

Béatrice COLLIN

ESCP Europe

Management

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ACADEMIC POSITIONS

Current positions

Since 2016: Arts et Métiers Paris Tech / ENSAM (Paris), Other.

Since 1999: ESCP Europe (Paris, London, Berlin, Madrid, Torino), Associate professor, Management.

Previous positions

2014 - 2017: ESCP Europe (Paris, London, Berlin, Madrid, Torino), Faculty Dean, Management.

2002 - 2014: ESCP Europe (Paris), Scientific Director of a Specialised Master, Management.

2010 - 2014: ESCP Europe (Madrid, ESP), Scientific Director of a Specialised Master, Management.

2006 - 2007: Cornell University (Ithaca, USA), Visiting professor.

1999 - 2000: Cass Business School - City University (London, GBR), Visiting professor.

ACADEMIC QUALIFICATIONS

PhD in Business Administration, Economics(Doctorat ès Sciences de gestion), (1998), **Université Paris 12**, France.

PhD in Economics, (Doctorat ès Sciences Economiques International Economics and Management), (1991), "Doctoral Studies, International Economics and Management", **Cornell University**, United States.

Master of Science in Management, (Diplôme Relations Internationales), (1990), **Institut d'Etudes Politiques, Paris**, France.

Research Master, Strategy & Organization, (DEA / Master 2, Strategy & Organization), (1987), **Université Paris I**, France.

Master of Science in Management, Strategy & Organization, (Diplome Grande Ecole, Strategy & Organization), (1986), **ESC Rouen**, France.

SERVICES TO THE ACADEMIC COMMUNITY

Activities in academic associations/colloquia

Colloquia : Scientific Comittee Member

Colloquia : Scientific Committee Member, Academy of Management, Toronto, 2012, January 01

Colloquia: Scientific Committee Member

Colloquia: Scientific Committee Member, AIMS, International Association of Strategic Management, 2012, January 01

Colloquia : Scientific Committee Member

Colloquia : Scientific Committee Member, European Academy of Management (EURAM), 2012, January 01

Colloquia: Scientific Committee Member

Colloquia: Scientific Committee Member, Association Francophone de Management International - ATLAS, 2013, January 01

Other activities

Scientific expert in a research program

Scientific expert in a research program, Routledge Publisher, Since 2012

Scientific expert in a research program, HARVARD BUSINESS SCHOOL , Since 2012

GRANTS, HONORS AND AWARDS

Awards

8 / 6 / 0 3AOM BPS Division Outstanding Reviewer, Seattle, USA
12:00 AM

5 / 1 6 / 1 6Chevalier de l'Ordre National du Mérite, Paris, FRA
12:00 AM

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

HAHN, C., B.COLLIN, M.BESSON, "L'alternance dans l'enseignement supérieur au management.", *REVUE FRANCAISE DE GESTION*, July 2004, vol. n° 151, vol. 30, pp. pp 69-80 12p

COLLIN, B., J.-F.DELPLANCKE, P.RAIMOND, "La logique des mondes", *GESTION 2000*, September 2001, vol. vol. 18, n° 5, pp. pp. 15-34 20 p.

COLLIN, B., "Marketing international", *REVUE FRANCAISE DU MARKETING*, 1996, vol. n° 157-158, pp. pp 3-222 220 p

COLLIN, B., "Marketing international : les outils", *REVUE FRANCAISE DU MARKETING*, 1996, vol. n° 157-158, pp. pp 11-94 84 p

COLLIN, B., "Outils d'analyses de l'environnement international et choix des modes de développement", *REVUE FRANCAISE DU MARKETING*, 1996, vol. n°157-158, pp. pp 11-22 12p

COLLIN, B., B.COVA, "Price wars and over competition in Europe", *EUROPEAN MANAGEMENT JOURNAL*, September 1994, pp. pp 346-347 2 p

Other Edited Books and Textbooks

B.COLLIN, P.MOREL, C.VADCAR, *Etats-Unis, Rapports et études de la Chambre de Commerce et d'Industrie de Paris*, Paris, France, 2009

C.HAHN, M.BESSON, B.COLLIN, *L'Alternance dans l'enseignement supérieur*, L'Harmattan, Paris, France, 2005

Books and Book Editor

COLLIN, B., J.-F.DELPLANCKE, *L'Oréal, la beauté de la stratégie*, Dunod, Paris, 2015

