



## PROFESSOR-RESEARCHER OF INNOVATION AND ENTREPRENEURSHIP

### EDUCATION

- 2023 Habilitation in Management Sciences. Polytechnic Institute of Paris.  
Topic: From social innovation to inclusive innovation in the case of disabilities.  
Guarantor: Professor Valérie Fernandez
- 2022 PhD in Management Sciences. Polytechnic Institute of Paris.  
Topic: "A very strong dream is that I continue to be able to live and reason despite my disability."  
Stories of entrepreneurs facing social, motor, or sensory disabilities.  
Advisor: Professor Olivier Fournout
- 2017 Executive Master of Business Administration. HEC Paris.
- 2012 PhD in Sociology. EHESS in co-direction with Columbia University.  
Topic: "I Don't Sleep at Home." Social link and homeless youth in Paris and New York.  
Advisors: Professor Maryse Marpsat and Professor Kim J. Hopper.
- 2008 Double Master in health, populations, and social policies/Dynamics of health and welfare.  
EHESS/Autonomous University of Barcelona.
- 2006 Bachelor in Educational Sciences. Paris 5-Sorbonne University.
- 2005 Specialized educator. EPSS.

### PROFESSIONAL EXPERIENCES

- 2024- Professor-Researcher. ICN business school. Specializations: innovation and entrepreneurship.  
Business school ranked in the top 15 in France and top 70 in Europe.
- 2021-2024 Professor-Researcher. ISC Paris. Specializations: innovation and entrepreneurship.  
Business school ranked in the top 20 in France.
- 2015-2024 Founder-President of the audiovisual production association. Comme tout le monde.
- 2018-2021 Lecturer. EMLV, EM Normandie, ESSCA, IGS-RH, INSHEA, ISTEC, 3A.
- 2018-2020 Associate researcher. Paris-Dauphine University.
- 2017-2018 Founder-CEO of a professional social network for people distant from the job market. Fly Me Up.
- 2013-2016 Founder-Director of a private research laboratory specialized in employment. Umalis Lab.  
Member of the executive committee of a group of umbrella companies. Umalis Group.
- 2011-2012 Researcher. Department of sociology, Harvard University.
- 2009-2011 Researcher. Department of socio-medical sciences, Columbia University.
- 2005-2006 Specialized educator working with children and adults facing difficulties in various associations.
- 2000-2002 Educator for children placed in residential care by child protective services. Maternal House.

### BOARD MEMBER

- 2018-2022 Elected board member of the EPSS school of social work.
- 2012-2013 Elected board member of the France Fulbright Alumni Association.

## TEACHINGS

### Teachings in Bachelor, Grande École, Master, and continuing education programs

2024. 2023. 2022. Social business. 2nd year of the Master's in entrepreneurship. ISC Paris.  
2024. 2023. 2022. Business plan and business modeling. 2nd year of the Grande École program. ISC Paris.  
2024. 2023. 2022. Responsabilité sociale des entreprises. 2nd year of the Grande École program. ISC Paris.  
2023. 2022. 2021. Entrepreneuriat artistique. 2nd year of the Master's in entrepreneurship. ISC Paris.  
2023. 2022. 2021. Project management. 3rd year of the Bachelor's program. ISC Paris.  
2022. 2021. Management des ressources humaines. 2nd year of the Grande École program. ISC Paris.  
2022. Sociologie des acteurs appliqués. 2nd year of the Grande École program. ISC Paris.  
2021. 2020. 2019. 2018. Innovation. EMLV, EMLV/ESILV, EM Normandie, ISTECH.  
2021. 2020. 2019. 2018. Économie sociale et solidaire. ISTECH.  
2021. 2020. 2019. 2018. Management. EMLV, ESSCA, IGS-RH.  
2021. 2020. 2019. 2018. Méthodologie de travail. ESSCA, IGS-RH, ISTECH.  
2021. 2020. 2019. Leadership. ESSCA.  
2021. 2020. 2019. Ethics. ISTECH, 3A.  
2021. 2020. 2019. Méthodologie et management de projet. INSHEA.  
2019. 2018. Sociology of organization. ISTECH.

