



Guillaume CARTON

Department of Entrepreneurship, Innovation & New Consumption Models
Faculty position: Associate Professor of Management

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Guillaume CARTON is Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. He holds a Ph.D. in Management Sciences and is specialized in the field of management. His current professional activity is teaching and research: his areas of publication are organizations studies, management and strategy. His teaching specializations include strategic management, innovation management, organizational theories and crisis management.

Teaching Areas

- Course 1: Strategic management
- Course 2: Innovation management
- Course 3: Dynamic and Structure of Organizations
- Course 4: Risks and crisis management
- Course 5: Advanced strategy

Research Interests

- Interest 1: Crisis and top management teams
- Interest 2: Management concepts development and diffusion
- Interest 3: Qualitative methods

Education

2015

Ph.D in Management Sciences, PSL-Université Paris-Dauphine, France
Supervisor: Stéphanie Dameron, Professor at PSL-Université Paris-Dauphine

2016

CNU (Conseil National des Universités) qualification (section 06- Management sciences) for the functions of senior Lecturer

2010

Master 2 101 Business Policy and Strategic Management, PSL-Université Paris-Dauphine, France

Teaching Experience

Content: Strategic management, innovation management, international management of organizations, organizational theory, risk and crisis management, research methods, consulting project, master thesis tutoring.

Levels: undergraduate, graduate and executive education levels.

Universities and business schools: CNAM, ESC La Rochelle, ESSCA, ISG, PSL-Université Paris-Dauphine, Telecom Paristech.

Other Professional Experience

Since 2017- Associate Professor in Management at ISG.

2016-2017- Assistant Professor in Management at ISG.

2011-2014- Strategy and management consultant at Izsak Grapin & Associés.

Publications

Articles in refereed journals

Carton, G. (forthcoming). How assemblages change when theories become performative: the case of the Blue Ocean Strategy. **Organization Studies**, 0170840619897197. doi: 10.1177/0170840619897197

Carton, G. and Ungureanu P. (2018). *Bridging the Research-Practice Divide: A Study of Scholar-Practitioners' Multiple Role Management Strategies and Knowledge Spillovers across Roles*. **Journal of Management Inquiry**, 27(4), 436-453. doi: 10.1177/1056492617696890

Carton, G., C. McMillan and J. Overall (2018). *Strategic capacities in US universities and the role of business schools as institutional builders*. **Problems and Perspectives in Management**, 16(1), 186-198. doi: 10.21511/ppm.16(1).2018.18

Carton, G. and P. Mouricou (2017). *Is management research relevant? A systematic analysis of the rigor-relevance debate in top-tier journals (1994–2013)*. **M@n@gement** 20(2): 166-203.

Book chapters

Carton, G. (2020). *W. Chan Kim and Renée Mauborgne. Les Grands Auteurs en Stratégie [Majors Authors in Strategy]*. A. Tellier and T. Loilier (Eds), Ems. 2nd edition (in French)

Carton, G. and Mouricou Ph. (2019). *Les multiples facettes de la pertinence de la recherche en management stratégique [the multiple facets of relevance of research in strategic management]*. **Les Grands Courants en Management Stratégique** [Streams of Research in Strategic Management]. S. Liarte (Eds), Ems (in French)

Carton, G., Dameron, S. and Durand Th. (2018). *Higher Education in the Business Fields: the Case of France. The Future of Business Schools. Volume 2: Differentiation Strategies for Business Schools*. Th. Durand and S. Dameron (Eds), Palgrave Macmillan.

Carton, G. and Dameron S. (2018). *How to Develop Scholar-practitioner Interactions: Lessons from Management Concepts Developed between Research and Practice. Academic Practitioner Research Partnerships: Developments, Complexities and Opportunities*. J. M. Bartunek and J. E. McKenzie (Eds), Routledge.

Carton, G. and Gour A. (2016). *Les approches pratiques dans la littérature francophone : le cas du management stratégique [the practice approaches in the Francophone literature: the case of strategic management]*. **La Théorie des Organisations : Nouveaux Tournants** [The Organization Theory: New Turns]. F.-X. De Vaujany, A. Hussenot and J.-F. Chanlat (Eds), Economica (in French)

Conference Presentations

Carton, G. Dameron, S. (2019). *Do Practitioners Really Need Academics? Patterns of Management Innovations Development through Scholar-Practitioner Interactions*, Strategic Management Society, Minneapolis (USA), October.

