

Colette Depeyre

Université Paris-Dauphine, PSL ★ Research University
Dauphine Recherches en Management (DRM, UMR CNRS 7088)

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Academic position & background

Positions

Maître de conférences / Assistant professor – Université Paris-Dauphine (2010-)

Délégation CNRS & CRCT / Sabbatical leave (2016-2017)

Moniteur, ATER / Teaching assistant – Université Paris Ouest Nanterre (2005-2010)

Personal background

PhD in Management, Université Paris Ouest Nanterre / CRG, Ecole polytechnique (2005-2009), finalist for the best dissertation award in Strategic management, FNEGE-AIMS

Visiting student at M.I.T., Security Studies Program (autumn 2006)

MSc in European Politics & Governance, London School of Economics (2003-2004)

Magistère in Economics & Management, Ecole Normale Supérieure de Cachan (2000-2004)

Agrégation externe in Economics & Management, ranked 1st (2003)

European Commission, DG Enterprise & Industry, 5-months internship within the Industrial policy team (2004-2005)

Research

Keywords

Interests: Strategic management – Capabilities – Markets – Cognition – Complex product systems – (Un)learning

Industry context: Defense & Energy – Fashion & Luxury

Methods: Case study – QCA

Articles

Depeyre C., Rigaud E. & Seraidarian F. (forthcoming), "Coopetition in the French luxury industry. Five cases of brand-building by suppliers of luxury brands", *Journal of Brand Management*

Depeyre C., Rigaud E. & Seraidarian F. (2017), "Quelles stratégies pour les sous-traitants face aux reconfigurations des chaînes de valeur ? Le cas de la joaillerie en France", *Gérer & Comprendre*, n°127, pp. 3-14

Vergne J.-P. & Depeyre C. (2016), "How do firms adapt? A fuzzy-set analysis of the role of cognition and capabilities in U.S. defense firms' responses to 9/11", *Academy of Management Journal*, 59(5), pp. 1653-1680

Loilier T., Depeyre C. & Mercier S. (2016), "Ouvrir le management stratégique de l'innovation", *Revue Française de Gestion*, 42(255), pp. 11-25 (editorial for the special issue RFG-AIMS)

Blanchet V. & Depeyre C. (2016), "Exploring the shaping of markets through controversies: Methodological propositions for macromarketing studies", *Journal of Macromarketing*, 36(1), pp. 41-53

Depeyre C. (2015), "Salvatore Ferragamo", *Le Libellio d'Aegis*, 11(4), pp. 11-18

Depeyre C. (2013), "Boeing Boeing: la dualité civil-militaire source d'un rebond stratégique dans l'ère post-Guerre Froide", *Entreprises & Histoire*, n°73, pp. 58-74

- Depeyre C. & Dumez H. (2009), "A management perspective on market dynamics: Stabilizing and destabilizing strategies in the US defense industry", *European Management Journal*, 27(2), pp. 90-99
- Depeyre C. & Dumez H. (2008), "What is a market? A Wittgensteinian exercise", *European Management Review*, 5(4), pp. 225-231
- Depeyre C. (2008), "Orchestrer les actifs pour rester concurrentiel. La trajectoire stratégique de Raytheon", *Gérer & Comprendre*, n°91, pp. 55-66
- Depeyre C. & Dumez H. (2008), "Stratégies de déstabilisation et de stabilisation des marchés : une approche séquentielle dans le cas de l'industrie de défense américaine", *Finance, Contrôle, Stratégie*, 11(2), pp. 147-171
- Depeyre C. & Dumez H. (2007), "Le rôle du client dans les stratégies de coopération. Le cas de l'industrie américaine de défense", *Revue française de gestion*, 33(176), pp. 99-110
- Depeyre C. & Mirc N. (2007), "Dynamic capabilities : problèmes de définition et d'opérationnalisation du concept", *Le Libellio d'AEGIS*, 3(5), pp. 2-12
- Depeyre C. (2006), "Pourquoi certaines entreprises sont-elles durablement plus performantes que d'autres ? ", *Sociétal*, n°52, pp. 32-36
- Depeyre C. (2005), "Retour sur la théorie des ressources", *Le Libellio d'AEGIS*, n°1, pp. 9-14

