



Najoua BOUFADEN

Department: Entrepreneurship, Innovation and new consumption models

Associate Professor in Entrepreneurship and Innovation

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Administrative Responsibilities:

- Head of Department, Entrepreneurship, Innovation and new consumption models
- Director of the incubator 1,2,3 Entreprendre
- Academic Liaison Pepite-PON (The Student's Pole for Innovation, Technological Transfer and Entrepreneurship, Paris-west Areas)

Najoua Boufaden is a Professor at the ISG International Business School. She holds a Ph.D. in Economics and specialized in the field of Innovation. She's a member and co-founder of ORELIG (l'observatoire des représentations entrepreneuriales liées au genre chez les jeunes)

- Her current professional activities are research, teaching and program engineering in Entrepreneurship, Innovation and Marketing from the PGE1-PGE5
- Her areas of publication are Innovation dynamics at the firm and regional level, measuring knowledge spillovers, small Business, and Entrepreneurship Education
- Her teaching specializations concern Entrepreneurship and Innovation

Teaching Areas

Course 1 Introduction to Entrepreneurship

Course 2 The Go to the market

Course 3 Management of Innovation

Course 4 Business Modeling

Course 5 Strategic Management

Seminar: The entrepreneur in interaction with his entrepreneurial ecosystem

Coaching Student's entrepreneurial projects (PGE1-PGE5)

Research Interests

Interest 1 Innovation dynamics at the firm/regional level

Interest 2 Entrepreneurship and Small Business

Interest 3 Entrepreneurship Education

Education

- **2008**: PhD in Economics, Faculté Jean Monnet, Paris-Saclay University, France, " **Co-localisation, Externalités de Connaissance et Innovation des Entreprises : Cas de la Biotechnologie dans la région Ile-de-France**"
- **2001**: Master Degree, Mondialisation, Institutions et Histoire, Faculté Jean Monnet, Paris-Saclay University, France.
- **1999**: Master Degree in International Economics, Faculté de Sciences Economiques et Gestion, Tunis.

Teaching Experiences

- **2012-2016**: Visiting professor in Entrepreneurship, 4-Days Business Model Innovation Masterclass at the Centre d'Entrepreneuriat et de PME, Faculté des Sciences de l'Administration, Université Laval, Québec, Canada.
- **2016** : Mooc Management of Innovation, IONISX Group
- **2001 - 2007** : Assistant Professor of Economics, Faculté Jean Monnet, Paris-Saclay University (teaching MicroEconomics, Methodology)

Professional Experiences

- **2021-**: Member and co-founder of the Observatory of Entrepreneurial Representations Linked to Gender among young people (ORELIG)
<https://www.pepite-france.fr/wp-content/uploads/2021/09/RAPPORT-ORELIG-VF.pdf>
- **2014-2016**: Pepite-PON Start'Up Incubator's Manager
- **2015**: Participation to the elaboration of the first French index of the entrepreneurial intentions, Observatoire des Pratiques Pédagogiques en Entrepreneuriat (OPPE- BPI France création).
- **2014**: Participation to the reform of the OPPE- AFE (Agence France Entrepreneurs) database "Actions repérées".

Publications

Academic Articles

- N. Boufaden (with Mathieu Dunes (Université de Picardie Jules Verne - IAE Amiens), Paola Duperray (Université Catholique de l'Ouest), Nathalie Lameta (Université de Corse), Typhaine Lebègue (IAE Tours, Laboratoire VALLOREM EA 6296), Renaud Redien-Collot

(EMLV), Katia Richomme-Huet (Kedge BS), Julie Tixier (IRG, Univ. Gustave Eiffel)), Research project on the perception of young women of entrepreneurship. Working papers on progress, April 2022.

