



---

## Chahira MEHOUACHI

Department of Management

Faculty position: Assistant Professor in Strategy & Marketing

147, Avenue Victor Hugo - 75116 Paris

+33 (0) 1 56 26 10 14

[Chahira.mehouachi@isg.fr](mailto:Chahira.mehouachi@isg.fr)

**Chahira MEHOUACHI** is a professor at the ISG International Business School. She is currently finishing a Ph.D. in Management Sciences at Université Paris Dauphine. Her areas of publication are Creative industries, Innovation Management, Governance & control. Her teaching areas concern Strategic Management, Innovation Management, Strategic Marketing, Organizational theory and Organizational behavior.

### Teaching Areas

---

Course 1: Strategic Management  
Course 2: Innovation Management  
Course 3: RSE  
Course 4: Brand Management

### Research Interests

---

Interest1: Creative industries  
Interest2: Innovation Management  
Interest3: Governance & control  
Interest4: Entrepreneurship

## Education

---

### **2020**

PhD Student in Strategy, Université Paris-Dauphine (Paris, France), under the supervision of Professor Véronique Perret.

"Governance of inter-organizational networks within the creative industries: case of the video game industry"

### **2008**

Master's degree in Strategy & Marketing, Université Paris-Dauphine, Paris, France.

### **2007**

Master's degree in Management, Télécom Sud Paris, France.

## Teaching Experience

---

### **Since 2012**

Assistant professor at ISG Paris

### **2013- 2014**

Lecturer in Organizational Behavior and Marketing of services at Télécom Sud Paris – Ecole de Management

### **2011- 2013**

Lecturer in Strategic Management at Rouen Business School

### **2007 – 2012**

Teaching and research assistant in Strategic Management and Strategic Marketing at Université Paris-Dauphine

**2010 – 2012:** Lecturer in Strategic Management and Organizational Behavior at Rouen Business School

## Other Professional Experience

---

Consultant for start-ups and professional associations in creative industries

Assistant Project Manager - Project: development of the Airfrance.biz platform (B2B web site for travel agencies), Air France, France.

## Publications

---

### *Articles in refereed journals*

Cohendet P., Grandadam G., Mehouchi C., & Simon L. (2018) « The local, the global and the industry common: Coupling geographically dispersed clusters in the video game industry », *Journal of Economic Geography*, vol. 18, no 5, p. 1045-1068 (revue de rang A - classement FNEGE).

Cohendet P., & Mehouchi C., (2018) « Du territoire géographique à l'écosystème stratégique : trajectoire d'évolution et rôle clé de la gouvernance interterritoriale », *Revue Française de Gestion*, vol. 44, no 272, p. 155-173, (revue de rang A - classement FNEGE).

### *Book Chapters*

Mehouchi C. Grandadam D., Cohendet P., & Simon L., (2017), "Creative capabilities and regenerative power of creative industries : local and global ingredients" in "*The Global Management of Creativity*", coordinated by Wagner M., Valls-Pasola J., et Burger-Helmchen T., Routledge Editions.

Cohendet P., Mehouchi C. & Simon L., (2014), "Connaissances et Innovation" in "*Encyclopédie de la Stratégie*", coordinated by Tannery F., Martinet A.C., Hafsi T., et Denis J.P., Vuibert Editions.

### *Conference Presentations*

Mehouchi C., Cohendet P., & Simon L. (2019) « Ecosystems dynamics and designs: insights from the evolution of the meta-ecosystem of innovation dedicated to video games in Montréal », **Conférence annuelle de R&D Management, "The Innovation Challenge: Bridging Research, Industry & Society"**, 17-21 Juin, Paris, France.

Mehouchi C. & Cohendet P., (2018) « The role of latent organizations in the ecosystems of innovation », **9<sup>ème</sup> journées du groupe thématique innovation de l'AIMS, Communautés, écosystèmes et innovation**, 17-19 Octobre, Montréal, Canada.

Mehouchi C., Cohendet P., & Pierre-Jean Benghozi, (2018) « Creating new business model paradigms in creative industries : case of the video games industry », **3<sup>ème</sup> édition des Journées de l'Abbé Grégoire**, 3-4 Avril, Paris, France.

