Philippe CHEREAU

Associate Professor

Academy: Globalization

Research center: Knowledge, Technology and Organization

Campus: Sophia Antipolis

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Research interests

Business model innovation, Management of innovation, Management of Regional Innovation Systems, Strategic management, Entrepreneurship education

Education

2012	Doctorat in Management Science, Aix-Marseille Université, France
2012	Ph.D. in Management Science, SKEMA Business School, France
2009	Master Research, SKEMA Business School, France
1989	Master in Management, EDHEC Business School, France

Experience

Full-time academic positions

Since 2014	Associate Professor, SKEMA Business School, France
2011 - 2014	Assistant Professor, SKEMA Business School, France

Other academic affiliations and appointments

Since 2016	Visiting Faculty, University of Naples Federico II, Italy
2024 - 2025	Director SKEMA Advisory, SKEMA Business School, France
2012 - 2019	Visiting Faculty, MINES ParisTech - Ecole des Mines de Paris, France
2012 - 2017	SKEMA incubator manager, SKEMA Business School, France
2011 - 2017	Visiting Faculty, IAE Aix-Marseille, France
2011 - 2017	Scientific Director, MSc. Entrepreneurship and Innovation, SKEMA Business School, France
2014 - 2016	Scientific Director, MSc. International Business, SKEMA Business School, France
2009 - 2011	Lecturer, SKEMA Business School, France

Other professional experiences

2017 - 2023	Director, SKEMA Ventures, SKEMA Business School, France
2003 - 2011	Director, Business Development and Innovation, Chambre de Commerce et d'Industrie de Nice et Cote d'Azur, France
1999 - 2004	Co-founder, member of the executive board, FCPH, France
2001 - 2003	Senior Manager, KPMG, France

Other professional experiences

2000 - 2001	Director, Healthcare Division, LPG Systems, France
1997 - 2000	Co-founder, Executive Director, Sales and Marketing, ProTest Clinical Services, France
1993 - 1997	Partner, Executive Director, Business Development, FDM Pharma Group, France
1990 - 1993	Market Manager, DOW Chemical, France

Research grants, Awards and Honors

Awards and Honors

2022	Faculty Excellence Award for Executive Education in Strategy & Innovation, SKEMA Business School, France
2016	Second prize of excellence_Research paper, International Academic Conference in Chinese Management, China
2016	EFMD Case Writing Competition, EFMD
2015	Le Conseil Strategique pour l'Entreprise - Textbook certified by the FNEGE, Fondation nationale pour l'enseignement de la gestion des entreprises (FNEGE)

Publications

Peer-reviewed journal articles

PIZZETTI, M., CHEREAU, P., SOSCIA, I. and TENG, F. (2023). Attitudes and intentions toward masstige strategies: A cross-cultural study of French and Chinese consumers. *Journal of Business Research*, 167, pp. 114174.

CHEREAU, P. and MESCHI, P.X. (2022). Deliberate Practice of Entrepreneurial Learning and Self-Efficacy: The Moderating Effect of Entrepreneurial Parental Environment as Role Modeling. *Journal of Small Business and Enterprise Development*, 29(3), pp. 461-481.

CHEREAU, P. (2021). Entrepreneurship and Innovation Education: Frameworks and Tools. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 35(2), pp. 219-223.

CHEREAU, P. and MESCHI, P.X. (2019). The performance implications of the strategy-business model fit. *Journal of Small Business and Enterprise Development*, 26(3), pp. 441-463.

CHEREAU, P. and AMMAR, O. (2018). Business model innovation from the strategic posture perspective. An exploration in manufacturing SMEs. *European Business Review*, 30(1), pp. 38-65.

CHEREAU, P. (2015). Strategic management of innovation in manufacturing SMES: Exploring the predictive validity of strategy-innovation relationship. *International Journal of Innovation Management*, 19(1), pp. 1550002.

CHEREAU, P. (2012). Strategic posture and innovation behaviour in SMEs: The impact of industry and firm contingencies on type and relationship. *Management of Innovation and Entrepreneurship*, 8, pp. 1-35.

