



Lionel Roure

**Associate Professor
specialized in management and marketing of innovation**

**Conservatoire National des Arts et Métiers de Paris
EPN 16, Member of the LIRSA Laboratory**

EDUCATION

1999 : PHD in Management Science, Paris IX Dauphine University, « The Management of Innovations: a Comparison France/Germany », under the supervision of Prof. Reinhard Angelmar.

1990 : MASTER in Strategy and Marketing, Paris IX Dauphine University

1990 : MASTER in Industrial Economics, Paris XIII University

1990 : MAGISTER in Industrial Economics, Paris XIII University

MAIN RESEARCH TOPICS

Management and marketing of l'innovation. Open Innovation. Collaborative Innovation.

ARTICLES IN PEER-REVIEWED JOURNALS

2001 : "Product Champion Characteristics: a Comparison of France and Germany", *Human Relations*, vol 54, n° 05, May.

2000, "Characteristics of Champions: Determinants and Impact on the Success of Innovations", *Recherche et Applications en Marketing*, Vol 15, n°2, pp 3-19.

2001 : "National Culture and Innovation Management: a France / Germany Comparison", *Revue Française du Marketing*, n°182, pp 115-128.

PARTICIPATION IN CONFERENCES

2003 : " The Scenario Method in Design: the Decathlon approach ", International Meeting "Creativity in the Workplace", Paris Descartes University, June 30 – July 4th 2003

2005 : " Managing Disruptive Innovation: Best Practices of Companies", International Meeting "Creativity in the Workplace", Paris Descartes University, July 7th-8th

2011, "The Virtues of Additive Open Innovation: the Case of the Bic Phone", with Prof. Gilles Garel, "To innovate alone or with others", International Meeting organized by ISERAM, ISEG GROUP, 17 mars

EUROPEAN RESEARCH PROJECT

2003 : « Décathlon : Imaginew Methodology », European Project Research, Design For Future Needs (DFFN). Research report published in 2003

CASE STUDY

2012 : Bic Phone Case (Case Centre, Reference no. 512-062-1) with Philippe Silberzahn, 17 pages.

Thesis CO-SUPERVISION

Thomas Lepers's Thesis co-supervision : « Identification and Structuration of Innovation Fields in a Business Unit », Defended on November 28, 2016 at CNAM, Paris.

MOOC

2016 : Participation in the MOOC Métamorphoses launched by the MEDEF in partnership with the CNAM

EXPERTISE

Since 2006, expert within the "Cap Digital" competitiveness cluster, the first European collective of innovators in the digital and ecological transition.

PROFESSIONAL EXPERIENCE

1990–1994 : THOMSON MULTIMEDIA

Assistant financial controller, then Cost Analysis Manager

1994-1997 : JPB - LA SYNERGIE FRANCO-ALLEMANDE

Consulting firm specialized in the identification and resolution of intercultural conflicts in large Franco-German cooperations. Facilitation of seminars and supervision of consulting missions.