



Jérôme CHABANNE-RIVE

EIASM Executive Director

**Professor at iaelyon School of Management,
Lyon Jean Moulin University**

Telephone : +32 (0) 472 17 21 31 ■ +33 (0) 6 81 83 97 56

Email : jerome.chabanne-rive@eiasm.be ■ jerome.rive@univ-lyon3.fr

EIASM Executive Director, from September 2018,

“The Network of Networks for Management Research and Doctoral Education in Europe”.

Since its foundation in 1971, the European Institute for Advanced Studies in Management (EIASM) has dedicated itself to raising the profile of European Management Research with respect to other established scientific disciplines as well as the business world. EIASM might best be described as the central node of a set of networks bringing together Management scholars from throughout Europe – as well as enabling communication between Europe and other parts of the World. 8 academic members associations supported (EAA, EARIE, EDAMBA, EFA, EIBA, EMAC, EURAM, EurOMA) - 50.000 registered members professionally involved in Management research and/or teaching - 20 EIASM Doctoral Education Network - EDEN workshops per year, 25 academic workshops and conferences per year.

From October 2018, Full Professor of Human Resource Management at iaelyon School of Management, Lyon Jean Moulin University.

Since October 2016, Vice-Chair for EQUAL Network, “Improving Business Education”, a European Forum acting as a think tank for the development of Higher Education in Business & Management (member of the board since 2009), and **member of EPAS Committee at EFMD**.

Since September 2015, member of the CEFDG (French Evaluation Committee for Management Programs and Degrees in private Management Education).

Since June 2015, President of the MIB-EPAS Consortium, which brings together 10 European Schools of Management which have a Master’s in International Management EPAS accredited by the EFMD.

Since June 2014, Vice-President of AUNEGE, the French Digital Thematic University in Economics and Management.

Prior Positions

Dean of iaelyon School of Management, from September 2008 to August 2018 (reelected on June 2013 for a second five-year term).

iaelyon is a full-service school of management, with 7,800 students – 160 permanent faculty staff and scholars and 100 administrative staff members – 1 Research center iaelyon Magellan (80 PhD students) – 3,000 partner organizations and companies – a network of 49,000 Alumni (iaelyon was created in 1956) – a full range and multiservice program portfolio: Bachelor-Master-Doctorate, in pre-experience, ‘alternance’ field-based, and continuing/executive education – many specific programs taught in English (Bachelor, Master, MBA and DBA) – many offshore programs, network of 160 international partners. PRME since 2013; EPAS accreditation since 2008, renewed for 5 years in 2017; iaelyon consolidated budget 2018: 35 M€.

President of the IAE FRANCE network, from June 2012 to June 2018 (reelected for a second three-year term in June 2015).

With a solid network of 33 University schools of management located throughout the country, IAE FRANCE is the widest French network in Education and Research in Management, with more than 50,000 students – 1,200 permanent faculty staff and scholars and 1,000 administrative staff members – 35 Research centers (910 PhD students) – 35,000 partner organizations and companies – a network of 500,000 Alumni (IAE France network was created in 1957).

From September 2001 to September 2018, Associate Professor of HRM, at iaelyon School of Management, Lyon Jean Moulin University.

From June 2013 to July 2018, FNEGE Board member, the French Foundation for Management Education.

- From 2009 to 2012: Vice-President for Communication & International Development, IAE France Network.
- From 2003 to 2008 : Vice-Dean for International, iaelyon School of Management.
- From 2001 to 2008 : Academic Director, Master *Management et Affaires Européennes*. Creation and management of a program based on specific calendar year, then under 'alternance' mode.
- From 2005 to 2008: Academic Director, Master *European Business Realities*. Creation and management of the first iaelyon master's degree fully taught in English.
- From 2006 to 2008 : Academic Director, Master M.Sc. *International Management*. Development of an education platform gathering 5 Master programs, international accreditation process (EPAS development and labeling).
- From 2007 to 2008: Academic Director, *General Management Program*. Creation and management of the English version of the double-skill Master Program.
- From 2007 to 2008: creation and management of the *International-MBA*
- Visiting Associate Professor, School of Commerce, University of Melbourne : August 2001 (two months) – August 2003 (two months).

Academic Education

- Certification to supervise research in Management, Université Paul Valéry, "Pour le développement d'une prospective humaniste en management » (Supervision : Prof. Jean-Michel Plane), June 2018.
- Ph.D. in Management, iaelyon School of Management, Lyon Jean Moulin University, Thesis: "*Propositions pour gérer les ressources humaines commerciales*" (Supervision: Prof. Frank Bournois), December 2000.
- M.Sc in Management, Research, iaelyon School of Management - Lyon Jean Moulin University, Thesis : "*Etude sur l'interférence vie professionnelle/vie extra-professionnelle des cadres français*", (Supervision: Prof. Frank Bournois), 1995.

