Marcos LIMA

Professeur

Académie : Transformation

Centre de recherche : Knowledge, Technology and Organization

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Intérêts de recherche

Marketing and Innovation

Formation

2021	HDR en Sciences de Gestion, Université du Littoral Côte d'Opale, France
2003	Ph.D. in Communication Technologies, Universidade Federal da Bahia, Brésil
1999	MSc in Innovation Management, Universidade Federal da Bahia, Brésil
1994	BA in Business Administration, Universidade Federal da Bahia, Brésil

Expérience Professionnelle

Positions académiques principales

Depuis 2022	Professeur, SKEMA Business School, France
2018 - 2022	Professeur associé, SKEMA Business School, France
2009 - 2018	Associate Professor, École de Management Léonard de Vinci, France

Autres affiliations académiques

Depuis 2022	Directeur d'Académie, SKEMA Business School, France
2018 - 2022	Director of the International Marketing & Business Development MSc Programme, SKEMA Business School, France
2009 - 2018	Lecturer, SKEMA Business School, France
1999 - 2003	Marketing Department Coordinator, FTE, Brésil

Autres expériences professionnelles

2011 - 2018	Consultant, AKTEOS, France
2008 - 2009	Knowledge Management Consultant, Amadeus, France
2004 - 2007	Director, Bahia Technology Park Project, Brésil
1999 - 2004	Creation, Clicom Consulting Company, Brésil
1997 - 1999	Project Coordinator, Federation of Industries, Brésil
1995 - 1997	Manager, ISC Health Research Center, Brésil

Publications

Articles académiques revus

LIMA, M. et APPIO, F. (2025). An Action-Research Framework for Investigating Design Thinking Innovation Case Studies: Underlying Reasoning Logics and Approaches for a Triple-Stage Methodology. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 46(1), pp. 195-230.

LIMA, M., BAUDIER, P., HAIKEL-ELSABEH, M. et DALMAS, M. (2024). Agility and Resilience of the French "Industrie du Futur" During the Covid-19 Pandemic: Insights from a Multi-dimensional Framework. *Technologie et Innovation*, 9(4).

LIMA, M., ABRAMOVITCH, R. et DALMAS, M. (2021). Perceptions of Telediagnoses Technology in Brazil: A Case of Active Innovation Resistance? *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 35(2), pp. 81-103.

LIMA, M. (2020). Smarter Organizations - Insights from a Smart City Hybrid Framework. *International Entrepreneurship and Management Journal*, 16, pp. 1281–1300.

APPIO, F., LIMA, M. et PAROUTIS, S. (2019). Understanding Smart Cities: Innovation Ecosystems, Technological Advancements and Societal Challenges. *Technological Forecasting and Social Change*, 142(May), pp. 1-14.

DALMAS, M. et LIMA, M. (2019). How Generation Z perceives work. *Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels (RIPCO)*, XXV(60), pp. 97-116.

LIMA, M., BAUDIER, P. et BOUFADEN, N. (2018). Perception de l'usabilité des outils d'innovation : le biais du genre dans l'utilisation du Business Model Canvas. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 57(3), pp. 59-84.

LIMA, M. et BAUDIER, P. (2017). Business Model Canvas Acceptance among French Entrepreneurship Students: Principles for Enhancing Innovation Artefacts in Business Education. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 23(2), pp. 159-183.

LIMA, M. et DALMAS, M. (2017). Entreprise libérée et organisation agile. Deux approches complémentaires de la compétitivité organisationnelle. *Recherche et Cas en Sciences de Gestion*, 17(1), pp. 9-24.

LIMA, M. et DALMAS, M. (2017). Inov'On ou les dilemmes d'une entreprise libérée. *Recherche et Cas en Sciences de Gestion*, (17), pp. 63-78.

DALMAS, M. et LIMA, M. (2016). Génération Y, Génération postmoderne? Les enjeux pour la GRH. *Management & Avenir*, 90(8), pp. 151-174.

