



Julia PARIGOT

Department of Entrepreneurship, Innovation and Marketing
Faculty position: Associate Professor of Strategy

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Julia PARIGOT is Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. She holds a Ph.D. in Management Sciences and is specialized in the field of Strategy. Her current professional activity is research and teaching. Her areas of publication are cultural and artistic organizations, artistic entrepreneurship, sustainable development and resource management. Her teaching specializations are Strategic Management, Innovation Management and Business plans.

Teaching Areas

Course 1: Strategic Management
Course 2: Business Plan
Course 3: Innovation Management
Course 4: Organization Theory

Research Interests

Interest 1: sustainable development and resource management
Interest 2: Cultural and artistic organizations
Interest 3: Artistic entrepreneurship
Interest 4: new workspaces, third spaces

Education

2016

Ph.D in Management sciences, Paris-Dauphine University, France,
"The role of space in alternative organization production. The case of independent theatres in France".

Supervisor: Isabelle HUAULT, former Professor at Paris-Dauphine University (presently General Director at emlyon)

2017

CNU (Conseil National des Universités) qualification (section 06 – Management sciences) for the functions of senior lecturer.

2012

Master's degree in Research in Marketing and Strategy, Paris-Dauphine University, France

Master's degree in Management, Neoma Business School, France

Teaching Experience

2017-today

Associate Professor of Strategy and Innovation at ISG, Paris, France

2015-2017

Teaching and Research assistant (ATER— Attaché Temporaire d'Enseignement et de Recherche) at Paris-Dauphine University. Courses taught: Strategic Management, Introduction to Marketing, Marketing research.

2012-2015

PhD candidate (contrat doctoral), at Paris-Dauphine University. Courses taught: History of Management, Introduction to Marketing.

2012- 2017

Temporary teacher at Neoma Business School. Courses taught: Business games.

Other Professional Experience

2019-2020

Vice-president of the Ateliers de Thésée (Junior researcher network)

2018

Project manager for the Atelier de Thésée

Animating the Atelier de Thésée network by organizing workshops

Oct 2018- Mar 2019

Consulting for the SYNDEAC (Union for artistic and cultural firms):

- Conducting a qualitative and a quantitative study with Union members
- Writing a synthesis: members satisfactions and recommendations

2013-2015

Organizing committee of the monthly doctoral workshop for PhD candidates in Management Science
at Paris Dauphine University

2013

Organizing committee of the Critical Management Studies PhD workshop (April 22nd and 23d at Paris
Dauphine University)

Publications

Articles in refereed journals

Carton G., Parigot, J. (2021): “Disappearing natural resources: what flowers tell us about new value chains”, *Journal of Business Strategy*

Parigot J. (2019): « Césure entre création et diffusion théâtrales dans les lieux intermédiaires : coup de théâtre ou modèle tenable ? », *Gérer et comprendre*, n°1, pp3-12

Conference Presentations

Carton, G., Parigot, J. (2021), “Transitioning to sustainability by rejuvenating industries”, *Academy of Management conference*, 2021, Online

Carton, G., Parigot, J. (2020), « les enjeux sociétaux comme déclencheurs de la revitalisation des industries », *RIODD conference*, 2021, Online

Carton G., Parigot, J. (2020), “Managing natural resources in a sustainable way” *AIMS conference*, 2020, Online

Parigot, J., Coblenz E. (2019), “performing arts entrepreneurs: a typology of organizational configurations”, *AIMAC conference*, 2019, Venise

Parigot, J. (2019), Can artistic organizations renew the contemporaneous city? *EGOS Conference*, 2019, Edimbourg

Johnson, G., Parigot, J., Depeyre, C. (2018), Beyond the product. Uncovering the dynamics of racial contestation within the legalized U.S. cannabis industry, *EGOS Conference*, 2018, Tallinn