Membership in academic associations

- EIBA – European International Business Academy.
- ATLAS-AFMI - Association Francophone de Management International.
- AGRH - Association Francophone de Gestion des Ressources Humaines.
- EFMD – The Management Development Network
- NAFSA – Association of International Educators, EAIE – European Association for International Education, APAIE – Asia-Pacific Association for International Education

MANAGEMENT & LEADERSHIP SKILLS

Jerome Chabanne-Rive holds a **PhD in Management** in the field of Human Resources Management. His main research interests focus on the **development of managerial skills** at the international level and cross-cultural approaches of management.

Jerome Chabanne-Rive was first elected as Dean in June 2008. In iaelyon, the Dean is elected for five years by the School Statutory Board, and may be re-elected once. The Dean has authority over all faculty (160 members) and staff (99 members) and is entitled to authorize income and expenditure. The Dean is responsible for risk management relating to the activities of the School. Jerome Chabanne-Rive led a revision of the School's governance system in 2012 so as to ensure that the strategy is best shared and implemented by the teams and to provide the conditions of sustainability for the school's mission development. In June 2013, his unanimous reappointment as Dean strengthened the position of the School allowing the strategy he put in place to be fully implemented. Jerome Chabanne-Rive is an elected member of the University Council and a member of the University Bureau to influence decisions at the University level. Jerome Chabanne-Rive has defended the objective and promoted the use of working with University in the frame of a 3 to 5 year-Contract of Objectives and Means so that clear-stated objectives and means to achieve them are predefined, allowing an environment favoring a project-oriented approach with a plurennial dimension.

As Dean, Jerome Chabanne-Rive had responsibility and authority over an administrative support team of 99 (92.2 FTE) managerial and administrative staff, which 38% civil servants and 62% on contracts. 56 are working in academic programs and/or academic departments, while 43 working in non-academic support areas (communication, work placements and career services, international and corporate relationships, quality and financial services). The development of the school's activities has led to significant increase in the number of administrative staff (+ 20% over the last five years), with the strengthening of services such as the Communications Service, the Corporate Relations Department, the International Activities Department and the Educational & TEL projects Department.

At the external level, Jerome Chabanne-Rive was playing a central role in relationship building, implementing the international strategy, to have lobbying actions and to strengthen the image of the School in the Lyon Metropolitan area and at the national and international level. Jerome Chabanne-Rive led the iaelyon School of Management in **international accreditation processes** with the successful award of the EPAS accreditation for the M.Sc. International Management ever since 2008. In 2012, Jerome Chabanne-Rive formed an **International Advisory Board for the School**, to orient the strategy of internationalization of the school activities and to advise the Dean and the Executive Board on strategy and other developments. Concerned about the **impacts** of the School on its environment, Jerome Chabanne-Rive was amongst the two first Deans to implement the BSIS - Business School Impact System in 2012 (assessment renewed in 2017). In link with the FNEGE, he has extended in 2016 the impact survey at the Auvergne-Rhone-Alps regional level, bringing together in cooperation 8 Schools of Management. While asserting the School legal and administrative status in 2012, giving the Dean specific rights to use the own resources of income and increasing of apprentice skills & executive education revenues in the last years, he makes the school reaching, as a public French school, really satisfying **financial performance**: steady increase in the School budget and own resources of income (+21% over the last five years) and consistent and projected surplus over the past 5 years.

In terms of **managing research and development**, Jerome Chabanne-Rive has conducted improvement in the governance and in the structure of the school research Center, the development of a system of incentives for publications since 2013 for the faculty. He sustained the organization of regular research seminars (more than 60 seminars for 2016-2017) and invitation of international Professors and Researchers (11 per year on average), as the development of collective research projects (collective books + 3 research chairs funded by companies) and the improvement in the quality of the training of the PhD students (doctoral school).

In addition, Jerome Chabanne-Rive has been from June 2013 till June 2018 **President of the IAE France Network**, which has a statute of French Association and its headquarter localized in Paris. He has responsibility and authority over an administrative support team of three employees (one executive directors and two project and communication managers), working in Lille. Since 2012, Jerome Chabanne-Rive, in addition to the development of communication activities, services to schools, best-practices sharing workshops, contribution to pedagogical innovation and valorization of research activities, has renewed the annual national doctoral workshop (2 days-event for 30/40 PhD students) and redesigned the annual IAE France conference, as the 'Agora des IAE' (from an academic conference perspective to a cross-stakeholders event). He has developed and was launching in December 2017 the first 2days-training workshop for new deans of the network.

