



**MARIA CASTILLO**

**Ph.D. in Management**

**Senior Professor of Practice, Innovation and Entrepreneurship**

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## **EDUCATION**

- 2016** Ph.D. in Management, Kedge Business School, France
- 2008** Master of Business Administration in Strategic Marketing and Services Leadership , Arizona State University, USA
- 2007** Master in Business Administration  
, University Carlos III of Madrid, Spain

## **PROFESSIONAL CERTIFICATION**

- 2018** Design Thinking for Leading and Learning, MITx, USA

## **RESEARCH INTERESTS**

B-Corporations, Blockchain and sustainability/trust, Circular economy, Corporate Social Responsibility, Sustainability, Technology for sustainability

## **EMPLOYMENT EXPERIENCE**

### **ACADEMIC:**

- 2016 - Present** Lecturer, IÉSEG School of Management, France
- 2014 - 2016** Lecturer, Neoma Business School
- 2013 - 2014** Research Assistant , Rouen Business School, Rouen, France

### **PROFESSIONAL:**

- 2019 - Present** CSR Manager, IÉSEG School of Management, France
- 2011 - 2013** Policy Analyst , Mexican Delegation for the OECD, Paris, France
- 2009 - 2011** Deputy Director, Ministry of Economy, Mexico City, Mexico

## **COURSES TAUGHT**

- Corporate social responsibility, Grande ecole
- Corporate social responsibility and sustainability, Grande ecole
- Csr team project, Grande ecole

- Ent strategy and company observation, Grande ecole
- Fundamentals of strategy, Grande ecole
- Perspectives on international business ethics, Bachelor in international business
- Business ethics, Grande ecole
- management strategy and international negotiation
- International business

## **INTELLECTUAL CONTRIBUTIONS**

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### **Papers in refereed journals**

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#### **Forthcoming**

Yacoub G., Castillo M., (2021), Blockchain in your Grocery Basket: Trust and Traceability as a Strategy, *Journal of Business Strategy*, 0(0), pp. 0

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

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#### **Published**

Castillo M., (2014), From Corporate Social Responsibility to Global Conscious Innovation with Mandalah, *Global Business and Organizational Excellence*, 34(4)(42-49)

### **Communications in refereed conferences**

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#### **International**

Castillo M., (2019), *EXPLORING THE EMERGENCE OF HYBRID ORGANIZATIONS IN THE ORGANIC FOOD INDUSTRY* 8th International Conference on Social Responsibility, Ethics and Sustainable Business, Braga, Portugal

Castillo M., (2018), *CSR management as social learning process: a look into the Mexican Banking Sector* Academy of Management, Chicago, USA

Castillo M., (2016), *LEGITIMIZING CSR IN MEXICO: THE CASE OF THE BANKING SECTOR* European Academy of Management, Paris, France

Castillo M., (2015), *CSR in Mexico: Perspectives from the Mexican banking sector* Corporate Responsibility Research Conference, Marseille, France

Castillo M., (2015), *Dissecting CSR: an institutional comparison of the French and Mexican context* European Academy of Management Doctoral Colloquium, Warsaw, Poland

### **Chapters in books**

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#### **Published**

Castillo M., Vial V., (2016), Exploring post-financial crisis CSR digital communications by MNE's in Mexico, in: Theofilou, Anastasios, Grigore, Georgiana, Stancu, Alin(Eds.), *Corporate Social Responsibility in the Post-Financial Crisis Era*, 978-3-319-40096-9, Palgrave-Macmillan, pp. 177-197

## **INSTITUTIONAL SERVICE**

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### **Course Coordinator**

Management and Society Department, IÉSEG School of Management, France

**Participation in a professional advisory board**

Management and Society, IÉSEG School of Management, France

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

Development of new Msc, IÉSEG School of Management, France

**Substantial support to students' association and activity**

Enactus-Advisor, IÉSEG School of Management, France