### Mentorings in Bachelor, Master, MBA, and DBA programs

2024. 2023. 2022. 46 students. Thesis. Bachelor, 2nd year of Master's, MBA, and DBA. ISC Paris.  
2022. 1 group of 5 students. Entrepreneurial business planning module. 3rd year of the Bachelor's program. ISC Paris.  
2022. 5 students. Work-study follow-up. 2nd year of the Grande École program. ISC Paris.  
2021. 2020. 2019. 61 students. Thesis. ESSCA, IGS-RH.  
2021. 2020. 2019. 98 students. Internship report. EMLV. ESSCA.

### Jurys in Bachelor, Master, MBA, and PhD programs

2023. 2022. 34 students. 2nd year Master's and MBA thesis. ISC Paris.  
2023. 2022. 22 students. Work-study report. 2nd year of Master's. ISC Paris.  
2023. 2022. 120 students. Admission to Bachelor and Grande École programs. ISC Paris.  
2021. 2020. 2019. 46 students. Thesis. 1st and 2nd year of Master's in HR. IGS-RH.  
2018. Social Impact Projects Award. Summer school of social work EPSS.  
2013. Fulbright Award. Franco-American Commission.

### Administrative responsibilities

2023. 2022. ISC Paris coordinator of the national student competition *Tous HanScène* for videos on disabilities. Victory in the competition by a team of ISC Paris students (2022).  
2022. Participation in evaluation meetings for AMBA, BGA, and AACSB accreditation. ISC Paris.  
2022. Participation in the working group on the school's *purpose*. ISC Paris.  
2021. ISC Paris coordinator of the student television prize of the Academy of Commercial Sciences.

## PUBLICATIONS

### Scientific articles published in peer-reviewed journals

Doussard C, Garbe E, Morales J and Billion J (2024) Universal Design for the Workplace: Ethical Considerations Regarding the Inclusion of Workers with Disabilities. *Journal of Business Ethics*. (FT 50/ABS 3/FNEGE 1)

Billion J, Sahut JM, Doussard C and Dang R (2024) Qu'apporte l'étude des entrepreneurs en situation de handicap à la littérature entrepreneuriale? Une revue systématique de la littérature. *Management international* 28: 80-91. (FNEGE 2)

Lejealle C and Billion J (2024) "Somehow I made it a force". How a disabled entrepreneur leveraged his self-identity in the workplace as a competitive advantage? *International Journal of Teaching and Case Studies* 14: 240-255. (ABS 1)

Doussard C, Billion J, Renouf J and Bureau S (2023) Barefoot entrepreneurs trapped in liminal spaces: the case of homeless youths in New York City. *Entrepreneurship and Regional Development* 35: 938-955. (ABS 3/FNEGE 2)

Billion J, Doussard C and Labbé J (2023) "It's easier to make money." The homeless youth of Châtelet-les-Halles, an extreme case of disadvantaged entrepreneurs within the informal economy *The International Journal of Entrepreneurship and Innovation*. (ABS 2/FNEGE 4)

Lejealle C and Billion J (2023) "Ma production est aussi importante que celle d'un mec bien normal": construction identitaire d'un entrepreneur handicapé. *Recherches en sciences de gestion-Management Sciences-Ciencias de Gestión*,155: 371-400. (FNEGE 3)

Billion J, Quéro C. and Vancaelemont A (2023) "Je me suis cassé." La théorie enracinée ou un regard porté sur la protection de l'enfance *Gestion 2000* 40: 269-278. (FNEGE 3)

Billion J and Lejealle C (2023) Understanding the success of a deaf-funder's restaurant between food and empathy's appeal: the case of 1001 signes. *Journal of Information Technology Teaching Cases*. (ABS 1)

Peyrard E, Billion J and Renouf J (2023) Training students to inclusive innovation: what device and what implementation ?, *Entreprendre & innover* 55: 53-59. (FNEGE 4)

Quéro C, Billion J and Vancaelemont A (2022) "Ras-le-bol d'être à la rue." Modèle transthéorique et parcours de ruptures de jeunes sans domicile en lien avec les offres des associations sociales. *Management et avenir* 132: 113-132. (FNEGE 3)

Quéro C, Billion J and Canevet-Lehoux S. (2022) Création et destruction de valeur dans le cas des associations sociales en faveur des jeunes sans domicile. *RIMHE* 47: 79-89. (FNEGE 3)

Billion J, Quéro C, Canevet-Lehoux S and Kaiym K (2022) Évaluation du Business Model d'un établissement et service d'aide par le travail. Le cas de l'ESAT Délos Apei 78. *Recherches en sciences de gestion-Management Sciences-Ciencias de Gestión* 148: 243-273. (FNEGE 3)