INTERNATIONAL SKILLS

Jerome Chabanne-Rive plays a very active role in the field of Higher Education and Research in international management as well as in the development of international relations in the field of Higher Education. Regarding the iaelyon program portfolio, he has developed and directed the Master's degrees taught in English and the International MBA program. The International Management Master's degree, a degree he directed from 2006 to 2008, was first awarded EPAS accreditation by the EFMD in 2008.

He launched in 2006 the innovative concept of **iaelyon International Week**. With the invitation to Lyon in January every year of over sixty visiting faculty from all around the world, the International Week achieves the goal of bringing the World to Lyon enhancing the internationalization of iaelyon activities and insuring at the same time the promotion of the Lyon Metropolitan area: over 85 international seminars targeted at Master's students and Executive Education students, Research workshops bringing together iaelyon and international faculty, short programs for MBA students, workshops for the sharing of innovative pedagogical and TEL practices...

At the initiative of several double-degrees with international Universities: VSE Prague - Czech Republic (in English); Tamkang - Taiwan (in English); Bamberg - Germany (in German); Pavia - Italy (in English) and Bilbao - Spain (in Spanish), he is also the Academic Advisor for the Pacific Area at the International Relations Office of Lyon Jean Moulin University and is the University correspondent for the Auvergne-Rhône-Alps Young Ambassadors Program since 2002.

As President of the IAE FRANCE network since 2012, he enhanced the participation of the 33 IAE schools in the **major international Higher Education conferences**, i.e. NAFSA, EAIE and APAIE. Since 2009, he is member of EQUAL Network, as representative of the IAE France Network. In fall 2016, he has been elected **Vice-Chair for EQUAL Network**, and is since member of EPAS Committee (ex officio member).

MARKETING, COMMUNICATION & PUBLIC RELATIONS SKILLS

Jérôme Chabanne-Rive has a strong experience in the **development of corporate branding and positioning**, both nationally and internationally.

He has developed the iaelyon brand positioning from 2013, as *iaelyon School of Management*. At the national level, the iaelyon differentiation lays on the openness to multiple worlds (international, cross-cultural, professional and cross-disciplinary skills), on a full-service business school model (pre-experience education, 'alternance' and continuing education) which practices "socially sensitive" and responsible management, in dialog with the Social Sciences and Humanities. This formulation led to the new tagline "THINK LARGE", aiming at enhancing the iaelyon reputation and visibility in France and at the international level.

In that perspective, he has the vision to develop several dissemination tools to convey school's values and shares its expertise and impacts as the blog 'Think Large' (www.thinklarge.fr), **magazine** for socioeconomic partners 'Impacts Magazine' (disseminated both in a printed version (5,000 copies) and electronically mostly to the business world), the school **electronic newsletter** (11 issues per year & more than 45,000 active subscribers) for targeted communication towards alumni, partner companies and recruiting agencies, internal newsletter on corporate connections perspectives, special **book** on the history of the school, "*iaelyon School of Management, histoire d'une agora metropolitaine*" (edited for its 60th anniversary), experts' pitch video series 'The Decoders', PRME **reports**, annual report...

Jerome Chabanne-Rive has sustained the reinforced presence in the major **social media** and the development of the school own **private social network** (Link'iaelyon), while developing **conferences and seminars** that welcome over 11,000 people per year. Besides the conferences on field expertise, very successful conferences, organized in partnership with the magazine *Acteurs de l'Economie - La Tribune*, such as "Art & Management" and "Philosophy & Management" bring together a broader type of audience and convey the "Think Large" concept and that offer a space for reflection and debate on broader topics, with a cross-disciplinary approach.

At the level of the IAE France network, since 2012, Jerome Chabanne-Rive plays a very active role in the promotion of the network: brand renewed in June 2014 with strong emphasis on the specific model of IAEs and the "IAE Spirit", leading to the development of a national and international network of 'IAE Spirit Ambassadors'... He has developed strong relationship networks in international education community, accreditation community, nationally and internationally. His role as President of the IAE Network is mainly **lobbying**, specifically with institutional bodies and networks.