MATELLY, S. et LIMA, M. (2016). The influence of the state on the strategic choices of defence companies: the cases of Germany, France and the UK after the Cold War. *Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 20(2), pp. 61-88.

AMARAL, M.G., MAGACHO, L.A.M., LIMA, M. et ANDRADE LEITE, P. (2010). Uma proposta de avaliação de maturidade em parques científicos, tecnológicos e de inovação. *Revista Locus Cientifico - Anprotec*, 3(4), pp. 115-122.

MOTTA, G. et LIMA, M. (2007). Indicações para a gestão da qualidade em serviços turísticos para consumidores da terceira idade: uma análise qualitativa com a interface Panteon. *Caderno Virtual de Turismo*, 7, pp. 52-62.

DA SILVA MOTTA, G., LIMA, M. et BASTOS WANDERLEY, Y. (2007). O uso do Sistema Panteon para a pesquisa qualitativa em analise organizacional. *Diálogos Possíveis*, 2, pp. 25-38.

Ouvrages et édition d'ouvrages

LIMA, M. (2021). *Entrepreneurship and innovation Education: Frameworks and Tools*. John Wiley & Sons, 224 pages.

LIMA, M. et FABIANI, T. (2016). *Réussir mes études des cas: outils et mises en situation, modèles analytiques, mini-cas d'entreprises*. Dunod, 224 pages.

LIMA, M. et FABIANI, T. (2014). *Teaching with cases : a framework-based approach*. Amazon Create Space, 244 pages.

LIMA, M. et NIVET, B. (2014). *L'entreprise et son environnement: entreprendre, apprendre, s'adapter*. Amazon Create Space, 216 pages.

LIMA, M. et TEIXEIRA, F. (2010). *Inserção de um agente indutor da relação universidade-empresa em sistema de inovação fragmentado*. Amazon Create Space, 212 pages.

Chapitres d'ouvrage

LIMA, M., BAUDIER, P., HAIKELELSABEH, M. et DALMAS, M. (2026). A Framework for Understanding Multiple Dimensions of Agility and Resilience in Industry 5.0. Dans: Camille Aouinaït, Dimitri Uzunidis eds. *Testing Innovation Digital Modes and Models*. 1 ed. Wiley-ISTE, pp. 277-299.

LIMA, M. (2021). Knowledge Management in Innovative Organizations. Dans: Dimitri Uzunidis, Fedoua Kasmi, Laurent Adatto. eds. *Innovation Economics, Engineering and Management Handbook 1 (Main Themes)*. 1st ed. London: Wiley-ISTE, pp. 209-215.

LIMA, M. (2021). Business Models for Innovation Strategies. Dans: Dimitri Uzunidis, Fedoua Kasmi, Laurent Adatto eds. *Innovation Economics, Engineering and Management Handbook 1 (Main Themes)*. 1st ed. London: Wiley-ISTE, pp. 233-240.

LIMA, M. et SEULLIET, E. (2019). Evolution des écosystèmes d'innovation : des origines de la métaphore écologique Ã une nouvelle génération. Dans: Blandine Laperche, Marcos Lima, Eric Seulliet, Brigitte Trousse eds. *Les Ecosystèmes d'Innovation : Regards Croisés des Acteurs Clés*. 1st ed. Paris: L'Harmattan, pp. 35-47.

Editeur invité d'un numéro spécial

LIMA, M. et FOREST, J. (2023). L'entrepreneuriat et l'innovation dans l'enseignement supérieur : défis et bonnes pratiques. *Marché et Organisations*, 46(1).

APPIO, F., PAROUTIS, S. et LIMA, M. (2019). Understanding Smart Cities: Innovation ecosystems, technological advancements, and societal challenges. *Technological Forecasting and Social Change*, 142, pp. 1-14.

