



## **Julie BAYLE-CORDIER**

**Ph.D. in Strategic Management**

**Assistant Professor, Entrepreneurship, Innovation and Strategy**

**Track Coordinator**

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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

### **RESEARCH INTERESTS**

Strategy and Ethics

### **EMPLOYMENT EXPERIENCE**

#### **ACADEMIC:**

- 2014 - Present** Professor, IÉSEG School of Management, France
- 2014 - 2014** Lecturer in CSR, Deusto Business School, Barcelona, Spain
- 2014 - 2014** Lecturer, IÉSEG School of Management, Lille, 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
- 1997 - 2000** Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1997 - 1997** Assistant Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1994 - 1995** Manager, Mrs. Fields Cookies, Boston, USA

## CONSULTING EXPERIENCE

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

## COURSES TAUGHT

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

## INTELLECTUAL CONTRIBUTIONS

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### Papers in refereed journals

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#### Published

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

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#### International

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., FASTERLING 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

## **Case studies**

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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

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

2018 Academy of Management Outstanding Reviewer Award, Academy of Management, USA

## **EDITORIAL ACTIVITY**

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### **Reviewer in an academic journal**

2016 Journal of Business Ethics Education

2015 Review for Journal of Applied Behavioural Science

## **PROFESSIONAL SERVICE**

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### **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)

## **INSTITUTIONAL SERVICE**

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### **Communication in press and professional association/event**

- **2016** Participation in round table about meditation and management during IESEG's First Université d'Eté, IÉSEG School of Management, France
- Participation in roundtable on CSR Université d'Eté IESEG, IÉSEG School of Management, France

### **Co-Organizer of a workshop**

- 2017** Conference speaker in Vision conference on mindfulness in business school context, IÉSEG School of Management, France
- 2017** Conference speaker in Vision conference on Mindfulness in business school context, IÉSEG School of Management, France

### **Course Coordinator**

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

### **Head of a school project**

- 2014** ICOR Coordinator, IÉSEG School of Management, France

### **Member of a recruitment jury (orals)**

- 2018** Member of recruitment jury (orals), IÉSEG School of Management, France
- 2017** Recruitment jury for orals, IÉSEG School of Management, France

### **Organizer of a workshop**

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

### **Participation in a pedagogical café**

Participation in pedagogical café, IÉSEG School of Management, France

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

- 2018** Organization and presentation of Innovation & Entrepreneurship PAB, IÉSEG School of Management, France
- Participation in PAB, IÉSEG School of Management, France

### **Participation in recruitment of professors**

- 2018** 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