COLLIN, B., D.ROUACH, *Le Modèle L'Oréal*, Management en action, Paris, France, 2009

COLLIN, B., Y.FORATIER, P.POTIE, *Valoriser la DSI au sein de l'entreprise*, Management des systèmes d'information, Paris, France, 2009

COLLIN, B., *L'alternance dans l'enseignement supérieur, Enjeux et Perspectives*, L'Harmattan, 2005

B.COLLIN, I.KING, P.RAIMOND, *Proceedings of the 8th International Workshop on Management and Organization Cognition "Thinking and Acting in/on Organizations"*, 2001, May 30-June 1st, ESCP-EAP, Paris, France, 2001

Chapters in book

COLLIN, B., M.BESSON, "Les différentes formes de l'alternance" in *Former les managers : quand l'alternance s'invite dans le débat.*, HAHN C., ALEXANDRE-BAILLY F., GEAY A., VIGNON C. (eds), Vuibert, pp. pp. 9-15 7 p., 2008

DELPLANCKE, J.-F., B.COLLIN, "Le processus d'internationalisation des entreprises : y a-t'il une spécificité européenne ?" in *La mondialisation et ses effets : nouveaux débats.*, PINOT DE VILLECHENON F. (ed.), L'Harmattan, pp. pp 229-240 12 p, 2006

COLLIN, B., A.GEAY, C.HAHN, "Pour une nouvelle approche de l'alternance dans l'enseignement supérieur" in *L'alternance dans l'enseignement supérieur : Enjeux et perspectives.*, BESSON M., COLLIN B., GEAY A., HAHN C. (eds), L'Harmattan, pp. pp 15-30 16 p, 2005

COLLIN, B., "Programmes de formation à temps partiel : un nouveau rapport au savoir ?" in *L'alternance dans l'enseignement supérieur : Enjeux et perspectives.*, BESSON M., COLLIN B., GEAY A., HAHN C. (eds), L'Harmattan, pp. pp 79-98 20 p, 2005

COLLIN, B., "Quels sont les enjeux de l'innovation technologique?" in *Management du transfert de technologie.*, ROUACH D. (ed.), PUF, 1999

Non-Peer Reviewed Journals articles

COLLIN, B., D.ROUACH, B.LEHIANY, "L'Oréal ou la construction d'un positionnement unique et durable; une étude empirique du secteur des cosmétiques" *AIMS*. 2013, Clermont-Ferrand, France

COLLIN, B., J.-F.DELPLANCKE, B.LEHIANY, "L'universalisation: synthèse des théories ou innovation conceptuelle" *ATLAS-AFMI*. 2013, Montreal, Canada

DELPLANCKE, J.-F., B.COLLIN, P.RAIMOND, "The use of metaphor - Another approach to management research" in *Proceedings of the 7th Workshop of the European Institute for Advanced Studies in Management (EIASM)*, 2000, Barcelona, Spain

COLLIN, B., J.-F.DELPLANCKE, P.RAIMOND, "The process of internationalisation in European firms: A specific research approach" in *Proceedings of the 7th Workshop, EIASM, MOC*, 2000, Barcelona, Spain

DELPLANCKE, J.-F., B.COLLIN, P.RAIMOND, "The process of internationalisation in three French companies: a process of changing the Dominant Logic" in *Proceedings of the European Institute for Advanced Studies in Management (EIASM) 6th Workshop on Managerial and Organisational Cognition*, 1999, Colchester, United Kingdom

COLLIN, B., "International Diversity in the Boardroom" *International Diversity Management*. 2010, Ithaca, United States

Research Monograph

COLLIN, B., "Stratégies d'internationalisation des entreprises françaises et processus de changement", *Cahier de Recherche*, 2007

Non-Peer Reviewed Articles

BESSON, M., B.COLLIN, "Programmes de formation à temps partiel", *REVUE FRANCOPHONE DE GESTION*, 2004, pp. 19 p.

PhD Dissertation completed

COLLIN, B. - "Etudes de cas" - 1998, *Université Paris 12 - Val de Marne*, France

COLLIN, B. - "Le Processus d'internationalisation et la logique des Mondes" - 1998, *Université Paris 12 - Val de Marne*, France

Press Articles

STEMPLEWSKI, A.-M., B.COLLIN, "When East meets West. What future for Europe ?", *TRENDS - EAP*, October 1996, pp. pp 5-8 4 p