Carton, G., Laszczuk, A. (2018). *Towards a liminal approach to organizational ethnography*, Association Internationale de Management Stratégique, Montpellier, June.

Carton, G., Laszczuk, A. (2017). *Les apports de la méthode « Insider/Outsider team research » pour l'observation en sciences de gestion [Contributions of the Insider/Outsider team research methods for observation in management research]*, Groupe Thématique de l'AIMS – workshop sur l'observation en théorie des organisations et management stratégique, Nantes, France, November.

Carton, G. (2017). *A Blue Ocean Strategy for "Blue Ocean Strategy": on Performativity of Strategic Management*, Academy of Management, Atlanta, USA, August.

Carton, G. (2017). *The Construction of Management Innovation: a Contrasted Case Study of Strategy Concepts*, 2^{ème} Journée Innovation Abbé Grégoire, CNAM, Paris, March.

Carton, G., McMillan C. & Overall J. (2016). *Institutional Change in Higher Education and Rent-seeking in Business Schools*, 2016 EFMD Higher Education Research Conference. Barcelona, Spain, October.

Carton, G. & Ungureanu, P. (2016). *Bridging the Rigor/Relevance Gap: a Study of Scholar-Practitioners' Multiple Role Management*, Academy of Management Annual Meeting, Anaheim, CA, USA, August.

Carton, G., & Gour, A. (2016). *The Performativity of Scientific and Intellectual Movements: the Case of Strategy-as-Practice*. EGOS Annual Conference, Naples, Italy, July.

Carton, G., & Mouricou P. (2016) *Impact and Relevance of Management Research: a Systematic Analysis of the Rigor/Relevance Debate*, les Etats Généraux du Management. Toulouse, France, May.

Carton, G., & Dameron, S. (2015). *A Four-Developmental Stage Model of Management Innovation Through Academic-Practitioner Interactions*, Strategic Management Society (SMS). Denver, USA.

Carton, G., & Dameron, S. (2015). *The Development of Management Innovation Through Interactions Between Research and Practice*. In EURAM (Ed.), EURAM Thematic Conference: "Management Innovation: New Borders for a new concept". Montpellier, France.

Carton, G. (2015). *A Blue Ocean Strategy for "Blue Ocean Strategy": on Performativity of Strategic Management*, Association Internationale de Management Stratégique (AIMS). Paris, France.

Carton, G. (2015). *Bridging the Rigor/Relevance Gap: A Study of Scholar-practitioners' Roles*. In EFMD (Ed.), 2015 EFMD Higher Education Research Conference. Oxford, Great Britain.

Carton, G. (2014). *The roles of power, discourse and legitimacy in the creation of performative management innovations*. EGOS Annual Conference. EGOS. Rotterdam, Netherlands, July.

Carton, G. and Mouricou P. (2014). *De la pertinence de la recherche en sciences de gestion : Une méta-analyse de la littérature consacrée au fossé entre recherche et pratique [Relevance of research in Management : a Meta-Analysis of the literature on the rigor/relevance gap]*. Annual Conference of the AIMS. Rennes, France, May.

Carton, G. (2014). *The Construction of Performative Management Innovations*. Research @ Mines Paris Tech. Paris, France, May.

Carton, G. and Mouricou P. (2014). *How to Make Management Research Relevant: a Systematic Analysis of the Rigor/Relevance Debate*. 3rd EFMD Higher Education Research Conference. EFMD. Stockholm, Sweden, May.

Carton, G. and Mouricou P. (2013). *How to be Relevant: A Systematic Analysis of the Rigor/Relevance Debate*. 33rd Strategic Management Society (SMS) Annual Conference, Atlanta, Georgia, September.

Carton, G. and Dameron S. (2013). *Production and Dissemination of Knowledge between Research and Practice*. 73rd Annual Meeting of the Academy of Management. A. o. Management. Orlando, Florida, August.

Carton, G. and Dameron S. (2013). *Understanding the Impact of Scholarship: The Relationship between Research and Practice through the Production and Dissemination of Management Knowledge*. EURAM Annual Conference - Democratising Management. EURAM. Istanbul, Turkey, June.

Carton, G. and Dameron S. (2013). *Impact of Business Schools for Practice: Proposition of a Heuristic Framework*. 2013 EFMD Higher Education Research Conference. EFMD. Paris, France, May.

Carton, G. and Dameron S. (2012). *Suggestion of a Framework of Dissemination of Knowledge between Research and Practice*. 32nd Strategic Management Society (SMS) Annual Conference, Prague, Czech Republic, October.

