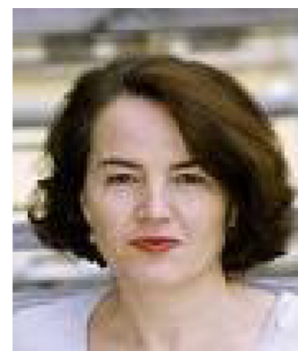


**GUERIN Anne-Marie**  
**Assistant Professor**

Aix Marseille Graduate School of Management - IAE  
Chemin de la Quille-Puyricard  
13089 Aix-en-Provence Cedex 2, France

E.mail : anne-marie.guerin@iae-aix.com



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## **BIOGRAPHY**

Anne-Marie Guerin (PhD, IAE Aix-en-Provence) is one of the 3 co-founders of Lab Icube with Valérie Mathieu and Antonin Ricard. She is also the MSc 1° co-director since 2017. From 2006 to 2017, she has been in charge of creating and managing the Master of Global Innovation Management Program at IAE Aix-en-Provence.

Her teaching and research interests include innovation management, entrepreneurship, marketing for innovations, strategy and international strategic management. Her research appears in a chapter of the book *"de l'idée au marché"* by Delphine Manceau and Alain Bloch and in a chapter of the book *"La logique services"* by Pierre Eiglier. She has worked with the Legrand group on European activity, the Centre for Wireless Communication (CWC)- an R&D Centre of the National University of Singapore (NUS).

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## **EDUCATION**

- PhD in Management – with honors – Aix Marseille GSM - IAE – 2001 « New markets creation through breakthrough innovations : a model for new product development process »
- Research Master's Degree – Aix Marseille GSM – IAE - 1993
- D.E.S.C.A.F – ESC Clermont-Ferrand - 1986

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X

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## **ACADEMIC ACTIVITIES**

**Since 2017** : MSc 1<sup>st</sup> year – Program Co-director

**Since 2017** : Lab ICube Co-director

Courses given currently at Aix Marseille Graduate School of Management - IAE

- Entrepreneurship
- Strategic Diagnosis

Other academic activities outside of Aix Marseille GSM - IAE:

- Design Thinking - UE Esprit entreprendre - PEPITE Provence
- Innovative project management –ISMIN- Ecole Les Mines de Saint-Etienne (Gardanne Campus)

Corporate related academic missions:

- Entrepreneurial mentoring
- Speed workshop mentoring

## **ACADEMIC POSITIONS**

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- MSc 1<sup>st</sup> year – Program Co-director (since 2017)
  - in charge of apprenticeship in M1
- Lab ICube Co-director (since 2017)
  - Management of the Lab ICube - Created in Sept. 2017, the Lab ICube vocation is to support the learners of the IAE Aix-Marseille in their professional project. It is an institutional project whose aim is to create and implement innovative pedagogical approaches to develop the skills that will enable learners to have a real impact in the face of today's major challenges. Entrepreneurship is at the heart of the I3 lab to achieve this ambition.
  - Lab ICube activities Design and animation : WEI3 (MSc 1 entrepreneurial Week-end), LGK ( MSc 1 course focused on entrepreneurial skills and mindset), track ICube (dedicated to MSC 1 & MSc 2 students having an entrepreneurial project), E2P (EMBA entrepreneurial project).
  - Coordination of the Lab I Cube activities with IAE Aix Alumni network.
- Master of Global Innovation Management – Program Director - (2006-2017) – This program has received the “Excellence Academy” Label from A\*MIDEX Foundation- AMU in 2014.
- In charge of FNEGE’s White Paper Coordination : « La compétitivité de la France, présent et futur : la contribution des institutions d’enseignement supérieur du management » - 2013-2014.
- Member of the CEROG (Centre d’Etudes et de Recherche sur les Organisations et la Gestion) and CERGAM
- ENGRH Program Director (program dedicated to SNCF participants) – 2005-2008.
- Paul Cezanne University coordinator for AUF Consortium (this consortium supports South Asian Universities to develop French programs)- 2006-2010.
- In charge of the VAE (Validation des Acquis de l’Expérience – 2002-2009) process for Aix Marseille GSM - IAE

## **CURSUS** *(prior to joining Aix Marseille GSM - IAE)*

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- Université de la Méditerranée – MSG Marseille – Lecturer and Researcher (ATER) – 2002-2003
- National University of Singapore – CWC (Centre for Wireless communication) – Visiting Scholar – 2000-2001
- Université de Provence – UFR LEA – Lecturer and Researcher (ATER) 1997-1998
- ESC Marseille (EUROMED) – Business School – Part time lecturer 1995-1998 ; 2001-2003
- ESIM (Centrale Marseille) – Engineer School – Part time lecturer 1995- 1998
- Legrand Group : Sales manager and Product manager 1987-1992

## SCIENTIFIC ACTIVITIES

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- Audiozen: lancer Morphée pour devenir une Scale Up, Etude de cas CCMP - G 1989, Décembre 2019 in collaboration with Rousset C & Barathon G
- L'initiation à l'entrepreneuriat ne concerne pas que les startupers en herbe, The Conversation 2019 in collaboration with Ricard A & Mathieu V
- "A Review of Collaborative Problem-Solving Frameworks: Value Creation Wheel vs Design Thinking, Creative Problem Solving, and Lean Management" submitted in March 2018 and under review in Journal of Strategic Change, in collaboration with Lages, Ricard & Hemonnet.
- « La compétitivité de la France, présent et futur : la contribution des institutions d'enseignement supérieur du management » in Expansion Management Review, June 2014.
- "L'innovation de service : levier stratégique des entreprises" in La Logique Services : Marketing et Stratégies, Edition Economica-Broché, 2010. (ISBN : 978-2-7178-5857-0)
- Clusters Governance and efficiency: an exploratory study – CERGAM workshop 2007 - In collaboration with D. BONET and M. GADILLE.
- « La création de nouveaux marchés par les innovations de rupture » in De l'idée au marché : Processus d'innovation et de lancement des produits nouveaux. Edition Vuibert, Série Vital Roux, 2000 – In collaboration with D MERUNKA .
- « La création des nouveaux marchés par les innovations de rupture : étude et modélisation des processus de développement et de lancement des produits nouveaux ». PhD Thesis I.A.E. Aix-en-Provence (academic research).
- Analysis of new product development processes and technology transfers in CWC – Internal Publication 2001 (action research).
- Identification of key success factors to develop m-commerce – Internal publication in collaboration with KEE Chin Siang 2001 (action research).
- « Une approche cognitive de la création des nouveaux marchés », Actes du Congrès International de l'AFM, Bordeaux, vol.14, 125-143, May 1998.
- « Une approche cognitive de la création des nouveaux marchés », Cahier de recherche n° 530, CEROG, IAE Aix- en-Provence, June 1998.
- « Le pays d'origine : une catégorie cognitive ? », Economies et Sociétés, Sciences de Gestion, Série SG, n° 7- 8/1997 – in collaboration with JL CHANDON.