Parigot, J. and Morales, J. (2017), The role of collective identity in civil society alliances. The case of performing arts organizations from the third sector, *EGOS Conference*, 2017, Copenhagen

Parigot, J. and Morales, J. (2016), The role of collective identity in civil society alliances. The case of performing arts organizations from the third sector. *EURAM Conference*, 2016, Paris

Parigot, J. (2015), Why space is a main issue for civil society organizations. The case of the French public theatre. *EGOS Conference*. 2015, Athènes

Parigot, J. (2015), Quels sont les rôles de l'espace en situation de luttes ? Cas des Fabriques de culture. *AIMS Conference*. 2015, Paris

Parigot, J. (2015), L'espace comme enjeu, et comme outil, dans les conflits entre fabriques de culture et collectivités territoriales. *Colloque : Aux frontières du marchand et du non-marchand. Les défis de la professionnalisation*. Paris, Juin 2015

Parigot, J. (2014), Boundary work and spatial production. The case of the French subsidized theatre. *EGOS Conference*, 2014, Rotterdam

Parigot, J. (2014), Travail sur les frontières et production de l'espace. Cas du théâtre subventionné français. *AIMS Conference*. 2014, Rennes

Professional Articles

« Industrie textile : 'Il ne suffit pas de planter des arbres, il faut repenser radicalement le cœur du métier' » by Carton, G. and Parigot, J., published on January 20 2021 in *Le Monde.fr*.

« Pour un "Fashion Pact" véritablement durable », by Carton, G. and Parigot, J. published on August 28 2019 in *Le Monde* newspaper.

Book Chapter

Davoust, A. and Parigot, J. (2015), Les chiffres de la vie des affaires. In Nogatchewsky G. and Perret V., *L'état des entreprises 2015*. Paris : Edition de la découverte, Collection Repères. 105-114

Davoust, A. and Parigot, J. (2015), Les évènements de la vie des affaires. In Nogatchewsky G. and Perret V., *L'état des entreprises 2015*. Paris : Edition de la découverte, Collection Repères. 115-122

Cases Studies

Audrezet A., Berrier-Lucas, C., Carton, G., Parigot, J. (2021), *Le chanvre contre-attaque ! Dans l'industrie textile & Co, renaissance d'une chaîne de valeur*, CCMP (FR)

Parigot, J. and Carton, G. (2020), *Selency, The marketplace that wants to blow the cobwebs off traditional second-hand furniture markets*, CCMP (FR and EN)

Parigot, J. and Carton, G. (2020), *Poiscaille, an alternative and sustainable business model for the fishing industry*, CCMP (FR and EN)

Carton, G. and Parigot, J. (2019), *Winerie Parisienne importing the Anglo-Saxon model of urban wineries to reinvent the French wine industry?* CCMP (FR and EN)

Parigot, J. and Carton, G. (2018), *Cityscoot is on the move! Keeping the leadership position on the self-service renting market*, CCMP (FR and EN)

Under review

Parigot, J. and Carton, G., Transitioning to sustainability by switching natural resources, *Technological Forecasting and Social Change*.

Carton, G. and Parigot, J., Comment les entrepreneurs durables utilisent-ils des ressources naturelles perçues comme non créatrices de valeur pour développer des modèles d'affaires durables? Leçons de l'industrie textile, *Entreprise&Innover*.

Professional Associations

-AIMS (International Association of Strategic Management)

- AOM (Academy of Management)

-EGOS (European Group of Organization Studies)

Reviewing Activity

- Journal of Business Ethics
- M@n@gement
- Revue Française de Gestion
- International Journal of Work Innovation
- AOM, AIMS

Scientific Awards

2020- Winner of the Best business case on sustainability of the RIODD association for the case "*Poiscaille, an alternative and sustainable business model for the fishing industry*" CCMP

2017- Winner of the Aguirre-Basualdo thesis award, Chancellerie des Université de Paris (award of 10 000€)

2017 – Finalist of the AIMS thesis award.