



## Loic PLÉ

Ph.D. in Management Sciences

Associate Professor, Entrepreneurship, Innovation and Strategy

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### EDUCATION

**2006** Ph.D. in Management Sciences, University of Paris Dauphine, France

### EMPLOYMENT EXPERIENCE

#### ACADEMIC:

**2002 - 2004** Teaching and Research Assistant, University of Lille 2, Lille, France

**2001 - 2002** Lecturer, University of Paris Dauphine, Paris, France

#### PROFESSIONAL:

**1998 - 1999** Sales Agent, Cetelem, Lille, France

### CONSULTING EXPERIENCE

**2008 - 2009** Consultant, Contact Group, France

**2001 - 2002** Consultant, Club HEC Finance Internationale, le cabinet Mazars, IBM Consulting et l'Association Française des Contrôleurs de Gestion de Banque (AFCGB), France

### COURSES TAUGHT

- Business exploration, Grande école
- Business game, Grande école
- Strategic analysis, Executive mba

### INTELLECTUAL CONTRIBUTIONS

#### Papers in refereed journals

##### Published

Roux B., Plé L., (2017), Business Cooperatives: when does sharing become a drawback?, *Journal of Business Strategy*, 38(4), pp. 11-20

Plé L., (2016), Studying customers' resource integration by service employees in interactional value co-creation, *Journal of Services Marketing*, 30(2), pp. 152 - 164

Angot J., Plé L., (2015), Serving Poor People in Rich Countries: The Bottom-of-the-Pyramid Business Model Solution, *Journal of Business Strategy*, 36(2), pp. 3-15

Plé L., Lecocq X., (2015), Customers as creative resources: their influence on firm freedom, *Journal of Business Strategy*, 36(4), pp. 11-22

Leca B., Plé L., (2013), Une épistémologie à hauteur d'homme: l'anthropologie interprétative de Clifford Geertz et son apport potentiel à la recherche francophone en management, *Management & Avenir*, (60), pp. 35-52

Plé L., (2013), How Does The Customer Fit in Relational Coordination? An Empirical Study in Multichannel Retail Banking, *M@na@gement*, 16(1), pp. 1-30

Angot J., Lecocq X., Plé L., (2010), Le client coconcepteur, coproducteur, codistributeur, *L'Expansion Management Review*, (136), pp. 108-121

Plé L., Chumpitaz R., (2010), Not always co-creation: introducing interactional co-destruction of value in Service-Dominant logic, *Journal of Services Marketing*, 24(6), pp. 430-437

Plé L., Lecocq X., Angot J., (2010), Customer-Integrated Business Model: A theoretical framework, *M@na@gement*, 13(4), pp. 226-265

Plé L., (2006), Managing multichannel coordination in retail banking: the impact of customer participation, *International Journal of Bank Marketing*, 24(5), pp. 327-345

### **Papers in non-refereed journals**

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#### **Published**

Plé L., (2005), Quel avenir pour le multicanal bancaire?, *Banque & Stratégie*, (224), pp. 15-19

Marois B., Plé L., (2003), Le capital immatériel dans la banque de détail, *Banque & Stratégie*, (651), pp. 44-49

### **Communications in refereed conferences**

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#### **International**

Fletcher-Chen C., Plé L., Zhu X., (2017), A Case Study of New Service Development Process in Business Triads IMP Annual Conference, Kuala Lumpur, Malaysia

Fletcher-Chen C., Plé L., Zhu X., (2017), *Service Innovation in Business Triads* Service Frontiers 2017, New-York, USA

Taisne M., Plé L., (2013), *Students? Motivation to Learn in Blended Courses: Technological* EDULEARN 13, Barcelona, Spain

Plé L., Lefebvre I., (2012), *What Leads to Value Co-Destruction? A Theoretical Framework* 7th AMA SERVSIG International Service Research Conference, Helsinki, Finland

