de Management:**

**Chair ‘Femmes et Renouveau Economique’ (FERE)**

- Conducting research on women entrepreneurship and economic emancipation

**Director and board member of International Social Capital Association (ISCA)**, an international non-profit member-based association devoted to advancing the research on and the application of the social capital concept for the benefit of all.

‘Communauté de Recherche en Education en Entrepreneuriat’ (**CREE**) member

European Council for Small Business and Entrepreneurship (**ECSB**) member

Academy of Management (**AOM**) Entrepreneurship division member

European University Network on Entrepreneurship (**ESU**) member

Academy of Entrepreneurship & Innovation member (**AEI**)

‘**Entreprendre et Innover**’ member

## Conference Event Organization

**Gender, Work & Organization (GWO), 13th International Interdisciplinary Research Conference 2023**, co-organizer of research stream: “Women entrepreneurship: sustainable and inclusive economic growth in the Global South post-Covid-19 pandemic”. University of Stellenbosch, South Africa.

**ECSB RENT Conference 2022**, co-organizer of the PDW: ‘well-being in research & academic life’. Naples, Italy

**ECSB Entrepreneurship Education (3E): European conference of entrepreneurship education 2022**, (member of conference organizing & scientific committees) Burgundy School of Business, Dijon, France

## Professional experience

### **March 2022: Founder of ‘Inclusive Entrepreneurship Academy’ - South Africa**

To foster entrepreneurship mindset and culture among the underprivileged in South Africa through entrepreneurship education, leading to inclusive, sustainable, & transformational entrepreneurship.

### **2009 December: Business owner: ITU Espace Design (concept store), Grenoble - France**

Showcasing a unique collection of fashion and interior design products resulting from the fusion of the rich artistic traditions & cultures of Southern Africa with contemporary influences. Creations designed & handcrafted by artisans, artists & designers within non-profit organizations, and by artists & designers employing people from disadvantaged backgrounds. A Fair-Trade and sustainable development business.

**2009 (May -November): venture creation, ITU Espace Design:** Business planning, finance, Market research & analysis, location search, supplier finding & products buying, launching & marketing.

**February 2018 – May 2021: Founder of Tea, Cookies & Prayer** - Launched an associative space for drinking good & organic teas, reading, & meditation in the center of Grenoble

### **2008 – 2009: Sales Programs Hewlett Packard, Grenoble - France**

Supply & demand matching, commercial planning for 8 business clients, consolidation of sales data, client stock problems analysis and resolution, contribution to factories’ production planning and delivery scheduling, training of outsourced partners

### **2007 – 2008 Marketing - Product Management: Hewlett Packard, Grenoble - France**

Conducted PC market research analyses (IDC, GFK, Forrester), product positioning by price, platform, and usage, product cycle analysis and update, matching product volume, mix objectives and forecast with actual results, created client and employee training presentations, performed product demonstrations in retail stores, product management for Portugal country, internal data base maintenance.

### **June 2006-Aug 2006 Marketing Internship: Hewlett Packard, Grenoble – France**

Conducted market scanning, market segmentation, product positioning, analysis and interpretation of results for SME customer relations software products market.

June 2005-Aug 2005: Logistics: receiving and processing new stock, stock control - ST Microelectronics, Crolles - France

### **2003-2004: Managing the company cafeteria - INRIA, Montbonnot - France**

**1996-2002: Sales Team Supervisor - Compact Disc Warehouse, Rosebank - South Africa**

## Main Research Interests

Entrepreneurship, Entrepreneurship Education, Social Entrepreneurship, Entrepreneurial Context, Entrepreneurial Behavior/Agency, Inclusive Entrepreneurship, Citizen Entrepreneurship, Entrepreneurship Opportunity, Social Capital, Discourses, Social Mechanisms, Institutional Logics

## Intellectual contribution

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

Felix-Faure, P.C., Klapper, G. R., (2023) Countering Apartheid Institutional Inertia: Employing the Funnel of Causality to Develop Policy to Lower Barriers to Entrepreneurship in South African Townships. Submitted to special issue call by Review of Entrepreneurship journal on inclusive entrepreneurship. Publication for December 2023.

Felix-Faure, P.C., Tixier, J., (2024) "Les Logiques Institutionnelles Coloniales de Programmes de Soutien à L'entrepreneuriat – à la croisée des contextes Malgaches et Sud Africains". Responding to special issue call by RIPME journal on 'Nouveaux Imaginaires de et sur l'Afrique par l'Entrepreneuriat'.