Book chapters

- Depeyre C. & Vergne JP. (forthcoming), "L'analyse qualitative comparative (QCA)", in Garreau L. & Romelaer P. (eds.), *Méthodes qualitatives de recherche en gestion et sciences sociales*, Economica
- Depeyre C. (2016), "Boeing Boeing : la dualité civil-militaire source d'un rebond stratégique dans l'ère post-guerre froide", in Seiffert M.D. & Kechidi M., *Brèves histoires. L'aéronautique mondiale, acteurs et stratégies*, Paris, MA Editions - ESKA, pp. 25-55
- Depeyre C. & Seraidarian F. (2015), "Un luxe que la France ne peut plus se permettre ?", in Perret V. & Nogatchewsky G. (eds.), *L'état des entreprises 2015*, Repères, La Découverte, pp. 25-34
- Depeyre C. & Vergne JP. (2015), "Les capacités de l'organisation sous l'angle de l'observation des capacités dynamiques", in Renard L. & Soparnot R. (ed.), *Les capacités de l'organisation en débat*, Paris, L'Harmattan, pp. 125-147
- Depeyre C. & Dumez H. (2014), "Dimension économique", in Tannery F., Denis JP., Hafsi T. & Martinet AC. (ed.), *Encyclopédie de la stratégie*, Vuibert, pp. 315-326
- Depeyre C. & Jacquet D. (2011), "Valorisation financière des stratégies : le problème du *credibility gap*", in Pezet A. & Nogatchewsky G. (eds.), *L'Etat des entreprises 2012*, Repères, La Découverte, pp. 51-62
- Depeyre C. & Dumez H. (2010), "The role of architectural players in cooperation: the case of the US defense industry", in Yami S., Castaldo S., Dagnino G.B. & Le Roy F. (ed.), *Coopetition. Winning Strategies for the 21st Century*, Edward Elgar, pp. 124-140
- Depeyre C. & Dumez H. (2010), "Typologie de la coopération", in Yami S. & Le Roy F. (ed.), *Stratégies de coopération*, De Boeck, pp. 71-79
- Depeyre C. & Dumez H. (2010), "Qu'est-ce qu'un marché ? Un exercice wittgensteinien", in Hatchuel A., Favereau O. & Aggeri F. (ed.), *L'activité marchande sans le marché*, Mines Paristech, pp. 211-228
- Depeyre C. & Dumez H. (2009), "La révolution des systèmes de systèmes", *La Tribune*, 16 mars (published in Benghozi P.J. & Huet J.M. (ed.), *Le meilleur de la stratégie et du management*, Paris, Pearson Education France / La Tribune, pp. 253-255)

Dissertation

- De l'observable au non observable : les stratégies d'identification, d'adaptation, de création d'une capacité de la firme. Dynamiques de l'industrie américaine de défense (1990-2007)*, Thèse de doctorat de l'Université Paris Ouest Nanterre La Défense, 30 nov. 2009
- Defense committee: Hervé Dumez (advisor, CNRS / CRG-Ecole polytechnique), Bernard Cova (Euromed Management Marseille), Alain Desreumaux (Université Lille 1), Michael Jacobides (London Business School), Dominique Jacquet (Université Paris Ouest Nanterre), Christian Schmidt (Université Paris-Dauphine)

Book reviews

In Le Libellio d'AEGIS, 2007, 3(2), pp. 21-24, with Dumez H. – About: Hedström P. & Swedberg R. (ed.) (1998), *Social Mechanisms. An Analytical Approach to Social Theory*, Cambridge, Cambridge University Press

