



**Bruno NOISETTE (Dr.)**

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**ASSISTANT PROFESSOR**  
**DEPARTMENT: DIGITAL MANAGEMENT**

**DISCIPLINARY TEAM: DIGITAL MANAGEMENT**  
**RESEARCH AXIS: ENTREPRENEURSHIP AND INNOVATION**

## EDUCATION AND DEGREES

- 2021 PhD in Business Administration ESSEC Business School, Cergy, France
- 2008 , France

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 2012 - 2014 Public relations officer for Normandy (Réseau Ferré de France, Rouen, France)
- 2009 - 2011 Advisor in public relations (Sedna, Paris, France)
- 2022 Lecturer (EM Lyon, Lyon, France)
- 2021 Lecturer (ESSEC Business School, Cergy, France)
- 2021 Lecturer (IAE Lyon, Lyon, France)
- 2020 Lecturer (ESSEC Business School, Cergy, France)

### CONSULTING ACTIVITIES

- 2011 Policy officer (Libraries without Borders, Yaoundé, Cameroon)

### OTHERS ACTIVITIES

- 2021 - 2023 Research assistant (HEC Montréal, pôle IDEOS, Montréal, Canada)
- 2014 - 2015 Research manager (Paxter, Paris, France)
- 2021 Lecturer (INSEEC, Lyon, France)
- 2021 Tutor (INSEEC, Lyon, France)

## TEACHING

## **DISCIPLINARY TEAM**

- Digital Management

## **TEACHING LEVELS**

- L and M Level

## **TEACHING LANGUAGES**

- English
- French

# **SCIENTIFIC ACTIVITIES**

## **RESEARCH FOCUS**

- Entrepreneurship and Innovation

## **RESEARCH INTERESTS**

- Governance & Organizations (Théorie des organisations): Family-owned businesses
- Strategy - Management - Entrepreneurship (Entrepreneuriat): Context effect
- Strategy - Management - Entrepreneurship (Entrepreneuriat): Social norms

## **RESEARCH ACTIVITIES**

### **International, National or Regional Research Projects**

- 2021 - 2022            Assistant de recherche HEC Montréal pôle INEOS

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS**

### **Reviewing of articles**

- 2021 - ...            Journal of Business Venturing

## **PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK**

### **Affiliation to international or national associations**

- 2017 - ...            Academy of Management

- 2017 - ... European Group of Organization Studies
- 2018 - ... International Family Enterprise Research Association

## OTHER

- 2018 - ... Academy of Management

## INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Participation in academic meetings
- Supervision of professional theses
- Responsibility for modules
- Participation in meetings organised within a teaching department

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Noisette, B., To Whom Do Business Owner-Managers Feel Responsible? Weighting conflicting social responsibilities in Rwanda. *Journal of Business Ethics*, 2023. **CNRS 2, FNEGE 1, HCERES A (published on line)**

### Papers in Academic Conferences

Noisette, B., Comply, Love, or Grow Together: Institutional Work on Values in Rwandan Business Families.. *39th EGOS Colloquium*, July 6th-8th 2023, Cagliari, Italy.

Noisette, B., Order, Love, and Achievement: The Influence of Values on Family Logic and Entrepreneurship in Rwanda. *83rd Annual Meeting of the Academy of Management*, August 4th-8th 2023, Boston, United States.

Noisette, B., Balancing social responsibilities toward family and society in Rwandan entrepreneurship. *38ème EGOS Colloquium*, July 7th-9th 2022, Vienne, Austria.

Noisette, B., "Grow together": logic interpretation and institutional persistence in Rwanda. *IFERA Annual Conference*, June 23rd-25th 2021, Santander, Spain.

Noisette, B., Cui Bono? Diversity of Family Norms and Family Business Heterogeneity. *2019 AOM Annual Meeting*, August 9th-13th 2019, Boston, United States.

Noisette, B., How African entrepreneurs balance market and family logics. *IFERA Annual Conference*, June 17th-21st 2019, Bergamo, Italy.

Noisette, B., Protecting business from family: setting fields boundaries in African entrepreneurship. *New Institutional Workshop, Uppsala Universitet*, March 1st 2019, Uppsala, Sweden.

Noisette, B., Toward a typology of family businesses based on forms of social exchange. *Family Entrepreneurship Workshop, Audencia Business School*, April 1st 2018, Nantes, France.

### Professional conferences

Schmitt, R., Noisette, B., Ateliers citoyens : "Sobriété et souveraineté : une guerre, deux fronts... quels plans de bataille ?" - Atelier 1 (GB). *Les Rencontres du Développement Durable 2023 - Etape 2* : Burgundy School of Business, October 18th 2023, Dijon, France.

## **Videos**