Billion J, Fournout O, Quéro C and Dang R (2022) "Déjà 2 ans à mon compte." Histoire d'un jeune sans domicile rêveur et entrepreneur. *Management et sciences sociales* 32: 96-107. (FNEGE 4)

Billion J, Doussard C and Dalmas M (2021) La théorie de l'effectuation. Une théorie entrepreneuriale mise à l'épreuve dans le cadre d'entreprises à destination de jeunes sans domicile *Recherche et cas en sciences de gestion* 19: 31-40. (FNEGE 4)

Billion J, Doussard C and Dalmas M (2021) Fly me up, un projet de création d'entreprise en faveur de l'insertion professionnelle des jeunes sans domicile. *Revue recherche et cas en sciences de gestion* 19: 73-79. (FNEGE 4)

Billion J (2019) "De partout où j'allais, j'étais pas bien." Histoire d'un jeune du dispositif de protection de l'enfance à la vie à la rue, en dehors des organisations. *Revue internationale de psychosociologie et de gestion des comportements organisationnels (RIPCO)* 60: 155-172. (FNEGE 4)

Billion J (2018) Conversation avec un jeune entrepreneur qui dort dans la rue. *Entreprendre et innover* 37: 91-95. (FNEGE 4)

Billion J (2018) Comme tout le monde, un film documentaire réalisé selon l'approche effectuelle. *Entreprendre & innover* 37: 83-90. (FNEGE 4)

Billion J (2017) "Je suis tombé dans le bordel, dans la rue." Histoire d'un jeune, d'une vie sans organisation. *Revue internationale de psychosociologie et de gestion des comportements organisationnels (RIPCO)* 56: 335-348. (FNEGE 4)

Moriceau JL, Guérillot G, Paes I and Billion J (2015) La déconstruction créatrice du travail: innovations, opportunités et pièges. *La revue des sciences de gestion* 273-274: 107-108. (FNEGE 4)

Billion J and Gardères N (2015) "Sans profession, sans domicile, sans ce que tu veux, sans rien." Paroles de jeunes sans domicile et recommandations politiques. *La revue des sciences de gestion* 273-274: 151-156. (FNEGE 4)

## Scientific articles accepted in peer-reviewed journals pending revisions

- Billion J, Lejealle C, Fournout O and Doussard C “My disability is something we use as a strength, as a selling point.” Hero or not hero: revisiting critical studies about entrepreneurship. *The International Review of Entrepreneurship*. (ABS 2, FNEGE 4) [2nd version]
- Billion J, Quéro C and Duchamp D “I was trying to find some place hot.” Creation and Destruction of Value in Associations for Homeless Youth. *Journal of Social Marketing*. (ABS 1) [2nd version]
- Quéro C, Billion J and Vancaelemont A “I’m still going by the program, little by little.” Experiences of Youth Homeless Support Organizations in Paris and New York. *Journal of Non-Profit and Public Sector Marketing*. (ABS 1) [2nd version]

## Scientific articles under evaluation in peer-reviewed journals

- Doussard C, Billion J and Tessier-Dargent C Enabling spatial barriers: How Entrepreneurs with Disabilities harness Universal Design. *Entrepreneurship and Regional Development* 35: 938-955. (ABS 3/FNEGE 2)
- Billion J From social innovation to inclusive innovation. *R&D Management*. (ABS 3/FNEGE 2)
- Renouf J, Tessier-Dargent C and Billion J L'entrepreneuriat non conventionnel comme voie d'émancipation: le cas des entrepreneurs porteurs de trisomie aux États-Unis. *International Small Business Journal: Researching Entrepreneurship*. (ABS 3/FNEGE 2)
- Billion J, Renouf J and Tessier-Dargent C “It's a hybrid company whose purpose is to change perceptions on disability issues.” Business Sector Choice and Hybrid Organization of Entrepreneurs with Disabilities. *The International Journal of Entrepreneurship and Innovation*. (ABS 2/FNEGE 4)
- Billion J, Riot E, Labbé J and Tessier-Dargent C “J'aurai ma propre entreprise.” Les intentions entrepreneuriales des jeunes sans domicile à Paris et à New York. *The International Review of Entrepreneurship*. (ABS 2/FNEGE 4)
- Rezaee Vessal S, Lejealle C, Billion J and Ezan P Self-identity as a fluid concept among homeless youth: claim or hide self-identity to access the fundamental necessities. *Recherches en sciences de gestion-Management Sciences-Ciencias de Gestión*. (FNEGE 3)
- Billion J and Duchamp D “Ça me donne envie d'aller plus loin.” Moyens et partenaires d'entrepreneurs en situation de handicap. *Entreprise & société*. (FNEGE 4)