TEACHING EXPERIENCE

Courses

- Human Resource Management (Bachelor & Master (M.Sc. and MBA), Executive)
- Intercultural Management (M.Sc., DBA)
- Introduction to Managerial cultures and roles (Bachelor)

RESEARCH PUBLICATION & DISSIMINATION

Primary Research areas

- International skills development
- Comparative HRM
- Internationalization processes
- New perspectives in Management Education

Peer-reviewed Journal Articles

- "A Contribution to the Laying of Foundations for Dialogue Between Socially Responsible Management Schools" (avec Bonnet, M.; Parmentier, C.; Pelazzo-Plat, V.; Pignet-Fall, L.), *International Journal of Management Education*. Special Issue on PRME, 198, 2017.
- « Les modes de contrôle interactif des filiales internationales - Quand le coopérativisme devient subordination à l'étranger » (avec M. Valax), *Revue Française de Gestion*, 42 (256), 139-158, 2016.
- « Vers une responsabilité sociétale intégrée dans la stratégie des écoles de management : premiers résultats d'une recherche-action sur un réseau d'écoles" (avec M. Bonnet, C. Parmentier, V Pelazzo-Plat et L Pignet-Fall), *Revue Recherches en Sciences de Gestion*, 116, 2016.

Books Chapters

- "Cultural Differences Towards Business Ethics - Implications for European and American Investors in Vietnam" (avec Marc Valax), in ZOLIN, M.B., ANDREOSSO-O'CALLAGHAN B. & JAUSSAUD J. (Ed), *Economic Change in Asia, Implication for corporate strategy and social responsibility*, Routledge, New York, 2017.
- « Les défis d'une recherche-action envers des cadres seniors : application à la gestion des contrats de travail expatriés requalifiés » (avec Marc Valax), in DUPUIS, J.-P., LEMAIRE J.-P. & MILLIOT E. (Coord), *Ancrages culturels dans un monde en mutation*, Ed Vuibert, Paris, 2016.
- « Edward T. Hall, La Communication interculturelle » (avec Alain Roger), in MAYRHOFER, U. (Dir), *Les grands auteurs en management international*, Ed EMS, Paris, 2014.
- « Les dissonances dans l'adaptation de la RSE au niveau local en Amérique Latine » (avec Marc Valax), in DUPUY, J.-P. (Ed) *Ancrages culturels et dynamiques du management international*, Montréal, Canada, 18p., 2014.
- « L'expérience de diffusion internationale de la culture d'un groupe coopératif dans ses filiales latino-américaines » (avec Marc Valax et A. Puyo), in MAYRHOFER, U. (Ed) *Le management international à l'écoute du local*. Ed Gualino, Paris, 207-227, 2013.
- "Creating an observatory of international managerial professions" (avec Paul-Marc Collin), in *Management of Multinational Companies: A French Perspective*, in MAYRHOFER, U. (Ed), Palgrave Macmillan, 2012.
- « Evolution des métiers à l'international : plaidoyer pour la création d'un observatoire des métiers » (avec Paul-Marc Collin), in *Le management des firmes multinationales*, in MAYRHOFER, U. (Ed), Vuibert, Paris, 147-162, 2011.

- « La gestion des carrières des vendeurs » (avec Marc Valax), in *Gestion des Carrières*, sous la direction de S. Guerrero, J. Cerdin et A. Roger, Ed. Vuibert, 2004.
- « La performance des équipes commerciales », in *Encyclopédie de la Vente et de la Distribution*, sous la direction de A. Bloch et A. Macquin, Economica, 2001

