Eric VIARDOT

Professeur

Académie : Innovation

Centre de recherche : SKEMA Centre for Sustainability Studies

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Intérêts de recherche

Innovation, Résilience entrepreneuriale, Durabilité des entreprises et changement climatique

Formation

1995	Qualification à un poste de Professeur des universités, Sciences de Gestion, Science de gestion, France
1993	Doctorat, Sciences de Gestion, Université Côte d'Azur, France
1981	Science de gestion, HEC Paris, France
1977	Science politique, Sciences Po Paris, France

Expérience Professionnelle

Positions académiques principales

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

Publications

Articles académiques revus

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. et 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. et XIONG, Y. (2022). Innovation and climate change: A review and introduction to the Special Issue. *Technovation*, 117, pp. 102612.

BREM, A., VIARDOT, E. et 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. et 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. et 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. et 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. et 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.

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

Ouvrages et édition d'ouvrages

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

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

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

Articles professionnels

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

Editoriaux d'une revue

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

Études de cas publiées

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

VIARDOT, E. et 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.

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