Eric VIARDOT

Professor

Academy: Innovation

Research center: SKEMA Centre for Sustainability Studies

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Research interests

Innovation, Resilience, Sustainability and Climate change

Education

1995	Certification in the function of University Professor, Business administration, Business administration, France
1993	Doctorate, Business administration, Université Côte d'Azur, France
1981	Business administration, HEC Paris, France
1977	Political science, Sciences Po Paris, France

Experience

Full-time academic positions

Since 2022	Professor of Corporate Strategy, SKEMA Business School, France

Publications

Peer-reviewed journal articles

VIARDOT, E. (2026). Fashion, fast and fragile: Zara at a strategic crossroads. *Case Journal*, 22(3), pp. 578-583.

VIARDOT, E. (2025). Concrete Steps to Cementing Sustainability: Holcim's Environmental Strategy. *Case Journal*, 21(3), pp. 717-742.

VIARDOT, E., BREM, A. and NYLUND, P. (2023). Post-pandemic implications for crisis innovation: A technological innovation view. *Technological Forecasting and Social Change*, 194, pp. 122680.

MATOS, S., VIARDOT, E., SOVACOOL, B., GEELS, F. and XIONG, Y. (2022). Innovation and climate change: A review and introduction to the Special Issue. *Technovation*, 117, pp. 102612.

BREM, A., VIARDOT, E. and NYLUND, P. (2021). Implications of the coronavirus (COVID-19) outbreak for innovation: Which technologies will improve our lives? *Technological Forecasting and Social Change*, 163, pp. 120451.

VIARDOT, E. and CHEN, J. (2021). Standardization in a Digital and Global World: State-of-the-Art and Future Perspectives. *IEEE Transactions on Engineering Management*, 68(1).

VIARDOT, E., BREM, A. and NYLUND, P. (2020). The impact of the great financial crisis of 2008 on innovation: A Dominant Design Perspective. *Journal of Business Research*, 110, pp. 360-369.

VIARDOT, E., NYLUND, P. and BREM, A. (2019). Internal and External Financing of Innovation: Sectoral differences in a longitudinal study of European firms". *European Journal of Innovation Management*, 23(2), pp. 200-213.

VIARDOT, E., NYLUND, P. and HITCHEN, E. (2017). The effectiveness of open innovation: Do size and performance of open innovation groups matter? *International Journal of Innovation Management*, 21(3), pp. 1-24.

VIARDOT, E. (2017). Branding in B2B: The Value of Consumer Goods Brands in Industrial Markets. *Journal of Business & Industrial Marketing*, 32(3), pp. 337-346.

VIARDOT, E. and CHEN, J. (2016). Managing innovation with standardisation. An introduction to recent trends and new challenges. *Technovation*, 48-49, pp. 1-3.

VIARDOT, E. (2013). The role of cooperatives in overcoming the barriers to adoption of Renewable Energy. *Energy Policy*, 63, pp. 756-764.

Books and book editor

VIARDOT, E. (2026). *The Timeless Principles of Successful Business Strategy Strategies and Practical Solutions for Enduring Business Performance*. 3 ed. Springer, 177 pages.

VIARDOT, E., CHEN, J., BREM, A. and WONG, P.K. (2019). *The Routledge Companion to Innovation Management*. Routledge, 616 pages.

VIARDOT, E. (2017). *The Timeless Principles of Successful Business Strategy: Corporate Sustainability as the New Driving Force*. 2nd edition ed. Springer.

VIARDOT, E. and BREM, A. (2017). *Revolution in Innovation Management: Internationalization and Business Models*. Palgrave Macmillan, 273 pages.

VIARDOT, E. and BREM, A. (2016). *Revolution in Innovation Management: The Digital Breakthrough*. Palgrave Macmillan, 261 pages.

VIARDOT, E. and BREM, A. (2015). *"Adoption of Innovation. Balancing Internal and External Stakeholders Interest for the Management of Innovation*. Springer, 230 pages.

VIARDOT, E. (2014). *Los principios exitosos de la dirección de empresas*. Barcelona: Profit Editorial, 160 pages.

VIARDOT, E. and BREM, A. (2013). *Evolution of Innovation Management: Trends in an International Context*. Palgrave Macmillan, 358 pages.

Professional articles

VIARDOT, E. (2017). Trust and standardization in the adoption of innovation. *IEEE Communications Standards Magazine*, pp. 31-35.

Editorials of a journal

VIARDOT, E., VAN DE KAA, G. and MCCARTHY, I. (2022). Standardization for platform ecosystems. *Electronic Markets*, 32(4), pp. 1807–1811.

Published business cases

VIARDOT, E. (2022). Airbus 2022: Smooth Skies Ahead? The Case Centre.

VIARDOT, E. and REGALADO-PEZÚA, O. (2022). Airbus 2022: Smooth Skies Ahead? Airbus 2022: ¿Cielos tranquilos por delante? The Case Centre.

VIARDOT, E. (2020). The reorganization of Siemens AG. The Case Centre.

VIARDOT, E. (2018). Live Nation. The Master of Live Music. The Case Centre.

VIARDOT, E. (2018). “Amadeus IT Group: Grow or Go. The Strategic Role of Growth in the Digital World. The Case Centre.

VIARDOT, E. (2016). Airbus. Soaring to new heights. The Case Centre.

VIARDOT, E. (2015). Selco: Using frugal innovation for growth in the renewable energy business. The Case Centre.

VIARDOT, E. (2014). Strategic Management of Innovation at SAP. The Case Centre.

VIARDOT, E. (2014). Abengoa: Sustaining Worldwide Leadership in the Solar Industry. The Case Centre.