Mehouchi C., (2018) « Quels rôles pour les configurations de Business Models dans les stratégies d'internationalisation des entreprises créatives dans les pays émergents : cas de la Tunisie », **3<sup>ème</sup> édition des Journées de l'Abbé Grégoire**, 3-4 Avril, Paris, France.

Wagner M., Burger-Helmchen T., Valls-Pasola J., Cohendet P., & Mehouchi C., « Global Management of Creativity : Knowledge and Innovation in an Open & Digital Age », **42<sup>ème</sup> Colloque annuel de EIBA**, 2-4 Décembre, Vienne, Autriche.

Cohendet P., Grandadam D., Mehouchi C., & Simon L., « Coupling Geographically Localized Systems in Creative Industries: The Case of the Video Games Industry », **AIBNE & iBEGIN joint Conference**, 27-30 Octobre, Philadelphie, USA.

Mehouchi C., « The dark side of latent organizations in creative industries », **32<sup>ème</sup> Colloque de EGOS**, 6-9 Juillet, Naples, Italie.

Mehouchi C. Cohendet P., & Simon L., (2015), « Le rôle de l'ambidextrie organique dans le Management des interactions entre exploration et exploitation », **Atelier Management de l'Innovation de l'AIMS**, 16-17 Septembre, Strasbourg, France.

Mehouchi C. & Cohendet P., (2015), "Nature, Origins and components of dynamic capabilities: an empirical investigation within the video games industry", **31<sup>ème</sup> Colloque de EGOS**, 2-4 Juillet, Athènes, Grèce.

Mehouchi C. (2015), "Quelles innovations Business Models pour les acteurs des industries créatives dans les pays émergents? Cas de la Tunisie ", **Conférence de l'Association Management & Innovation (chapitre Tunisien de l'AIMS) Marchés émergents, stratégies émergentes**, 12-13 Février, Hammamet, Tunisie.

Cohendet P., Mehouchi C. & Simon L., (2013), « Managing the interplays of exploration and exploitation through organic ambidexterity », **29<sup>ème</sup> Colloque de EGOS**, 4-7 Juillet, Montréal, Canada.

Mehouchi C. & Perret V., (2013), « Governance work in inter-organizational networks: driving processes and structures », **29<sup>ème</sup> Colloque de EGOS**, 4-7 Juillet, Montréal, Canada.

Mehouchi C. (2012), "Creative clustering: myth or reality? An investigation of the role of different forms of proximities for creative clusters formation and maintenance", **Colloque les journées de proximité**, 20-23 Mai, Montréal, Canada.

Mehouchi C. (2012), "Organized proximity: a review of past research and an agenda for future developments", **Colloque les journées de proximité**, 20-23 Mai, Montréal, Canada.

Mehouchi C., & Cohendet P., (2011), « Building dynamic capabilities through organizational design », **31<sup>ème</sup> Conférence annuelle de la Strategic Management Society**, 6-9 Novembre, Miami, Etats-Unis.

Mehouchi C. & Cohendet P., (2011), « Processes of business model innovation in the video games industry », **27<sup>ème</sup> Colloque de EGOS**, 7-9 Juillet, Gothenburg, Suède.

Mehouchi C., (2011), « Toward a better understanding of network governance: a value based approach », **Conférence ASQ-HEC-OMT sur 'Coordination within and among organizations'**, 13-14 Juin, Paris, France.

Mehouchi C., (2011), « L'innovation business Model: quels enseignements de l'industrie du jeu vidéo », **Atelier de recherche « The evolving Video Games Software Ecosystem »**, Chaire Innovation & Régulation, Orange, Ecole Polytechnique, Télécom Paris Tech, 13-14 Septembre, Paris, France.

Mehouachi C. & Cohendet P., (2010), « Unraveling ambidexterity in creative industries: the case of the Video Games Industry », 26<sup>ème</sup> Colloque de EGOS, 28 Juin–3 Juillet, Lisbonne, Portugal.

## Professional Associations

---

- Academy of Management (AoM),
- Association Internationale de Management Stratégique (AIMS)
- European Group of Organisation Studies (EGOS),
- Strategic Management Society (SMS)

## Reviewing Activity

---

- Journal of Innovation Economics
  - Management International
  - Journal of Small Business and Enterprise Development
  - Journal of Management and Organization
-