



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
- Coordinator of specialization Programs and Majors in Entrepreneurship
- 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.

- Her current professional activities are research and teaching
- 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

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** : Visting 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

- **2020-2021**: 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 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 french 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-backed 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'ASRDLF, 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 Cinqièmes 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 Pratiques Pédagogiques en Entrepreneuriat (OPPE) de BPI France Création