



**Ghassan YACOUB**

**Ph.D., Management**

**Associate Professor, Innovation and Entrepreneurship**

**Academic Director**

**g.yacoub@ieseg.fr**

## **EDUCATION**

**2017** Ph.D., Management, Bayes Business School, United Kingdom

**2013** Master, Economics and Strategy (Distinction), Imperial College, United Kingdom

**2009** Master, Management (Distinction), ESCP Europe, France

## **PROFESSIONAL CERTIFICATION**

**2016** Certificate in Academic Practice - Associate Fellow, UK Higher Education Academy, United Kingdom

## **RESEARCH INTERESTS**

Innovation and Entrepreneurship, Management, Strategy

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

**2024 - Present** Associate Professor, IÉSEG School of Management, France

**2017 - 2023** Assistant Professor, IÉSEG School of Management, France

**2013 - Present** Research Fellow and Visiting Professor, Cass Business School, United Kingdom

**2013 - 2016** Adjunct Professor, Imperial College, United Kingdom

### **PROFESSIONAL:**

**2009 - Present** M&A Investment Banking, JP Morgan London, London, United Kingdom

## **INTELLECTUAL CONTRIBUTIONS**

### **Papers in refereed journals**

#### **Published**

Yacoub G., Haefliger S., (2024), Coworking Spaces and Collaborative Practices, *Organization*, 31(1), pp. 87-114

Plé L., Yacoub G., (2022), Shein: The (not so?) Shining Growth of Ultra-Fast Fashion, *Journal of International Business Education*, 17(2022), pp. 277-298

Yacoub G., Castillo M., (2022), Blockchain in your Grocery Basket: Trust and Traceability as a Strategy, *Journal of Business Strategy*, 43(4), pp. 247-256

Yacoub G., Mitra P., Ratinho T., Fatalot F., (2022), Sustainable Entrepreneurs: What Drives Them to Engage in Different Crowdfunding Types?, *International Journal of Entrepreneurial Behaviour and Research*, 28(4), pp. 980-1000

Yacoub G., Storey C., Haefliger S., (2020), Appropriability mechanisms for manufacturing and service firms: the contingencies of openness and knowledge intensity, *R&D management*, 50(5), pp. 551-572

## **Communications in refereed conferences**

---

### **International**

Mitra P., Yacoub G., Fatalot F., (2020), *What drives sustainable entrepreneurs to engage in crowdfunding?* The 17th Annual Social Entrepreneurship Conference, Online/Virtual, USA

Yacoub G., (2018), *How do collaborative practices emerge in coworking spaces? Evidence from Fintech start-ups* 34th EGOS Colloquium, Tallinn, Estonia, Estonia

Yacoub G., (2018), *How do collaborative practices emerge in coworking spaces?* 2nd Research Group on Collaborative Spaces (RGCS) Symposium , London, United Kingdom

Yacoub G., (2016), *The Dynamics of Openness and Appropriability in Start-ups* 3rd Annual World Open Innovation Conference, Barcelona, Spain

## **Other conference and seminar presentations**

---

### **International**

Ratinho T., Giuliani A., Yacoub G., (2024), *Sustainable Entrepreneurship: Taking Stock and Moving Forward* Academy of Management Annual Meeting, Chicago, IL, USA

Yacoub G., (2024), *An Augmented Consultant? The Impact of AI on Job Design and Work Outcomes* 40th EGOS Colloquium, Milan, Italy

Yacoub G., (2024), *An Augmented Consultant? The Impact of AI on Job Design and Work Outcomes* 84th Annual Meeting of the Academy of Management, Chicago, USA

Yacoub G., (2022), *The Paradox of Openness in Start-Ups: The Contingencies of Collaboration and Partnership Types*. EURAM Annual Conference, Zurich, Switzerland

Yacoub G., (2022), *The Paradox of Openness in Start-Ups: The Contingencies of Collaboration and Partnership Types*. The 42nd Strategic Management Society (SMS) Annual Conference, London, United Kingdom

Yacoub G., Haefliger S., (2018), *How do Collaborative Innovation Practices Emerge in Coworking Spaces?* World Open Innovation Conference, San Francisco, USA

## **Refereed proceedings**

---

### **Published**

Yacoub G., (2018), *How do Collaborative Practices Emerge in Coworking Spaces? Evidence from Fintech Start-ups*, in: .(Eds.) in *Academy of Management Proceedings, Academy of Management , New York, chapter Vol. 2018, pp. 14836*

Yacoub G., (2017), *Collaborative Innovation and Appropriability in Start-ups: Evidence from the FinTech Sector*, in: .(Eds.) in *Academy of Management Proceedings, Academy of Management , New York*

Yacoub G., Chapman G., (2016), *Home and/or Away: The Impact of Multi-Level Public Support on Local and International Collaboration*, in: .(Eds.) in *Academy of Management Proceedings, Academy of Management , New York*

Yacoub G., Storey C., Haeffliger S., (2015), Heads or tails? The openness-appropriability duality and its implications for innovative performance, in: Academy of Management(Eds.) in *Academy of Management Proceedings, Academy of Management* , New York

### **Forthcoming**

Yacoub G., Mitra P., Ratinho T., Fatalot F., (2021), Sustainable Entrepreneurs: What Drives Them to Engage in Different Crowdfunding Types?, in: The Academy of Management(Eds.) in *81st Annual Meeting of the Academy of Management, Academy of Management* , New York

## **GRANTS AND HONORS**

---

### **Award**

2019 Teaching Excellence Award, IÉSEG School of Management, France

## **RESEARCH ACTIVITIES**

---

### **COMMITTEE CHAIR**

#### **Participation in a professional advisory board**

EMBA PAB, IÉSEG School of Management, France

#### **Participation in the development of an academic program**

EMBA Redesign and MBA HUB Creation, IÉSEG School of Management, France