Deltour F., Plé L., Roussel C., (2011), *Une approche dynamique du capital social dans les communautés de pratique* XXème conférence de l'AIMS, Nantes, France

Lefebvre I., Plé L., (2011), *Emergence of value co-destruction in B2B context* The 2011 Naples Forum on Service, Naples, Italy

Taisne M., Goethals F., Plé L., (2011), *Antecedents of Students' Intent to Watch Online Theory Videos* as ICWL 2011, Hong Kong, China

Angot J., Plé L., (2010), *Management de l'innovation sociale: gérer le lien entre contexte institutionnel et innovation sociale* Colloque CRISES 2010, Montreal, Canada

Plé L., Angot J., (2009), *Teaching and learning: a multichannel experience* EDULEARN09, Barcelona, Spain

Plé L., Chumpitaz R., (2009), *Introducing Interactional Value Co-Destruction in SDL: A Theoretical Framework* Naples forum on Service-Dominant Logic, Capri, Italy

Leca B., Plé L., (2008), *Une épistémologie à hauteur d'homme : l'anthropologie interprétative de Clifford Geertz et son apport à la recherche en management* XVIIème Conférence de l'AIMS, Nice, France

Plé L., (2008), *How Does The Customer Co-Construct The Service Organization Over Time? An Empirical Study of the Impact of the Customer on Intra-Organizational Coordination* 24th EGOS Colloquium, Amsterdam, Netherlands

Plé L., (2008), *How Does The Customer Fit in Relational Coordination? An Empirical Study in Multichannel Retail Banking* 5th SERVSIG Conference, Liverpool, United Kingdom

Plé L., Angot J., (2008), *Teaching and learning a multichannel experience of HRM* 9th International Conference on Human Resource Development, Lille, France

Plé L., Angot J., (2008), *Towards a multichannel experience of teaching and learning: an empirical study* ECER (European Conference on Educational Research), Goteborg, Sweden

Plé L., (2004), *Business-to-business service co-creation: a conceptual model* QUIS 9 (Quality in Service) Conference, Karlstad, Sweden

Plé L., Lefebvre I., (2004), *L'impact du client sur la coordination d'un réseau de distribution multicanal : le cas de la banque de détail* XIIIème Conférence de l'AIMS, Le Havre, France

Jaziri F., Plé L., (2003), *Conventions de qualification et technologies de l'information : une analyse appliquée à la relation prestataires logistiques – clients* 8ème Conférence de l'AIM (Association Information et Management), Grenoble, France

Plé L., Lefebvre I., (2003), *New distribution channels in service firms: marketing and organizational consequences* AMA SERVSIG Conference, Reims, France

### **National**

Plé L., Lecocq X., Angot J., (2009), *Customer-Integrated Business Models: A Theoretical Framework* AIMS XVIII conference, Grenoble, France

Plé L., (2002), *La coconstruction des conventions comme mode de coordination des canaux de distribution : le cas de la convention d'appropriation*. 3ème Journées de doctorants FROG 2002, Paris, France

### **Other conference and seminar presentations**

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### **International**

Fletcher-Chen C., Zhu X., Plé L., (2016), *Customer as an initiator in B2B service network Value co-creation / co-destruction* World Marketing Congress, Paris, France

Goethals F., Plé L., Taisne M., (2011), *Antecedents of students' intent to watch online theory videos as part of an Online Learning Platform* ICWL 2011 Conference (International Conference on Web-based Learning), Hong Kong, China

### **Books**

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#### **Published**

Joffre O., Plé L., Simon E., (2007), *Cas en management stratégique: Autour du diagnostic*, 978-2847695014, EMS – Editions Management et Société, Cormelles-le-Royal, 232 pages

#### **Chapters in books**

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#### **Published**

Deltour F., Plé L., Roussel C., (2013), *Développement réciproque du capital social et des communautés de pratique en ligne : étude et illustration*, in: Barlette, Y., Bonnet, D., Plantié, M., Riccio, P-M.(Eds.), *Impact des réseaux numériques dans les organisations*, 978-2356710499, Presses des Mines, Paris, chapter 2, pp. 275-288

