Philippe CHEREAU

Professeur associé

Académie : Globalisation

Centre de recherche : Knowledge, Technology and Organization

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Intérêts de recherche

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

Formation

2012	Doctorate 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 en Management, EDHEC Business School, France

Expérience Professionnelle

Positions académiques principales

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

Autres affiliations académiques

Depuis 2016	Professeur visitant, University of Naples Federico II, Italie
2024 - 2025	Directeur SKEMA Advisory, SKEMA Business School, France
2012 - 2019	Professeur visitant, MINES ParisTech - Ecole des Mines de Paris, France
2012 - 2017	SKEMA incubator manager, SKEMA Business School, France
2011 - 2017	Professeur visitant, 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

Autres expériences professionnelles

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

Autres expériences professionnelles

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

Contrats de recherche, prix et distinctions

Prix et distinctions

2022	Prix d'excellence en executive education pour l'enseignement en stratégie et innovation, SKEMA Business School, France
2016	Second prize of excellence_Research paper, International Academic Conference in Chinese Management, Chine
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

Articles académiques revus

PIZZETTI, M., CHEREAU, P., SOSCIA, I. et 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. et 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. et 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. et 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.

Ouvrages et édition d'ouvrages

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

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

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

Rapports techniques

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

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

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

Actes d'une conférence

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

CHEREAU, P. et 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. et 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.

Présentations dans des conférences

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

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

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

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

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

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

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

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

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

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

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

CHEREAU, P. et AMMAR, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. Dans: 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. Dans: 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. Dans: Academy of Innovation and Entrepreneurship Conference. Macau.

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

Études de cas publiées

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

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

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

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

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

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

Presse et réseaux sociaux

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. et 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.

Autres activités de recherche

Relecteur pour :

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

Organisation d'une conférence ou d'un séminaire

2013 - 2023 Venture Academy Seminar, France

Affiliations

2014 - 2015 British Academy of Management

Supervision de thèses / HDR

2012 P. CHEREAU, sous la supervision de P.-X. MESCHI, SKEMA Business School, Doctorat, Doctorant

Autres activités académiques

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

Depuis 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.

Activités Professionnelles

Conseil

Depuis 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

Autres activités professionnelles

Depuis 2025 UE : expert Innovation, Commission Européenne, Belgique

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

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

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

Depuis 2020 Coach for Good, LIVE FOR GOOD, France

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