## Books

- Billion J *Handicaps. De l'innovation sociale à l'innovation inclusive*. Suresnes: INSEI. A paraître.
- Billion J and Doussard C (2023) “Il faut être audacieux.” *Histoires et territoires d'entrepreneurs en situation de handicap*. Caen: EMS.
- Billion J (2018) “Je ne dors pas à la maison.” *Histoires de jeunes sans domicile à Paris et à New York*. Nîmes: Champ social.

## Other publications

- Billion J, Doussard C, Kerroumi B and Renouf J (2022) L'intégration professionnelle de deux masseurs-kinésithérapeutes aveugles. In: Renouf, J. (ed) *Entrepreneuriat et handicap*. Londres: ISTE, pp. 111-120.
- Doussard C and Billion J (2020) Nouvelles complexités et opportunités pour les entrepreneurs en situation de handicap. *Question (s) de management* 29. Entretien. Regards croisés.
- Moriceau JL, Paes I, Guérillot G and Billion J (2015) *Portrait affectif de l'indépendant en travailleur*. International conference OrgandCo, Toulouse, pp. 43-50.
- Moriceau JL, Paes I, Guérillot G and Billion J (2014) *Entrepreneur et salarié: parcours et identités dans le portage salarial*, Colloque FNEGE, Marseille, pp. 799-808.
- Billion J (2014) Les jeunes sans domicile et leurs pairs dans la rue. In: Paugam, S. (ed.) *L'intégration inégale. Force, fragilité et rupture des liens sociaux*. Paris: PUF, pp. 227-242.
- Marpsat M and Billion J (2013) *Les enquêtes auprès des sans-domicile en France et aux États-Unis*. La lettre de l'ONPES.
- Billion J (2012) De l'exclusion sociale aux solidarités au sein du groupe de jeunes sans domicile. In: Porcher T. (ed), *Regards sur un XXI<sup>ème</sup> siècle en mouvement*. Paris: Ellipses, pp.133-138.

## Coordination of a special issue

Guérillot G, Moriceau JL, Paes I and Billion J (2015) Cahier de recherche sur “la déconstruction créatrice du travail”. *Revue des sciences de gestion*, 273-274.

## Reviewing articles for peer-reviewed journals

*Entrepreneurship and Regional Development* (ABS 3/FNEGE 2), *Revue de l'entrepreneuriat* (FNEGE 2), *European Business Review* (FNEGE 3), *Gestion 2000* (FNEGE 3), *Entreprendre et innover* (FNEGE 4).

## Member of scientific associations

2021-. Académie de l'entrepreneuriat et de l'innovation (AEI).

2021-. Association internationale de management stratégique (AIMS).

## Fundings

2011. Fulbright Scholarship. French and American governments.

2010. Field assistance. EHESS.

2010. International mobility support. Île-de-France Regional Council.

2010. Cultural Areas Scholarship. Ministry of National Education, Higher Education, and Research.

2008. 2007. Erasmus Mundus Scholarship. European Union.

## CONFERENCES

### Lectures

Billion J, Doussard C and Labbé J (2023) “It’s easier to make money.” *The homeless youth of Châtelet-les-Halles, an extreme case of disadvantaged entrepreneurs within the informal economy*. Laboratoire CREATE, IAE Lyon.

Billion J, Lejealle C, Fournout O and Doussard C (2023) *Héros ou pas héros: revisiter les études critiques sur l'entrepreneuriat*. Academy of Entrepreneurship and Innovation conference, EM Strasbourg, Strasbourg.

Billion J (2023) *Les entrepreneurs en situation de handicap*. ESDES. Institute of Sustainable Business and Organizations, online.

Lejealle C, Ezan P, Billion J and Rezaee Vessal S (2023) *Revendiquer ou dissimuler son identité de SDF pour accéder au marché*. Congrès international de l'AFM, Laboratoire d'Économie et de Gestion de l'Ouest (LEGO) and Bretagne Sud University, Vannes.

