



Julie BAYLE-CORDIER

Ph.D. in Strategic Management

Assistant Professor, Strategy and Sustainability

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EDUCATION

- 2010** Ph.D. in Strategic Management, HEC Paris Business School, France
- 2004** Master, Management Sciences, University of Paris-Nanterre La Défense, France
- 1997** Master in Management, Ceram Business School, France
- 1994** Bachelor of Arts in Political science, McGill University, Canada

PROFESSIONAL CERTIFICATION

- 2022** Peter Hess Certification Levels 1 and 2 Massage Sonore, Peter Hess Academy, Belgium
- 2019** Mindfulness Based Stress Reduction (MBSR) Certification Level 1, Brown University, USA

RESEARCH INTERESTS

Mindfulness in organizations, Strategy and Ethics

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2014 - Present** Lecturer in CSR, Deusto Business School, Barcelona, Spain
- 2014 - Present** Lecturer, IÉSEG School of Management, Lille, France
- 2014 - Present** Professor, IÉSEG School of Management, France
- 2013 - 2014** Lecturer in CSR and strategy, EDHEC Business School, Lille, France
- 2012 - 2014** Lecturer in Strategy, Skema Business School, Lille, France
- 2010 - 2013** Assistant Professor of Strategy and CSR, Audencia School of Management, Nantes, France
- 2009 - 2010** Lecturer in CSR, Reims Management School, Reims, France

PROFESSIONAL:

- 2000 - 2003** Group Manager, Consumer Products Division, Asia Zone, L'Oréal, Paris, France

PROFESSIONAL:

- 1997 - 2000** Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1997 - Present** Assistant Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1994 - 1995** Manager, Mrs. Fields Cookies, Boston, USA

CONSULTING EXPERIENCE

- 2013 - 2014** Coaching executive teams , HEC Paris Business School, France

COURSES TAUGHT

- Mindfulness and management
- Mindfulness & management, Grande ecole (master cycle)
- Strategic analysis, Grande ecole (master cycle)
- Business ethics
- Corporate social responsibility and sustainability

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Bayle-Cordier J., Rouvelin P., Savoli A., Vieira da Cunha J., (2022), An Integrative Model of Corporate Mindfulness: A Systematic Literature Review, *Canadian Journal of Administrative Sciences - Revue Canadienne des Sciences de l'Administration*, 39(2), pp. 199-212

Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2021), Exploring the Interplay between context and enterprise purpose in participative social entrepreneurship: the perceptions of worker cooperative entrepreneurs, *Entrepreneurship and Regional Development*, 33(9), pp. 758-788

Narvaiza L., Aragon-Amonarriz C., Iturrioz-Landart C., Bayle-Cordier J., Stervinou S., (2017), Cooperative Dynamics During the Financial Crisis: Evidence From Basque and Breton Case Studies, *Nonprofit and Voluntary Sector Quarterly*, 46(3), pp. 505-524

Bayle-Cordier J., Mirvis P., Moingeon B., (2015), Projecting Different Identities: A Longitudinal Study of the Whipsaw Effects of Changing Leadership Discourse about the Triple Bottom Line , *The Journal of Applied Behavioral Science*, 51(3), pp. 336-374

Bayle-Cordier J., Stervinou S., (2012), Les Scop et l'entrepreneuriat social : la perspective de fondateurs et dirigeants de Scop de la région Ouest de la France, *Revue Internationale PME*, 25(3-4)

Communications in refereed conferences

International

Bayle-Cordier J., (2023), *Methods in Organizational Change Research: Dialogue on the Past, Present, and Future of Organization* Annual Meeting of the Academy of Management, Boston, USA