Peer-reviewed Papers

- "Global Leaders' Feedback on the IHRM Department Performance During and After International Assignments in Russia" (avec Marine Mongereau-Berthelet et Marc Valax), communication internationale avec actes et comité de lecture dans le cadre des 23^{èmes} rencontres EURASIA, Kobe, juin, 2018.
- « *Mobilités internationales des entreprises et des ressources humaines : analyse des formes alternatives de mobilités pour gérer discrétionnairement l'adaptabilité des managers et des leaders globaux en Asie* » (avec Marc Valax et Michelle Duport), 28^{ième} Congrès AGRH, Aix-en-Provence, 2017.
- "Perceptions of Expatriates Facing Emiratisation Strategy in a World Leading Airline and Territorial Perspective in HRM" (with M. Valax), Poster session presented at the 42nd EIBA Annual Conference, Wien, 2016.
- "International Expatriation and Business Ethics Challenges in Vietnam - A cross-case study on French and American clinical trials conducted in a new emerging country" (with M. Valax), Poster session presented at the 41st EIBA Annual Conference, Rio-de-Janeiro, 2015.
- « *Social Responsibility of Schools of Management* » (avec Bonnet, M., Parmentier, C., Pelazzo-Plat, V., Pignet-Fall, L.), 12^{ième} Conférence Aderse, Strasbourg, 2015.
- « *RSE et GRH : une relation ambiguë* » (avec Puyo, A., Valax, M.), *Université de Printemps de l'Audit Social*, 420, 2015.
- « *Cultural Differences Towards Business Ethics - Implications for European and American Investors in Vietnam* » (avec Marc Valax), communication internationale avec actes et comité de lecture dans le cadre des 19^{èmes} rencontres EUROASIA, Yokohama, Japon, Juin 2014.
- « *Les dissonances dans l'adaptation de la RSE au niveau local en Amérique Latine* » (avec Marc Valax), communication internationale avec actes et comité de lecture dans le cadre du Congrès Atlas d'HEC Montréal, Canada, Juillet 2013.
- « *L'envers du décor à l'international* » (avec Marc Valax et A. Puyo), communication internationale avec actes et comité de lecture dans le cadre de l'Université de Printemps de l'IAS et publication dans les Actes de l'Audit Social et Management responsable – Zadar, Croatie, Mai 2013.
- « *Le difficile engagement et ancrage culturel des coopératives espagnoles sur le marché latino-américain* » (avec Marc Valax et A. Puyo), Communication à la 2^{ième} conférence annuelle d'ATLAS/AFMI, Lyon, Juin 2012.
- « *La diffusion des valeurs culturelles des coopératives espagnoles en Amérique latine* » (avec Marc Valax et A. Puyo), communication aux Etats Généraux du Management des Pays d'Expression Latine, Lisbonne, Mars 2012.
- « *The interest and added value of the use of vignettes to express a role conflict among sales managers* » (with Isabelle Barth), communication to EGOS Conference, July 2005, Berlin.
- « *L'apport de la méthode des scénarios dans l'expression d'un conflit de rôles chez les managers commerciaux* » (avec Isabelle Barth), communication à la journée AGRH-CEROG, 27 mai 2005, Aix-en-Provence.
- « *Objectif performance : entre engagement interne et engagement externe des forces de vente* » (avec Isabelle Barth), communication au Congrès des IAE, septembre 2004, Lyon.
- « *La motivation : un concept jetable ? Cas d'illustration : les forces de vente* » (avec Isabelle Bart), communication au 14^{ème} Congrès de l'AGRH, 20 au 22 novembre 2003, Grenoble.
- « *La gestion des carrières des vendeurs : pratiques courantes et défis actuels* » (avec Marc Valax), communication à la journée de recherche Carrières AGRH, 4 juin 2003, Aix-en-Provence.

- « *Analyse des systèmes de contrôle de 222 forces de vente : pour une gestion contingente des ressources humaines commerciales* », communication au 17^{ème} Congrès de l'AFM, mai 2001, Deauville.
- « *Contribution de la fonction RH à la gestion des ressources humaines commerciales* », communication acceptée à la 3^{ème} Université de Printemps de l'Audit Social, mars 2001, Alger.
- « *Management des forces de vente : des systèmes de contrôle de populations autonomes* », communication au 10^{ème} Congrès de l'AGRH, 9-10 septembre 1999, Lyon.
- « *Réflexion sur la notion de performance et de sa participation aux systèmes de gestion des ressources humaines commerciales* », communication à la journée régionale de recherche AFM « *Management des forces de vente et performance commerciale* », 2 juillet 1999, Annecy.
- « *Sociologie des vendeurs et implications pour la gestion des ressources humaines commerciale* », communication au 9^{ème} Congrès de l'AGRH, 19-20 novembre 1998, St Quentin en Yvelines.

Other Research

- Chabanne-Rive, J., Bonnet, M., Parmentier, C., Pelazzo-Plat, V., Pignet-Fall, L. (2018). iaelyon School of Management: Sustainability Report, PRME and UN Global Compact Report 2015-2017, 82p.
- « *Bénévolat et Management en Association (BMA) : une expérience pédagogique sociale et solidaire au sein de l'Université* » (avec Mercier-Suissa, C., Lavoué, E.), Communication au Congrès Agora des IAE, Lyon, Juin 2017.
- « *Quand les outils digitaux transforment les métiers et activités internationales des écoles de management* », Communication au Congrès Agora des IAE, Lyon, Juin 2017.
- "*iaelyon School of Management: a Responsible Native School of Management*" (with Bonnet, M., Parmentier, C., Pelazzo-Plat, V., Pignet-Fall, L.), PRME and UN Global Compact Report 2013-2015, 2016.