



Marta DE MIGUEL DE BLAS (Dr.)

Bâtiment Le Triptyk
37, rue Saint Romain
69008 Lyon

✉ marta.de-miguel-de-blas@bsb-education.com

ASSOCIATE PROFESSOR

DEPARTMENT: DIGITAL MANAGEMENT

HEAD OF MSC GREEN TECH AND SUSTAINABLE SOCIETIES, HEAD OF DEPT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT

RESEARCH AXIS: DIGITAL LEADERSHIP

EDUCATION AND DEGREES

- 2017 Doctorat en Sciences de Gestion Université de Bourgogne, Dijon, France
- 2011 Master 2 Recherche en Stratégie et Créativité Publicitaires University Ramon Llull, Barcelona, Spain
- 2006 Master en Publicité et Relations Publiques University Rey Juan Carlos, Madrid, Spain

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2006 - 2009 Marketing Manager (Smart & Co)
- 2018 - ... Permanent Professor (Burgundy School of Business, France)
- 2017 - 2018 Lecturer (Burgundy School of Business)
- 2016 - 2017 ATER (Burgundy School of Business, France)
- 2014 - 2015 Lecturer in Management Science (IAE de Saint-Etienne, France)
- 2013 - 2014 Lecturer in Management Science (Université de Lyon 2, France)
- 2010 - 2013 Lecturer in Management Science and Economy (Université de Bourgogne, Dijon, France)

OTHERS ACTIVITIES

- 2020 Active Learning (Burgundy School of Business, Dijon, France)
- 2020 - ... Pedagogic committee referent (Burgundy School of Business, Dijon, France)
- 2019 Active Learning (Burgundy School of Business, Dijon, France)
- 2021 - ... Co-head of department (Burgundy School of Business, Lyon, France)
- 2023 - ... Head of department (Burgundy School of Business, Lyon, France)
- 2018 - ... Co-coordinator of the Digital Leadership MSc (Burgundy School of Business, France)
- 2021 - ... MSc Green tech and Sustainable Societies (Burgundy School of Business, Lyon, France)
- 2018 - ... Head of Bachelor Digital Management Specialisation (Burgundy School of Business, France)

- 2021 - ... COILS UDEM Sustainable Consumption (Burgundy School of Business, Lyon, France)
- 2018 - ... Internship and apprenticeship follow-up (Burgundy School of Business, France)
- 2018 - ... Professionale Thesis Supervisor (Burgundy School of Business, France)

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LEVELS

- M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Digital Leadership

RESEARCH INTERESTS

- Marketing & Communication (Marketing stratégique): .
- Strategy - Management - Entrepreneurship (Management stratégique): .
- Strategy - Management - Entrepreneurship (Management stratégique): Sustainable development
- Strategy - Management - Entrepreneurship (Management stratégique): Sustainability

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- 2015 Marketing Trends Conference

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

Coordination or participation of a conference organisation

- 2017 Meetings of Cultural and Creative Entrepreneurship
- 2017 The Performing Arts Through Sustainable Development
- 2015 Burgundy's Marketing Research Meetings

OTHER

- 2021 - ... Chaire Transitions Responsables Burgundy School of Business
- 2021 - ... Coordination du projet de chaire Transitions Responsables Burgundy School of Business

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Organisation of visits for BSB students
- Development of e-learning modules
- Participation in one or more scientific committees
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Participation in the Assurance of Learning AoL process to assess student competencies
- Participation in academic meetings
- Participation in meetings organised within a teaching department
- Development of e-learning modules
- Participation in / organisation of a short programme for partner universities
- Participation in / presentation during a research seminar organised at BSB
- Participation in one or more programme committees
- Participation in one or more scientific committees
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Programme responsibility
- Supervision of professional theses
- Internship/apprenticeship follow-up
- Responsibility for modules

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Letierce, C., De Miguel De Blas, M., Sustainable Entrepreneurs: How to Propose a Differentiation Strategy Based on Your Venture Mission. *Entreprendre & Innover*, 2023, 1,(54): 70-85. **FNEGE 4, HCERES C**

De Miguel De Blas, M., Cross cultural transformative learning: Fostering sustainability mind-sets among business school students. *Responsible Organization Review*, 2022, 17,(3): 76-89. **CNRS 4, FNEGE 3, HCERES C**

De Miguel De Blas, M., Impact of Environmental Performance and Policy on Firm Environmental Reputation. *Management Decision*, 2021, 59,(2): 190-204. **CNRS 4, FNEGE 3, HCERES B**

De Miguel De Blas, M., Jarrier, E., Bourgeon-Renault, D., Can Interactive Mediation Tools Bridge the Identity Gap Between the Public and the Art Museum?. *International Journal of Arts Management*, 2015, 18,(1): 52-64.

Papers in Academic Conferences

De Miguel De Blas, M., Bourgeon-Renault, D., Proximité identitaire « publics-musée d'art » et fréquentation du lieu culturel. *4ème Journée de Recherche en Marketing du Grand Est*, March 23rd 2017, Mons, Belgium.

Bourgeon-Renault, D., De Miguel De Blas, M., Jarrier, E., Can the use of Interactive Mediation Tools Bridge the Identity Gap Between the Public and the Art Museum?. *12th International Conference on Arts and Cultural Management*, June 26th-29th 2013, Bogota, Colombia.

De Miguel De Blas, M., Prise en compte de la proximité identitaire « publics-musées d'art » dans la stratégie de démocratisation des institutions culturelles : une approche des contextes français et espagnol. *Sixième Dialogue Euro-Méditerranéen de Management Public*, October 7th-9th 2013, Marseille, France.

De Miguel De Blas, M., Bourgeon-Renault, D., Comment la proximité identitaire « publics-musée » peut-elle faciliter l'accès à l'art ? Le cas des musées d'art. *Actes des Journées Normandes de Recherche sur la Consommation*, November 22nd-23rd 2012, Deauville, France.

Research seminars

De Miguel De Blas, M., How "public-museum" identity proximity may contribute to the strategy of developing access to culture? The case of art museums, *Doctoral Colloquium in 12th International Marketing Trends Conference*, January 17th 2013, Venise, Italy.

Other contributions

De Miguel De Blas, M., Marta De Miguel De Blas. 2017. Impact de la proximité identitaire « publics-musée d'art » sur la fréquentation des lieux culturels : le cas des musées d'art. Thesis report, 2017, France.