Matilde GUILHON

Assistant Professor

Academy: Transformation

Research center: Knowledge, Technology and Organization

Campus: Paris

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Education

2024	PhD, Strategic Management, ESCP Business School, France
2020	Master of Research, Université Paris 2 Panthéon-Assas, France
2019	Master in Management, ESCP Business School, France

Experience

Full-time academic positions

Since 2025	Assistant Professor, SKEMA Business School, France
2024 - 2025	Postdoctoral researcher, University of Bologna, Italy
2024	Visiting PhD Student, MIT Sloan School of Management, United States of America

Other academic affiliations and appointments

Since 2025	Program Director - MSc Strategic Management Consulting, SKEMA Business School, France

Other professional experiences

2021 - 2024	Researcher-Consultant, Square Management, France

Research grants, Awards and Honors

Awards and Honors

2025	Solemn Thesis Prizes of the Chancellery of the Universities of Paris, France

Research Grants

2025	Sonepar Chaire - New Platform Strategies, ESCP Business School, France
2024	Scholarship to support my visiting at MIT Sloan, ESCP Business School, France
2021	Full Ph.D. scholarship offered by Square Management, France

Publications

Peer-reviewed journal articles

MURATBEKOVA-TOURON, M., DUPAS AMORY, T., GARCIA QUEVEDO, D., GLASER, A., GUILHON, M., GENESTE, S. and LESPERANCE, C. (2025). When Bouncing Back Is Harmful: Exploring the Dark Side of Resilience in PhD Management Students. *Academy of Management Learning and Education*, 24(2), pp. 175-196.

Conference proceedings

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Claims and Category Creation in Retail Banking. *Academy of Management Proceedings*, 2024(1).

GUILHON, M. (2023). Category Reappropriation: Incumbents' Response to Category Emergence in the Retail Banking Industry. *Academy of Management Proceedings*, 2023(1).

Conference presentations

GUILHON, M., RUSSO, M., MANCA, C. and VILLANI, E. (2026). Perpetual Liminality and Identity Fragmentation in Humanitarian Workers. In: Faculty Seminar, ESADE, Department of People Management & Organization. Barcelona.

MANCA, C., VILLANI, E., GUILHON, M. and RUSSO, M. (2026). Temporal demands and the construction of leadership identity: Mission coordination at MSF. In: 42nd European Group for Organizational Studies Colloquium. Bergamo.

GUILHON, M., RUSSO, M., MANCA, C. and VILLANI, E. (2026). Perpetual Liminality and Identity Fragmentation in Humanitarian Workers. In: Academy of Management Annual Meeting. Philadelphia.

GUILHON, M. and COEURDEROY, R. (2025). Categories and Categorization in Platform Ecosystems: Extension and Future Research Directions. In: European Group for Organizational Studies Colloquium. Athens.

GUILHON, M., DELLA ZASSA, P., TOGNAZZO, A. and RUSSO, M. (2025). Learning Under Tensions: Organizational Resilience and Post-Crisis Adaptation in a Italian University Hospital. In: European Group for Organizational Studies Colloquium. Athens.

GUILHON, M. (2025). Category appropriation: leveraging the threat of category emergence as a source of strategic differentiation. In: Strategic Management Society 45th Annual Conference. San Francisco.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. In: Strategic Management Society. Istanbul.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. In: Academy of Management Annual Meeting. Chicago.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. In: European Group for Organizational Studies Colloquium. Milan.

Faculty research seminar presentations

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. In: SCOPES Paper Development Workshop. Barcelona.

GUILHON, M. (2023). Category Appropriation: Incumbents' Response to Category Emergence in the European Retail Banking Industry. In: Aalto University Paper Development Workshop. Helsinki.

GUILHON, M. (2023). Doctoral project. In: Medici Summer School in Management Studies. Boston.

GUILHON, M. (2022). Doctoral project. In: AIMS Annual Conference. Annecy.

GUILHON, M. and COEURDEROY, R. (2022). Categories and categorization in the digital platform era. In: Wharton Corporate Strategy & Innovation Conference. Philadelphia.

GUILHON, M. and COEURDEROY, R. (2022). Categories and categorization in the digital platform era. In: EGOS Annual Colloquium. Vienna.

Press and social media

GUILHON, M. (2026). How to take advantage of disruption. *Financial Times* June.

GUILHON, M. and COEURDEROY, R. (2023). Why banks are moving towards the banking-as-a-platform model. *LSE BUSINESS REVIEW*.

GUILHON, M. (2022). Limitations to Open Banking regulations in Europe. *THE BANKER*.

GUILHON, M. and COEURDEROY, R. (2022). Dancing in the dark: Regulatory reforms and incumbents' evolution towards new value creation models in the process of open banking. *ESCP IMPACT PAPERS* XXX, pp. 139-145.

GUILHON, M. (2022). European Open Banking regulations: Do they really favor innovation? Evidence from a cross-regional comparison between Asia and Europe. *ESCP IMPACT PAPERS*.

Professional Activities

Other professional activities

Since 2025 External researcher, McKinsey & Company, France