Books and book editor

CHEREAU, P. and MESCHI, P.X. (2019). *Le Conseil en Stratégie: Missions, méthodes et librables*. Paris: Vuibert, 272 pages.

CHEREAU, P. and MESCHI, P.X. (2017). *Strategic Consulting: Tools and Methods for Successful Strategy Missions*. Palgrave Macmillan, 247 pages.

CHEREAU, P. and MESCHI, P.X. (2014). *Le Conseil Stratégique pour l'Entreprise*. Pearson, 256 pages.

Technical reports

CHEREAU, P. and MESCHI, P.X. (2023). ICC - Indice de confiance des créateurs d'entreprise. Challenges.

CHEREAU, P. and MESCHI, P.X. (2022). ICC-Indice de confiance des créateurs d'entreprise. Challenges.

CHEREAU, P. and MESCHI, P.X. (2021). ICC-Indice de Confiance des Créateurs d'Entreprise. Challenges, France.

Conference proceedings

CHEREAU, P. (2019). From laboratory to business model to business plan.

CHEREAU, P. and MESCHI, P.X. (2016). The performance implication of the strategy-business model fit: Does it pay off to stick to the model?

CHEREAU, P. (2015). The Masstige Paradox in China: a Business Model Innovation Opportunity for Independent Luxury Companies?

CHEREAU, P. and AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs.

CHEREAU, P. (2014). Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs.

CHEREAU, P. (2013). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship.

CHEREAU, P. (2012). Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship.

CHEREAU, P. (2010). Strategic Posture and Innovation in SMEs: A Contingency Perspective.

Conference presentations

CHEREAU, P. and MOLA, L. (2026). Business Model Orchestration as an ambidextrous growth strategy for innovative SMES. In: ACIEK (Academy of Innovation, Entrepreneurship, and Knowledge). Malaga.

CHEREAU, P., GUNTZBURGER, Y. and MESCHI, P.X. (2025). Corporate Environmental Commitment: A Performance Feedback Approach to Stakeholder Pressures. In: SASE - Society for the Advancement of Socio-Economics. Montreal.

CHEREAU, P. (2025). Stratégie de croissance et modèle économique. In: Institut Régional des Chefs d'Entreprise (IRCE).

CHEREAU, P. (2019). From laboratory to business model to business plan. In: International Summer School on Natural Products. Naples.

CHEREAU, P., DI BIAGGIO, L. and MOLA, L. (2018). How open open-innovation should be? A knowledge-based framework for governing open innovation-based growth. In: AGeCSO (Association pour gestion des connaissances dans la Société et les Organisations) conférence. Paris.

DI BIAGGIO, L., MOLA, L. and CHEREAU, P. (2018). How open innovation should be. In: colloque GECSO. Paris.

CHEREAU, P. (2018). How open open-innovation should be?A knowledge-based framework for governing open innovation-based growth. In: AGeCSO (Association pour gestion des connaissances dans la Société et les Organisations) conférence. France.

CHEREAU, P. (2017). Entrepreneurial Venturing: From Idea to Business Plan. In: International Summer School on Natural Products. Naples.

CHEREAU, P. and MESCHI, P.X. (2016). The performance implication of the strategy-business model fit: Does it pay off to stick to the model? In: International Academic Conference in China Management. Suzhou.

CHEREAU, P. (2015). Strategic management of innovation: Does it pay off to stick to the model? In: Tongji University - French-Chinese Center for Research. Shanghai.

AMMAR, O. and CHEREAU, P. (2015). Relationships between strategic posture and business model innovation: An exploration of the dynamics in manufacturing SMEs. In: Administrative Sciences Association of Canada Conference. Halifax.

CHEREAU, P. and AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. In: BAM (British Academy of Management) Conference. Belfast.

CHEREAU, P. (2013). Strategic Management of Innovation in Manufacturing SMEs: Exploring the Predictive Validity of Strategy-Innovation Relationship. In: Academy of Innovation and Entrepreneurship Conference. Oxford.

CHEREAU, P. (2012). Strategic Posture and Innovation Behavior in SMES: The Impact of Industry and Firm Contingencies on Type and Relationship. In: Academy of Innovation and Entrepreneurship Conference. Macau.

