

Adam DEWITTE

PhD Management Sciences

IAE Lille School of Management

University of Lille

LEM-CNRS (UMR 9221)
104 avenue du Peuple Belge
59000 Lille – France

Contact info :
adam.dewitte@univ-lille.fr
+33 (0) 6 35 52 72 77

EDUCATION

- 2018** **PhD – University of Lille (LEM-CNRS, IAE Lille, France)**
« Business model responses to regulatory barriers : evidences from the French food retail industry »
Supervisor : Pr. Xavier Lecocq
- 2016** **Visiting research scholar, IESE Business School (Spain)**
March-May With Pr. Joan E. Ricart
- 2015** **Laureate of 2015 CEFAG Doctoral Program**
The CEFAG is the European Center for Advanced Training in Management that pioneered a two-week high-level training program for French doctoral students which included short stays abroad.
- 2013** **Master in strategic management research – IAE Lille**
- 2013** **Master of Science in General Management – IAE Lille**
- 2011** **Bachelor (Licence) in Management Science – IAE Lille**

ACADEMIC EXPERIENCE

- 2016-2018** **Teaching Fellow – IAE Lille – France**
Innovation Management (graduate, 2nd year) – 24 hours
Change Management (graduate, 2nd year) – 48 hours
International Strategy (undergraduate, 3rd year) – lectures, 18 hours
Methodology (graduate, 1st year) – 24 hours
- 2014-2016** **Teaching Assistant – IAE Lille - France**
Strategic Analysis (undergraduate, 3rd year) – 36 hours
International Strategy (undergraduate, 3rd year) – seminar, 36 hours
Methodology (graduate, 1st year) – 48 hours
- Since 2013** **Administrative activities - Master of Science in General Management – IAE Lille - France**
Recruitment and interviews of incoming students (graduate level)
Monitoring of students involved in a work/study training program (graduate level)
Graduate level thesis adviser

RESEARCH EXPERIENCE

Publication	<u>Dewitte</u> , Billows and Lecocq (2017), « Turning regulation into business opportunities : a brief history of French food mass retailing (1949–2015) », <i>Business History</i> . doi : 10.1080/00076791.2017.1384465 (CNRS 2).
Submitted articles	<p>“Contraintes réglementaires et evolution des business models: le cas de la grande distribution alimentaire en France”, <u>Dewitte</u>: paper under review at Finance-Contrôle-Stratégie (CNRS 3).</p> <p>“Organiser l’imitation d’un business model innovant: quatre propositions pour les entreprises”, Bourkha, <u>Dewitte</u> and Ranjatoelina: submitted to <i>Revue Française de Gestion</i> (CNRS 3).</p> <p>“Le business model des entreprises sociales inclusives: le cas des secteurs adapté et protégé”, Tantely, <u>Dewitte</u> and Bourkha: submitted to <i>Revue Française de Gestion</i> (CNRS 3).</p>
On-going research data collection	<p>“Business model innovation and selection of entry barriers”, <u>Dewitte</u> and Lecocq: accepted at SMS 2017, final target: <i>Academy of Management Review</i> (CNRS 1*).</p> <p>“Competitive interactions under regulatory constraints: the role of business model innovation upon firms’ business model portfolios”, <u>Dewitte</u> and Lecocq, submission to SMS-BMC 2018, final target: <i>Strategic Management Journal</i> (CNRS 1*).</p>
On-going research new projects	<p>“Customers perception of in-store and online brand heritage artifacts”, Racat, Pecot and <u>Dewitte</u>, submission to BHC, final target: <i>Business History</i> (CNRS 2).</p> <p>“Brand heritage: a strategic resource?”, Pecot and <u>Dewitte</u>, submission to EURAM-SMS, final target: <i>M@n@gement</i> (CNRS 2).</p>
Conference papers	<p>Dewitte (2017), “Enter an industry with an innovative business model”, paper presented at the <i>Strategic Management Society Annual Conference</i>, Houston, 28th – 31st of October.</p> <p>Dewitte (2017), “Business model innovation and selection of entry barriers”, paper presented at the <i>AIMS Annual Conference</i>, Lyon (France), 7th – 9th of June.</p> <p>Dewitte and Lecocq (2016), “The development of a business model portfolio in a changing legal environment: Pursuing growth in the retail industry”, paper presented at the <i>EGOS Annual Colloquium</i>, Naples (Italy), 7th – 9th of July.</p>

	<p>Bourkha, Dewitte and Ranjatoelina (2016), “Organiser l’imitation d’un business model innovant: quatre propositions pour les entreprises”, paper presented at the <i>AIMS Annual Conference</i>, Hammamet (Tunisia), May 30th – June 1st.</p> <p>Tantely, Dewitte and Bourkha (2016), “Le business model des entreprises sociales inclusives: le cas des secteurs adapté et protégé en France”, paper presented at the <i>AIMS Annual Conference</i>, Hammamet (Tunisia), May 30th – June 1st.</p> <p>Dewitte (2015), “Contraintes réglementaires et évolution des business models: le cas de la grande distribution alimentaire en France”, paper presented at the <i>AIMS Annual Conference</i>, Paris, 3rd – 5th of June.</p>
--	--

PROFESSIONAL EXPERIENCE

2011-2012 Account Manager, Crédit du Nord, La Madeleine (France)

Business Management and Development
 Financing activities (financial analysis, negotiation)
 Customer risk management

2010-2011 Market Research Specialist, Crédit Mutuel Nord Europe, Operations Management Division, Lille (France)

Coordinating new branches’ creations
 Conducting economic studies and market analysis

2008-2010 Quality Assistant, SNCF, Quality-Security-Environment Division, Arras (France)

Project management: dematerialization of the documentation management system

LANGUAGES AND TECHNICAL SKILLS

English Fluent – TOEIC score: 960/990 - April 2015
French Fluent – native
Spanish Intermediate - read and conversation speaking

Data analysis software: Nvivo, MS Office

REFERENCES

Pr. Xavier Lecocq (supervisor)
 Professor of Strategy
 IAE Lille School of Management
xavier.lecocq@univ-lille.fr

Pr. Joan E. Ricart
 Carl Schroeder Chair of Strategic Management
 IESE Business School
jericart@iese.edu