Articles professionnels

KOMAROVA, A. et LIMA, M. (2020). Design thinking in international business: practices and tendencies of its implementation in Russian and French companies. *Russian Foreign Economic Journal*, pp. 19-32.

Articles académiques non revus

LIMA, M., BAUDIER, P., ALAWAMLEH, K. et SEGUIN, B. (2020). Motivations intrinsèques et extrinsèques des utilisateurs de systèmes de covoiturage. *Technologie et Innovation*.

ALBERTINI, T., FABIANI, T., LAMETA, N. et LIMA, M. (2019). A Framework for Evaluating the Effectiveness of Entrepreneurial Teaching in Higher Education. *Marché et Organisations*, 1(34), pp. 159-186.

MOTTA, G. et LIMA, M. (2018). Always On: tensions between the libertarian ideal and the surveillance and control potential in a hyperconnected society. *RASI - Revista de Administração, Sociedade e Inovação*, 4(1), pp. 5-15.

LIMA, M., NAMACI, L. et FABIANI, T. (2014). A Netnographic Study of Entrepreneurial Traits: Evaluating classic typologies using the crowdsourcing algorithm of an online community. Independent Journal of Management and Production. *Independent Journal of Management & Production*, 5(3), pp. 693-709.

Actes d'une conférence

HE, G., ZHANG, W., BELK, R. et LIMA, M. (2025). Status Hope: the conceptualisation of the status games. *Global Marketing Conference*, pp. 408.

LIMA, M., CABROL, C., MARCHANDE, N. et HASTENREITER, H. (2008). Defying Conventional Wisdom by Creating Technology Parks in Immature Systems of Innovation: The Case of Sophia Antipolis and Tecno Via.

LIMA, M. et HASTENREITER, H. (2008). Challenges and Opportunities in the Creation of a Sustainable Technology Park in an Immature Local System of Innovation: the case of TecnoVia, Brazil.

LIMA, M., ALMEIDA, E.C. et RAMACCIOTTI, R.L. (2006). Implantação do TecnoVia Parque Tecnológico: lições da experiência norte-americana.

Présentations dans des conférences

LIMA, M., FABIANI, T. et JOUINI, N. (2011). Using Social Media and Active Learning Principles To Empower Creative and Critical Thinking In Business Schools: The Case of Organixis. Dans: Brazilian Congress on Society, Business and Innovation. Volta Redonda.

ALBERTINI, T., FABIANI, T. et LIMA, M. (2011). Customer Language Proficiency: an empirical method for small businesses. Dans: Global Research Symposium on Entrepreneurship, Marketing and Entrepreneurship Education. Rio de Janeiro.

AMARAL, M.G., MAGACHO, L.A.M. et LIMA, M. (2010). Towards a Quantitative Model for Maturity Assessment in Technology Parks. Dans: Triple Helix VIII - International Conference on University-Industry-Government Linkages. Madrid.

AMARAL, M.G., MAGACHO, L.A.M. et LIMA, M. (2009). Uma proposta de avaliação de maturidade em parques cientificos,tecnologicos e de inovação - PCTIs. Dans: Seminario Nacional de Parques Tecnologicos e Incubadoras de Empresas. Florianopolis.

Études de cas publiées

FABIANI, T. et LIMA, M. (2012). Subway France - cible et positionnement. CCMP.

FABIANI, T. et LIMA, M. (2010). Scaglia: Lancement d'une bière identitaire. CCMP.

LIMA, M. et FABIANI, T. (2010). Scaglia's Local Identity Beer. CCMP.

Autres activités de recherche

Relecteur pour :

Innovations - Revue d'Economie et de Management de l'Innovation / Journal of Innovation Economics and Management

Affiliations

Depuis 2014 Réseau de Recherche, Réseau de Recherche sur l'Innovation - RRI, France

Autres activités académiques

Depuis 2022 Membre du Comité Editorial - Marché et Organisations, Réseau de Recherche sur l'Innovation - RRI, France