- Bayle-Cordier J., Stervinou S., Aragon Amonarriz C., Iturrioz C., Narvaiza L., (2023), *Human Flourishing as an antidote to poverty: A capabilities approach to a liberated organization--the case of a French worker cooperative* European Business Ethics Network, Rimini, Italy
- Bayle-Cordier J., Savoli A., Verdenne C., Rouvelin P., (2018), *Mindfulness in the Corporate Context: A Systematic Literature Review* International Association for Business and Society, Hong Kong, Hong Kong
- Bayle-Cordier J., Stervinou S., Narvaiza L., Aragon C., Iturrioz C., (2018), *Entrepreneurial Models of Worker Cooperatives in Two European Territories* International Cooperative Alliance Conference (ICA), Wageningen, Netherlands
- Bayle-Cordier J., Petit V., Stervinou S., (2017), *Leadership in Hybrid Organizations: The Paradoxical Case of Worker Cooperatives* European Business Ethics Network Conference, Jyvaskyla, Finland
- Bayle-Cordier J., Beldi A., Bouten L., (2016), *On the influence of Non-Executive Directors on CSR Disclosure Policy* CSEAR North America, Normal, USA
- Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., Stervinou S., (2016), *Cooperative degeneration-regeneration dynamics: evidence from Basque and Breton case studies* International Cooperative Alliance Conference, Almeria, Spain
- Bayle-Cordier J., Petit V., Stervinou S., (2016), *Leadership in hybrid organizations: the paradoxical case of worker cooperatives* International Cooperative Alliance Conference, Almeria, Spain
- Bouten L., Bayle-Cordier J., Beldi A., (2015), *On the influence of non-executive directors on the CSR disclosure policy* 10th CSEAR Spain Conference, Seville, Spain
- Narvaiza L., Aragon C., Iturrioz C., Bayle-Cordier J., Stervinou S., (2015), *Cooperatives, Social Responsibility and Territory: A comparative perspective* 5th International Conference on Social Economy- organized by CIRIEC Portugal and CIRIEC International, Lisbon, Portugal
- Narvaiza L., Aragon C., Iturrioz C., Bayle-Cordier J., Stervinou S., (2015), *Cooperatives, Social Responsibility and Territory: A Comparative Study* International Cooperative Alliance Conference, Paris, France
- Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2015), *Worker Cooperatives, a status to survive in a changing world or a status to change the world? Spain and France, two worldviews on worker cooperatives* 5th International Conference on Social Economy co-organized by CIRIEC Portugal and CIRIEC International, Lisbon, Portugal
- Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2015), *Worker cooperatives, a status to survive in a changing world or a status to change the world? Spain and France, two worldviews on worker cooperatives* International Cooperative Alliance (ICA) Conference, Paris, France
- Bayle-Cordier J., Festerling B., Moingeon B., (2014), *Ending the Compliance Game: Organizational Learning as a mechanism to prevent and discipline corporate crime* EBEN Annual Conference 2014, Berlin, Germany
- Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., Ste S., (2013), *Social Responsibility in Small and Medium sized labour cooperatives: a comparative study* EBEN Annual Conference 2013, Lille, France
- Bayle-Cordier J., Stervinou S., Narvaiza L., Aragon C., Iturr .., (2013), *Employee-owned cooperatives and Social Entrepreneurship: A Comparative Perspective of founders and leaders in French and Spanish SMEs* EBEN Annual Conference 2013, Lille, France
- Bayle-Cordier J., Mirvis P., Moingeon B., (2012), *Leadership, Social Responsibility, and Projected Identity: The Ben & Jerry's Story* 2012 Academy of Management Meeting, Boston, USA
- Bayle-Cordier J., Stervinou S., (2012), *Towards a Typology of Scop Leadership : an Exploratory Study in Western France* 2012 ACFAS Conference, Montréal, Canada
- Bayle-Cordier J., Mirvis P., Moingeon B., (2011), *Leadership, social responsibility & organizational identity: The Ben & Jerry's acquisition* 2011 Academy of Management Meeting,, San Antonio, USA
- Bayle-Cordier J., Mirvis P., Moingeon B., (2011), *Leadership, social responsibility & organizational identity: The Ben & Jerry's acquisition* 2011 Association Internationale de Management Stratégique, Nantes, France

National

- Bayle-Cordier J., Frémeaux S., Grevin A., (2012), *CSR, conscious capitalism, social economy and economics of communion : Confrontation of several innovative economies* 2012 RIODD Conference, Nantes, France
- Bayle-Cordier J., Stervinou S., (2012), *Scop, Social Entrepreneurship and CSR : Scop Founders' and Leaders' Vision in the Nantes Region.* 2012 RIODD Conference, Nantes, France

