Matilde GUILHON

Professeur assistant

Académie : Transformation

Centre de recherche : Knowledge, Technology and Organization

Campus : Paris

Email : matilde.guilhon@skema.edu

Formation

2024	PhD, Management Stratégique, ESCP Business School, France
2020	Master Recherche, Université Paris 2 Panthéon-Assas, France
2019	Grande Ecole de commerce, Sciences de Gestion, Management, ESCP Business School, France

Expérience Professionnelle

Positions académiques principales

Depuis 2025	Professeur assistant, SKEMA Business School, France
2024 - 2025	Chercheur postdoctoral, University of Bologna, Italie
2024	Visiting PhD Student, MIT Sloan School of Management, Etats-Unis d'Amérique

Autres affiliations académiques

Depuis 2025	Responsable de programme - MSc Strategic Management Consulting, SKEMA Business School, France

Autres expériences professionnelles

2021 - 2024	Chercheur-consultant, Square Management, France

Contrats de recherche, prix et distinctions

Prix et distinctions

2025	Prix Solennel de Thèse de la Chancellerie des Universités de Paris, France

Contrats de recherche

2025	Chaire Sonepar - Nouvelles Stratégies de Plateformes, ESCP Business School, France
2024	Bourse de recherche - visiting MIT Sloan, ESCP Business School, France
2021	Bourse de recherche doctorale offerte par Square Management, France

Publications

Articles académiques revus

MURATBEKOVA-TOURON, M., DUPAS AMORY, T., GARCIA QUEVEDO, D., GLASER, A., GUILHON, M., GENESTE, S. et 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.

Actes d'une conférence

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).

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

Présentations dans des séminaires de recherche

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

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

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

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

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

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

Presse et réseaux sociaux

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

GUILHON, M. et 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. et 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*.

Activités Professionnelles

Autres activités professionnelles

Depuis 2025 Chercheur externe, McKinsey & Company, France