Billion J (2022) *Entrepreneuriat et handicap*. The professors pitch, ISC Paris, Paris.

Billion J (2022) *Les entrepreneurs en situation de handicap social, moteur ou sensoriel*. Interdisciplinary institute on innovation, i3, Doctoriales, ENSTA Paris, Palaiseau.

Billion J (2022) *Comme tout le monde. La réalisation et la production d'un documentaire social*. Research Day at the Institute of Management Research, Paris-est Créteil University and Gustave Eiffel University, Champs-sur-Marne.

Billion J (2022) *Le chercheur métis. Parcours professionnel et réflexivité*. Research Day at the Institute of Management Research, Paris-est Créteil University and Gustave Eiffel University, Champs-sur-Marne.

Billion J (2021) *La production d'un documentaire social selon l'approche effectuée*. Research Day at the Institute of Management Research, Paris-est Créteil University and Gustave Eiffel University, Champs-sur-Marne.

Billion J (2021) *La formation à l'entrepreneuriat des jeunes sans domicile à Paris et à New York*. 4th International Symposium on Management, Innovation, and Entrepreneurship, Tunis, online.

Billion J (2021) *From Penn Station to Midtown, New York: the informal entrepreneurs in the case of homeless youths and of their survival strategies*. Academy of Entrepreneurship and Innovation conference, online.

Billion J (2021) *Les masseurs-kinésithérapeutes en situation de handicap visuel*. impact week, ISC Paris, Paris.

- Billion J (2021) *The informal entrepreneurs in the case of homeless youths in New York City and of their survival strategies*. ISC Paris lab, Paris.
- Billion J (2021) *Production of a documentary on homeless youth*. Teaching by Arreola, F. on entrepreneurship, DBA class, ISC Paris, Paris.
- Billion J (2021) *La réalisation et la production d'un documentaire social*. RIPCO Research Day on Organizational Behaviors, online.
- Billion J (2018) *Les trajectoires professionnelles des jeunes sans domicile*. Faculty Team Seminar, ISTE, Paris.
- Billion J (2018) *Le chercheur entrepreneur*. Maison des initiatives étudiantes - labo 6, Paris.
- Billion J (2017) (2016) *Le chercheur dans le secteur privé*. Afterwork passerelles, Paris
- Billion J (2017) *Les trajectoires des jeunes sans domicile*. Ministry of Labor, Paris.
- Billion J (2016), (2015) *Parcours de chercheur*. EHESS, Paris.
- Billion J (2015) *Les ruptures des jeunes sans domicile*. Le Mirail University, Toulouse.
- Billion J and Gardères N (2014) *Les jeunes sans domicile et l'emploi*. Umalis/Télécom école de Management conference, Télécom Ecole de Management, Paris.
- Moriceau JL, Paes I, Guérillot G and Billion J (2014) *Entrepreneur et salarié: parcours et identités dans le portage salarial*. Kedje business school, Marseille.
- Moriceau JL, Paes I, Guérillot G and Billion J (2014) *New Employment Experiences and Trajectories Between Salary-earning and Entrepreneurs*. World Business and Social Sciences Research Conférence, Paris.
- Billion J (2014) *Chercheur en entreprise*. Institut des Sciences de la Communication du CNRS Paris, Paris 7 University.
- Billion J (2012), (2010), (2009) *Les jeunes sans domicile à Paris et à New York*. ENS, Paris.
- Billion J (2011) *Jeunes et ruptures*. European Commission, Brussels.
- Billion J (2011) *Les ruptures des jeunes sans domicile à Paris et à New York*. Victor Segalen University, Brest.
- Billion J (2010), (2009) *Méthodes de recherche et profils des jeunes sans domicile*. EHESS, Paris.
- Billion J (2010) *Comparaison franco-américaine sur les jeunes sans domicile*. UQAM, Montreal.
- Billion J (2010) *Le lien social des jeunes sans domicile*. Paris IV-Sorbonne University, Paris.
- Billion J (2009) *Le lien social et les ruptures des jeunes sans domicile*. Toulouse II le Mirail University, Toulouse.

