

## Mohamed BAYAD

Mohamed Bayad - University Professor

### Research themes

**entrepreneurship**: behavior/skills, cognition, innovation, selection and variation, new business models

**VSE/SME** : professionalization, organizational change, strategic vision

**strategic human resources management** : performance, sustainability, professional stress

### Professional career of Mohamed Bayad

Mohamed Bayad holds a doctorate in industrial economics and an HDR in management sciences from the IAE of Nancy. He was a teacher-researcher at the ICN-Ecole de management, the University of Strasbourg and the University of Lorraine. He has founded and been responsible for several master's programs, including the "Entrepreneurship and Development of SMEs" master's program. His field research has led him to participate in and lead support and coaching structures for entrepreneurship and VSEs. He is currently the national manager of the specialized master's degree (CGE label) "Accompanist of entrepreneurs and leaders of small organizations" and of the MOOC "Desir d'entreprendre" of the Cnam.

### Publications et travaux scientifiques

[Données extraites du portail HAL](#)

#### Coordonnées

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