- N. Boufaden (with H. Awounou), "How does Venture capital syndication spur innovation: evidence from french biotechnology", *Revue de l'Entrepreneuriat*, vol19, Issue 1, pp 80-119, 2020.
- N. Boufaden (with M. Limas and P. Baudier), "Perception of the usability of innovation tools: Gender bias in the use of the business model canvas", *Innovations*, n°57, pp 59-84, 2018
- N. Boufaden, "How do biotech cluster firms catch knowledge spillover's ? The strong impact of the institutional mechanisms", *Journal of Applied Business Research*, vol33, n°6, 2017
- N. Boufaden (with A. Plunket), "Proximity and Innovation: Do biotech firms benefit from technological externalities in the region Ile-de-France?", *Annales d'Economie et de Statistique*, 78/88, 2008.
- N. Boufaden (with A. Plunket), "Proximité géographique et technologique au niveau intra-régional : les biotechnologies en Ile-de-France », *Revue d'Economie Régionale et Urbaine*, n°3, pp 467- 486, 2008.
- N. Boufaden (with G. Galindo), « Le rôle des acteurs dans le cycle de vie des jeunes entreprises de biotechnologie », *Education et Formations*, n°73 : 23-33, 2006.
<http://media.education.gouv.fr/file/76/5/2765.pdf>

Chapters in Books

- N. Boufaden, "Entrepreneurship and Business Growth", in *Encyclopaedia of Creativity, Invention, Innovation and Entrepreneurship*, Publisher Springer New York, 391-402, 2013
- N. Boufaden (with S. Lourimi and A. Torre), "The institutional design of clusters in the Greater Paris Region", in *Business Networks in clusters and industrial districts*, Routledge, London 2010.
- N. Boufaden, « L'hypothèse des distances culturelles dans l'étude de la coopération inter-entreprises Nord-Sud », in «Les alliances industrielles et le développement méditerranéen », Centre de Publication Universitaire, Tunis, 2003.

Conference Presentations

- N. Boufaden (with H. Awounou), "Venture capital syndication and firm's innovation performance: Evidence on frecnh biotechnology firms", Colloque, Financing and governance of innovative companies, IAE DIJON, 30 mars, 2017
- N. Boufaden (with M'Chirgui Zouhaier), "Proximity and innovation: an empirical analysis in the smart card field », L'ARSDLF, les 6, 7 et 8 juillet, Scholcher, Martinique, 2012.
- N. Boufaden (with A. Awounou and F. Corolleur), "The impact of cognitive resources of venture-baked biotech's firms on innovation",
 - Journée recherche RRI, Paris, Mai 2011.
 - Corporate Entrepreneurship workshop, EM-Lyon, Juin 2011
- N. Boufaden, " How do biotech firms catch knowledge spillovers",
 - L'ARSDLF, les 5, 6 et 7 Juillet, Clermont-Ferrand, 2009
 - The sixth journey of Proximity, October 14-16, Poitiers, 2009
 - DIMETIC, 29th June -10th July, Pecs, Hungary, 2009
- N. Boufaden (with Anne Plunket), "Measuring knowledge spillovers: Empirical study of biotech firms in the Regional cluster of Ile-de-France"
 - ADRES International Conference: "Networks of innovation and spatial analysis of knowledge diffusion", Saint-Etienne, France, 14-15 September, 2006.
 - Les Cinquièmes Journées de Proximité, Bordeaux, 28-30 Juin 2006.
 - AFSE, Le LIV ème Congrès annuel de l'Association Française de Sciences Economiques, 15-17 septembre, Paris, 2005.
 - DRUID Tenth Anniversary Summer Conference, Copenhagen, 27-29 June, 2005.

Reviewing activity

- Géographie, Economie, Société
- Journal of Innovation Economics and Management

Professional Associations

- Member of Académie de l'entrepreneuriat et de l'Innovation (AEI)
- Member of Association de Science Régionale de Langue Française (ARSDLF)
- Member of Research Network on Innovation (RRI)
- Member of United States Association for Small Business and Entrepreneurship (USASBE)
- Member of Observatoire des Paratiques Pédagogiques en Entrepreneuriat (OPPE) de BPI France Crédit

Academic References

Julie Tixier, Maître de Conférences, (IRG, Univ. Gustave Eiffel), Director of the ORELIG Observatory
 Honorine Awounou, Dean of the Faculty at ISG Business School
 Abdoul Karim IdyCheffou, Research Director of the ISG Lab, ISG Business School