## Organisation

- Sieca-Kozłowski E, Antropius P and Billion J (2015) *Les passerelles recherche-consultance en sciences humaines et sociales*. EHESS, Paris.
- Bureau S and Billion J (2015) *Innovons pour l'emploi*. ESCP Europe, Paris.
- Moriceau JL, Paes I, and Guérillot G (2014). *La déconstruction créatrice du travail: innovations, opportunités et pièges*. Télécom école de Management, Paris.
- Marpsat M and Billion J (2012). *Les sans-domicile en France et aux États-Unis*. Conference between EHESS, ENS, Columbia University, INED, and INSEE, ENS, Paris.

## Communication evaluation

2023. Academy of Innovation and Entrepreneurship conference, Strasbourg.

## RESEARCH VALORIZATION

### Documentaries

- 2020-. Feature-length documentary in preparation about entrepreneurship. With Dinh P and Muller P
2023. Broadcast of the feature-length documentary *Comme tout le monde* on the canal+/OCS channel.
2021. Broadcast of the feature-length documentary *Comme tout le monde* on the Public Sénat television channel.
2020. 2019. 2018. 2017. Screenings and discussions of *Comme tout le monde* at Le Monde newspaper (preview), the National Assembly, and higher education institutions - École Polytechnique, ESSCA, ISTE, Harvard club of France, HEC Paris, New York University, Paris 1 Sorbonne University, in associations - Aurore, Caritas,

Coexister, Corot-entraide, Croix-Rouge, Écran des mondes, Emmaüs, Entourage, Le Carillon, Règles élémentaires, villa des créateurs, in town halls - Paris, in the 2nd, 4th, 9th, and 10th districts of Paris, in cinemas in Paris and Beauvais, in a high school in Lille, at the Paris Bar Association, and at Publicis company.  
2018. *Les nuits blanches de Mickaël*. With Dinh P and Muller P Short documentary about homeless youth.  
2017. *Comme tout le monde*. With Dinh P and Muller P Feature-length documentary about homeless youth.  
2015. *Comme tout le monde*. With Dinh P and Muller P Web series about homeless youth.

## Medias

2023. B smart, Entreprendre (2), Harvard Business Review France (2), Observatoire action sociétale, action publique, Xerfi (2).  
2022. The European Business Review (2), Faire face, La khôlle  
2020. L'humanité, Revue économique et sociale, The European Business Review  
2019. Agefi, Carenews, Harvard Business Review France, Le Monde, Les ASH  
2018. The Conversation  
2017. Huffpost, Le Monde, OneHeart, Partage social club  
2016. Huffpost  
2015. Challenges, La Tribune, Universal Journal of Management  
2014. La Tribune, Le Figaro, Les Echos  
2013. Le Nouvel Observateur  
2012. L'Express

## AWARDS

### Laureate

2024. The FNEGE label in the category “non-collective research book”. “*Il faut être audacieux.*” *Histoires et territoires d'entrepreneurs en situation de handicap*. France.  
2022. Special Prize for Pedagogical Innovation ISC Paris. Teaching in social business. France.  
2020. Film Label from the Film House. Feature-length documentary *Comme tout le monde*. France.  
2011. Fulbright. Research on Homeless Youth. France.  
2006. Erasmus Mundus. Research on homeless youth. France.

### Selected

2024. The FNEGE Award for Best Management Book. “*Il faut être audacieux.*” *Histoires et territoires d'entrepreneurs en situation de handicap*. France.  
2023. ISC Paris pedagogical innovation award. Teaching in artistic entrepreneurship. France.  
2022. ISC Paris pedagogical Innovation award. Teaching in artistic entrepreneurship. France.  
2019. Art festival of Miami. Feature-length documentary *Comme tout le monde*. United States.  
2019. Lama film festival. Feature-length documentary *Comme tout le monde*. France.  
2019. Social film festival. Feature-length documentary *Comme tout le monde*. France.  
2019. International film festival. Feature-length documentary *Comme tout le monde*. Romania.  
2019. You, me and co. festival. Feature-length documentary *Comme tout le monde*. France.  
2018. Festival changeNOW. Feature-length documentary *Comme tout le monde*. France.  
2013. Le Monde research award. Thesis selected among the top 20 in France in social sciences.

## REFERENCES

Bureau Sylvain, Professor-researcher, ESCP Business school.

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Fernandez Valérie, Professor-researcher, Polytechnic Institute of Paris/Télécom-Paris.

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Fournout Olivier, Associate Professor, Polytechnic Institute of Paris/Télécom-Paris.

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