Plé L., Lecocq X., (2012), *Intégrer les clients dans le business model*, in: Volle, Pierre(Eds.), *Stratégie Clients*, 978-2744076121, Pearson France, Paris, chapter 2, pp. 73-99

Roussel C., Deltour F., Plé L., (2011), *Knowledge sharing in the age of web 2.0: A social capital perspective*, in: Bougzala, I., Dudezert, A.(Eds.), *Knowledge Management 2.0: Organizational Models and Enterprise Strategies*, 978-1613501955, IGI Global/Information Science Reference, Hershey, PA, chapter 7, pp. 122-141

## Case studies

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- Plé L., (2016), *THE VOLKSWAGEN NOxGATE*, Case Centre, case study 716-003-1, teaching note 716-003-8
- Plé L., (2016), *Creating and Presenting a New Business Venture*, The Case Centre, case study 816-0056-1, teaching note 816-0056-8, IESEG School of Management
- Plé L., (2016), *Dealing with management situations*, The Case Centre, case study 416-0085-1, teaching note 416-0085-8
- Plé L., (2016), *Understanding the Basics of Innovation and its Dynamics*, The Case Centre, case study 816-0093-1, teaching note 816-0093-8
- Plé L., (2016), *Designing and selling a marketing campaign*, The Case Centre, case study 516-0152-1, teaching note 516-0152-8
- Angot J., Plé L., (2015), *Cresus: Preventing problem debt and over- indebtedness through a high social impact hybrid model with La Banque Postale*, Case Centre, case study 715-001-1, teaching note 715-001-8
- Plé L., (2014), *Piaggio's MP3: 3 wheels to feel good*, The Case Centre, case study 514-039-1, teaching note 514-039-8
- Angot J., Plé L., (2013), *Social and economic value creation thanks to rehabilitation: the case of IPT (Intégration Pour Tous)*, Case Centre, case study 713-051-1, teaching note 713-051-8
- Plé L., (2013), *Please, draw me a Wine in Tube (Case C – Internationalizing the Company)*, European Case Clearing House, case study 313-028-1, teaching note 313-028-8
- Plé L., (2013), *Please, draw me a Wine in Tube (Case B – Managing the evaluation and marketing the company's offer)*, European Case Clearing House, case study 513-010-1, teaching note 513-010-8
- Plé L., (2013), *Please, draw me a Wine in Tube Please (Case A – Creating and introducing an innovation on the market)*, European Case Clearing House, case study 813-005-1, teaching note 813-005-8
- Deltour F., Plé L., Roussel C., (2012), *Eureka! Developing online communities of practice to facilitate knowledge sharing at Schlumberger*, European Case Clearing House, case study 313-122-1, teaching note 313-122-8
- Plé L., Bierla I., Richard S., Huver B., (2012), *To be present or not to be present? Dealing with absenteeism and presenteeism behaviors at Lenodell*, European Case Clearing House, case study 412-037-1, teaching note 412-037-8
- Plé L., (2012), *Nestlé vs. Greenpeace: Using Palm Oil or deforesting the Indonesian Rainforest?*, Mc Graw Hill
- Plé L., (2012), *Nintendo: the Wii fits us all!!!*, Mc Graw Hill
- Angot J., Plé L., Lescuyer T., (2012), *Adidas, FLA and the Clean Clothes Campaign*, European Case Clearing House, case study 712-044-1, teaching note 712-044-8
- Plé L., (2010), *Build-a-Bear Workshop: "please hug me like I hug you"!*, Mc Graw Hill
- Joffre O., Plé L., (2010), *Construction et interprétation de la matrice BCG: le cas Sound*, Vuibert
- Plé L., (2010), *Crédit Agricole, a multichannel mutual bank*, Palgrave Macmillan
- Plé L., (2010), *L'identification des facteurs clés de succès, une clé du renouveau organisationnel: le cas de la banque Silver*, Vuibert
- Plé L., (2010), *The Wii fits us all!!!!*, Mc Graw Hill
- Plé L., (2009), *MyMajorCompany.com: collaborate with your artists!*, Cengage Learning
- Plé L., Angot J., (2009), *Adidas vs. Nike: Who Will Score Next?*, Mc Graw Hill
- Plé L., (2009), *Sony's PlayStation 3: the fall of the king?*, Mc Graw Hill
- Plé L., Joffre O., (2007), *Nintendo: Une DS à laquelle tout le monde dit Wii!*, EMS – Editions Management et Société
- Plé L., Joffre O., (2007), *The Sound Company*, Palgrave Macmillan