Felix Faure, P. C., Klapper, R., (2023) "Context, Culture and Entrepreneurship – lessons from the South African context". Submission to special Issue call by 'revue Management International': The Impact of Culture on Entrepreneurial Dynamics: international perspectives.

Felix Faure, P. C. (202X) The Influence of Apartheid Institutional Logics on Entrepreneurial Behavior in South African Townships. Submitted to Small Business Economics journal (in review)

Ivonen, L., Felix Faure, P. C., & Barros, M., (202X). "Entrepreneurial Identity Construction in marginalized places". Article submission to Journal of Management.

### 2. *Papers presented at scholarly meetings (peer-reviewed)*

Irene, B., Lockye, J., Felix-Faure, P.C., Nziku, D., Onoshakpor, C., Okrah, J. (2023). "A Multi-Nation Study on Women Entrepreneurs Response to Crisis in the Global South. Article accepted for presentation at the conference GWO 2023 Stellenbosch, South Africa

Ivonen, L., Felix Faure, P. C., & Barros, M., (2022). "Entrepreneurial Identity Construction in marginalized places". Article soumis et présenté à la conférence EIBA 2022 Oslo, Norvege.

Ivonen, L., Felix Faure, P. C., & Barros, M., (2022). "Entrepreneurial Identity Construction in marginalized places". Article soumis et présenté à la conférence 'Academy of Management' 2022 à Atlanta, USA (présenté). Publié dans actes de la conférence 'Academy of Management'.

Ivonen, L., Felix Faure, P. C., & Barros, M., (2022). "Entrepreneurial Identity Construction in marginalized places". Version courte d'un article soumis à EGOS 2022 Vienne (présenté)

Ivonen, L., Felix Faure, P. C., & Barros, M., (2022). "Entrepreneurial Identity Construction in marginalized places". Article soumis à la conférence BAM (accepté).

Felix Faure, P. C. (2022). "Contextualizing Entrepreneurial Education through Design Thinking: The Case of South African Townships". Article soumis à la conférence 3E Dijon France (présenté).

Felix-Faure, P. C. (2021). "Effects of Historical Institutions on Entrepreneurial Behavior in South African Townships. Papier présenté à la conférence RENT 2021 à Turku, Finlande.

Felix Faure, P. C. (2018). "The Effects of Apartheid on the Entrepreneurial Behavior of Black South Africans". Conférence et atelier doctoral de l'université de Leuphana, Lunebourg, Allemagne.

Felix Faure, P. C. (2017). "Entrepreneurial Opportunity Re-conceptualization – Expanding the opportunities conceptual model proposed by Davidsson, P. (2015)". Conférence et atelier doctoral de l'université de Leuphana, Lunebourg, Allemagne.

Felix Faure, P. C. (2017). "Contextualizing New Venture Ideas: Quality and Favorability within Low Resource Context". Symposium & atelier doctoral à la conférence de Paris Business School: Past, Present & Future.

Felix Faure, P. C. (2017). Entrepreneurial Opportunity Re-conceptualization – Expanding the opportunities conceptual model proposed by Davidsson, P. (2015). ESU: Conférence en Entrepreneuriat.

### **3. Chapters in scholarly books**

Felix Faure, P. C. & Fayolle, A. (2023). The effect of entrepreneurial learning on the transformational nature of township entrepreneurship. In Entrepreneurial Learning, Eds Politis, Aaboen, & Gabrielsson. Edward Elgar's Research Handbooks.

### **4. Reviewer**

RENT (ECSB) Entrepreneurship Conference 2023  
L'Academie de L'entrepreneuriat & Innovation Conference 2023  
Gender, Work, & Organisation Conference 2023  
European Council for Small Business (ECSB) 3E 2022  
Reviewer for RENT (ECSB) PDW 2021  
Leuphana University Conference Doctoral Workshop, 2018  
Leuphana University Conference Doctoral Workshop, 2017  
ESU Conference, Doctoral Program 2016

### **5. Volunteer**

Business coach for startups - coaching and accompanying start-ups in their entrepreneurial projects -  
Pepite Ozer start up incubator – Université Grenoble Alpes

## **Learning and pedagogical research**

### **ECSB workshops:**

'Entrepreneurship by design: a pedagogy of making for entrepreneurial education' - 16 March 2022

'How to practice sustainable entrepreneurship research' - 15 March 2022

'Conducting Experiments in Entrepreneurship Research' – February 22, 23 & 24, 2022.