CHEREAU, P. (2010). Strategic Posture and Innovation in SMEs: A Contigency Perspective. In: International Symposium of the International Society for Professional Innovation Management. Québec.

Published business cases

CHEREAU, P. and MESCHI, P.X. (2024). Robertet: The Thucydides Trap in the Flavour and Fragrance Industry. Ivey Publishing.

CHEREAU, P. and MESCHI, P.X. (2017). A Terroir Olive Oil Mill Against Agri-Food Multinationals. Harvard Business Publishing.

BRULHART, F., CHEREAU, P. and MESCHI, P.X. (2016). A terroir olive oil mill against agri-food multinationals. Ivey Publishing.

CHEREAU, P. and CIRILLO, B. (2015). ARECO : A full steam ahead. The Case Centre.

CHEREAU, P. and MESCHI, P.X. (2015). Strategic choices and performance of smes and agri-food multinationals in the french olive oil industry: david against goliath? CCMP.

CHEREAU, P. and MESCHI, P.X. (2011). BULGARI, BURBERRY, GUCCI... Strategy and Value Creation of the European Luxury Firms. CCMP.

MESCHI, P.X. and CHEREAU, P. (2011). BULGARI, BURBERRY, GUCCI... Strategie et création de valeur des entreprises européennes du luxe en 2010. CCMP.

Press and social media

CHEREAU, P. (2026). Faut-il encore croire au business plan ? SKEMA Knowledge.

CHEREAU, P. (2026). Le vrai défi de la transformation d'entreprise: aligner stratégie, business model et innovation. SKEMA Knowledge.

CHEREAU, P. (2026). Le benchmark est essentiel à toutes les entreprises. SKEMA Knowledge.

CHEREAU, P. (2026). Se comparer aux meilleurs est parfois une condition de survie. SKEMA Knowledge.

CHEREAU, P. and MESCHI, P.X. (2020). Do you have the right business model for your strategy? SKEMA ThinkForward.

CHEREAU, P. (2020). Startups and large firms relationships: When both David and Goliath win. SKEMA ThinkForward.

Other research activities

Reviewer for:

R & D Management, International Journal of Innovation Management, Journal of Comparative International Management, European Business Review, International Journal of Innovation Management, Management International

Organization of a conference or a seminar

2013 - 2023 Venture Academy Seminar, France

Affiliations

2014 - 2015 British Academy of Management

PhD supervision

2012 P. CHEREAU, under the supervision of P.-X. MESCHI, SKEMA Business School, PhD thesis, PhD student

Other academic activities

Since 2019 Membre du COPIL du GREDEG, Université Côte d'Azur, France

Since 2018 UNICA - Membre commission innovation et valorisation, Université Côte d'Azur, France

2018 - 2020 Advisor, University of Naples Federico II - PhD School in Pharmaceutical Sciences.

Professional Activities

Consulting

Since 2008 Expert de la transformation stratégique - Créateur de la Méthode INNOSTRA(TM)

2025 - 2026 Concepteur et conseil du programme collectif de recherche appliquée: Transformation stratégique, innovation et performance des entreprises industrielles, OPCO2i, France

2025 Conférence Transformation stratégique durable, UPE06, France

2025 Conférence Transformation stratégique durable, CCI Nice Côte d'Azur, France

2025 Conférence L'esprit sportif au service de l'entrepreneuriat, CCI Nice Côte d'Azur, France

2025 Conférence Le Management stratégique de l'innovation, Incubateur Communauté Agglomération Sophia Antipolis, France

Other professional activities

Since 2025 EU : Innovation expert, European Commission, Belgium

Since 2025 Club Entrepreneurs de Grasse - Membre commission éducation, France

Since 2024 Trophées Côte Innov : Membre du jury, Côte Magazine, France

Since 2024 Sud Place Financière - Membre commission innovation, Sud Place Financière, France

Since 2020 Coach for Good, LIVE FOR GOOD, France

2017 - 2025 Membre Conseil d'Administration de Telecom Valley, Telecom Valley, France