Carton, G. (2012). *Academic Consulting as an Alternative to Management Consulting*. 28th European Group for Organizational Studies (EGOS) Colloquium. Helsinki, Finland, July.

Professional Articles

Carton, G., Parigot, J. “Pour un « Fashion Pact » véritablement durable” [For a « Fashion Pact » that would really be sustainable], **Le Monde**, 29/08/2019, p. 24

Carton, G., Ungureanu, P. “To wear many different hats: how do scholar-practitioners span boundaries between academia and practice?”, **LSE Impact of Social Sciences Blog**, September 27th, 2017

Carton, G., Mouricou, Ph., “Pertinence de la Recherche en Sciences de Gestion” [Relevance of Management Research], **The Conversation**, July 20th 2017 (in French)

Carton, G., “La Recherche en Management est-elle Utile ? (Is Management Research Useful?)”, **Liaisons Sociales Magazine**, n°182, May 2nd 2017: 54-57 (in French)

Carton, G., Ungureanu, P., “Influences of Multiple Role Management Strategies”, Blog Post in **Management Ink**, Sage Publishing, March 22nd 2017

Radio interview on France Culture. 28/10/2013, *Les consultants [Consultants]*, **Radio Thésards, France Culture Plus**, 17’26

Carton, G., « Conseil en Stratégie : Crise Structurelle ? » [*Strategy Consulting: Structural Crisis?*] **Technica**. Lyon, Association des Centraliens de Lyon, 2012, n°587, January/February: 4-5.

Teaching Cases Studies

“Poiscaille, start-up dans l’industrie de la pêche : modèle d’affaires alternatif durable ” [Poiscaille, startup in the fishing industry: alternative and sustainable business model], **Centrale de Cas et de Médias Pédagogiques** (joint with J. Parigot, in French and English), 2020

“Cityscoot is on the move!”, **Centrale de Cas et de Médias Pédagogiques** (joint with J. Parigot, in English and French), 2018, 2019 (update)

“Eurogroup Consulting - La Javaness : développer un partenariat stratégique pour investir dans l’ère du numérique” [Eurogroup-La Javaness: developing a strategic partnership to invest in the digital era], **Centrale de Cas et de Médias Pédagogiques** (joint with Y. Saleh, in French), 2019

“La Winerie Parisienne : importer le modèle anglo-saxon de l’urban winery pour réinventer la filière vinicole française” [The Winerie Parisienne: importing the anglo-saxon model of the urban winery to reinvent the French wine industry], **Centrale de Cas et de Médias Pédagogiques** (joint with J. Parigot, in French), 2019

« La Foodtech en France » [Foodtech in France], **Centrale de Cas et de Médias Pédagogiques (CCMP)** (joint with M. Joachim, in French), 2018

« La gouvernance de City Car : prise de décision au sein d'un Conseil d'Administration [the governance of City Car: decision-making in a board of directors] », **Centrale de Cas et de Médias Pédagogiques** (joint with J. Mayer, in French), 2017

« The Kooples bouscule le secteur du prêt-à-porter [The Kooples rushes the fashion industry] », **Centrale de Cas et de Médias Pédagogiques** (in French), 2017

“Bank Corp.: Call for tenders and subsidiaries optimization”, **Centrale de Cas et de Médias Pédagogiques** (in English, joint with T. Elbasha), 2017

« Bank : Appel d'Offres et Optimisation de Filiales » [Bank: Call for Tenders and Subsidiaries Optimisation], **Centrale de Cas et de Médias Pédagogiques** (in French), 2015

Professional Associations

- AIMS (Francophon Strategic Management Association)

- EGOS (European Group for Organizational Studies)

- AOM (Academy of Management)

- SMS (Strategic Management Society)

Reviewing Activity

Member of the scientific committee of M@n@gement.

Reviewer for:

- European Management Review
- Journal of Management Inquiry
- M@n@gement
- Revue Française de Gestion

Scientific Awards

Finalist for the 2018 Roland Calori Award for Junior Best Paper of the conference, Association Internationale de Management Stratégique (AIMS), 2018

Finalist for the 2017 William H. Newman Award for Best Paper Based on a Dissertation, Academy of Management, 2017

Laureate for the Junior Scholar Prize of Fondation Dauphine, 2016

Finalist for the Thesis Prize of Association Internationale de Management Stratégique (AIMS), 2016

Best Reviewer for the Strategic Management Society Conference (Practice Interest Group), 2016