Garmilis J., Joffre O., Plé L., (2007), *Bouygues: un portefeuille béton?*, EMS – Editions Management et Société

Joffre O., Plé L., (2007), *Construction et interprétation de la matrice BCG: le cas Sound*, Vuibert

Plé L., (2007), *L'identification des facteurs clés de succès, une clé du renouveau organisationnel: le cas de la banque Silver*, Vuibert

## **Working papers**

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Lefebvre I., Plé L., (2012), *Emergence of value co-destruction in B2B context*, IESEG Working Paper Series 2012-MAN-01, IESEG School of Management

Plé L., Chumpitaz R., (2009), *Not always co-creation: introducing interactional co-destruction of value in Service-Dominant Logic*, IESEG Working Paper Series 2009-MAN-02, LEM Working Paper 2009-05, IESEG School of Management

Plé L., Lecocq X., Angot J., (2008), *Customer-Integrated Business Models: A Theoretical Framework*, IESEG Working Paper Series 2008-MAN-03, LEM Working Paper 2008-24, IESEG School of Management

Leca B., Plé L., (2007), *Une épistémologie à hauteur d'homme: l'anthropologie interprétative de Clifford Geertz et son apport à la recherche en management*, IESEG Working Paper Series 2007-MAN-01, LEM Working Paper 2007-29, IESEG School of Management

## **SCIENTIFIC PRIZES AND AWARDS**

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### **Award**

2010 Best Paper of the Conference, AIMS Conference, Luxembourg

1999 Awarded a Grant (34,200 euros for 3 years, from 1999 to 2002) to do my Ph.D by the Rectorat de Paris, following the fact that I graduated Major in my Postgraduate Degree., University of Paris-Dauphine - Rectorat de Paris, France

### **Honor**

2003 Elected teacher of the year by the students of the IUP Banking, Finance and Insurance, ESA - Ecole Supérieure des Affaires, France

## **EDITORIAL ACTIVITY**

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### **Member of the editorial board of an academic journal**

2010 - 2013 Revue des Cas de Gestion

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

2011 Industrial Marketing Management

2011 M@n@gement

2011 European Journal of Marketing

2009 - 2013 Revue des Cas de Gestion

2009 M@n@gement

2008 European Management Review

2007 International Journal of Bank Marketing

Strategic Entrepreneurship Journal

Journal of Services Marketing

European Management Review

International Journal of Management Reviews

Journal of Business and Industrial Marketing

Marketing Theory

Scandinavian Journal of Management

International Journal of Hospitality Management

## **PROFESSIONAL SERVICE**

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### **Committee/task force member**

**2011 - 2018** Center for Customer Management - University of Paris-Dauphine, France

### **Moderator / Facilitator in an academic conference**

**2012** AIMS Conference

SERVSIG

### **Reviewer for an academic conference**

**2016** EURAM Conference, France

**2011 - 2015** AIMS Conference

**2010** Academy of Human Resource Development Conference

**2010** Academy of Management Annual Meeting

## **INSTITUTIONAL SERVICE**

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

**2012** New Masters Programs Commission

**2012** New Bachelor Programs Commission