Other conference and seminar presentations

International

Bayle-Cordier J., Stervinou S., Iturrioz-Landart C., Aragon-Amonarriz C., Narvaiza L., (2021), *Social entrepreneurship and divergent logics: the case of worker cooperatives in two European territories* Congreso Internacional: Las cooperativas como instrumento de política de empleo ante los nuevos retos del mundo del trabajo, San Sebastian, Spain

Case studies

Bayle-Cordier J., Perrin A., (2013), *Tetra Pak France : A Global Packaging Responsibility Strategy ?*, CCMP Centrale de Cas et de Médias Pédagogiques, case study G1784, teaching note G1784

GRANTS AND HONORS

Award

- 2019 2019 Outstanding Reviewer Award Academy of Management Conference, Academy of Management, USA
2018 Academy of Management Outstanding Reviewer Award, Academy of Management, USA

PROFESSIONAL MEMBERSHIPS

ICOR

EDITORIAL ACTIVITY

Reviewer in an academic journal

- 2022 Canadian Journal of Administrative Sciences
2021 Journal of Management Inquiry
2016 Journal of Business Ethics Education
2015 Journal of Applied Behavioural Science

Reviewer in a book / textbook

- 2023 Book, Canada

PROFESSIONAL SERVICE

Associate Editor in an academic conference

- 2020 Academy of Management
2019 Academy of Management (AOM) Conference
2018 Academy of Management Conference 2019

Chair in an academic conference

- 2023 European Business Ethics Network Conference, Italy

Committee/task force member

- 2019 Member of CSR Steering Committee

2019 Member of faculty group to synthesize Faculty Forum Day

Member of the scientific committee of an academic conference

2017 Business and Society Seminar 2017, France

Reviewer for an academic conference

2018 Academy of Management Conference, France

2018 International Association for Business and Society (IABS)

RESEARCH ACTIVITIES

COMMITTEE CHAIR

2019 - 2020 New Entrepreneurship Major Program Coordinator and Committee Chair, IÉSEG School of Management, France

yyyy2019 Contribution to annual report of Initiative Mindfulness France, IÉSEG School of Management, France

null - 2016 Participation in round table about meditation and management during IESEG's First Université d'Ete, IÉSEG School of Management, France

Participation in roundtable on CSR Université d'Eté IESEG, IÉSEG School of Management, France

yyyy2017 Conference speaker in Vision conference on mindfulness in business school context, IÉSEG School of Management, France

yyyy2017 Conference speaker in Vision conference on Mindfulness in business school context, IÉSEG School of Management, France

yyyy2022 Course coordinator Mindfulness & Management, IÉSEG School of Management, France

2014 - 2016 Course Coordinator for Fundamentals of Strategy course, IÉSEG School of Management, France

2020 - 2021 Organization of Mindfulness Workshops for IESEG Staff and students, IÉSEG School of Management, France

yyyy2018 Launched and implemented introduction to mindfulness sessions for staff in Paris and Lille campus, IÉSEG School of Management, France

yyyy2014 ICOR Coordinator, IÉSEG School of Management, France

yyyy2019 Member of Bachelor Redesign committee, IÉSEG School of Management, France

President of Jury, IÉSEG School of Management, France

Organizer of Mindfulness in the workplace workshop Université d'Eté IESEG, IÉSEG School of Management, France

Participation in pedagogical café, IÉSEG School of Management, France

yyyy2021 Participation in professional advisory board DEV, IÉSEG School of Management, France

yyyy2019 IMBA Professional Advisory Board, IÉSEG School of Management, France

yyyy2019 Participation in CSR Professional Advisory Board, IÉSEG School of Management, France

yyyy2018 Organization and presentation of Innovation & Entrepreneurship PAB, IÉSEG School of Management, France

Participation in PAB, IÉSEG School of Management, France

- 2020 - 2021** Participation in recruitment interviews for Management & Society department, IÉSEG School of Management, France
- 2019 - 2020** Participation in recruitment of new I&E track professors, IÉSEG School of Management, France
- yyyy2018** Participation in 7 recruitment jury interviews , IÉSEG School of Management, France
- Participation in 4 recruitment interviews for professors in Management department, IÉSEG School of Management, France
- yyyy2019** Awareness week for students, IÉSEG School of Management, France
- yyyy2016** Track coordinator for Innovation and Entrepreneurship Track, IÉSEG School of Management, France