In Gérer & Comprendre, 2006, 84, pp. 59-61 – About: Berger S. (2005), *How We Compete, What Companies Around The World Are Doing To Make It In Today's Global Economy*, Currency Doubleday

In Le Libellio d'AEGIS, 2006, 3, pp. 14-18, with Dumez H. – About: Prencipe A., Davies A. & Hobday M. (ed.) (2003), *The Business of Systems Integration*, Oxford University Press

Reports

Maniak R. & Depeyre C. (2011), "Etat des pratiques sur les plateaux d'innovation ouverte", rapport de recherche pour le Conseil Général de l'Armement, Paris, septembre

Conferences & Presentations

Global Fashion Management conference, Vienna, July 2017

AIMS conference, Lyon, June 2017

LUISS research seminar, Rome, April 2017

Ivey research series, London (Canada), March 2017

Atelier méthodologie de l'AIMS "La quantification des données qualitatives", Paris, November 2016

International Workshop on Luxury Retail, Operations and Supply Chain Management, Milan, November 2016

Workshop PSL "Connaissance et représentations des capacités de l'organisation", Paris, September 2016

AoM conference, Anaheim, August 2016

EGOS colloquim, Naples, July 2016

Dauphine Université ouverte, Paris, February 2016

LUISS Research seminar, Rome, December 2015

Journée de recherche « Compétences, connaissances & performances », Aix-en-Provence, November 2015

SMS conference, Denver, October 2015

AIMS conference, Paris, June 2015

International Workshop on Luxury Retail, Operations and Supply Chain Management, Milan, May 2015

ESCP Europe 1st workshop on Process studies, Paris, February 2015

SASE conference, Chicago, July 2014

AoM conference, Orlando, August 2013 (Best paper Proceedings, with JP. Vergne)

HEC Innovation management in aviation and aerospace Certificate, Jouy-en-Josas, June 2013

SMS conference, Prague, October 2012

SMS competitive strategy junior faculty workshop, Prague, October 2012

AoM conference, Boston, August 2012

EGOS colloquim, Helsinki, July 2012

AIMS conference, Lille, June 2012 (Roland Calori best paper award for young scholars, with JP. Vergne)

LEM strategy seminar, Lille, March 2012

EGOS colloquim, Gothenburg, July 2011

DRM-MOST seminar, Paris, December 2010

AEGIS workshop on coopetition, Paris, november 2008

Centre Culturel International de Cerisy colloquim on markets, Cerisy, June 2008

AIMS conference, Nice, May 2008

CERI – Sciences po conference on privatizing national defense, Paris, November 2007

EGOS colloquim, Vienna, July 2007

Ecole polytechnique / Saïd Business School doctoral workshop, Oxford, June 2007

Other scientific activities

Associate Editor for M@n@gement (2017-)

Dauphine coordinator for the PSL ★ project "C20 – Cognition des Capacités Organisationnelles" (2015-2017)

Member of the AIMS Scientific Council (2014-2017)

Member of the Editorial Board of the *European Management Journal* (2013 best reviewer award)

Ad-hoc reviewer for journals (British Journal of Management, European Management Review, Finance Contrôle Stratégie, Gérer & Comprendre, Management international, M@n@gement, Revue Française de Gestion) and conferences (Academy of Management, Association Internationale de Management Stratégique)

Member of the Editorial Board of *Le Libellio d'Aegis* (2006-2016)

Member of the CEFAG-FNEGE program (2006)

Teaching

Administrative activities

Dauphine coordinator for the Ecole Nationale de Mode et Matière – Paris Fashion School by PSL (2016-)

Coordinator for the international track of the Master of Management (2014-)

Coordinator for the economics & management undergraduate track for sports & arts students (2014-2017)

Teaching

Postgraduate students

Strategy & innovation (Paris, 2010-; Lima, 2016)

Strategy & corporate social responsibility (Paris, 2010-)

Markets & Institutions (Paris, 2017-)

Strategy, finance & fashion (Paris 2017-)

Strategy in the luxury industry (Shanghai, 2014)

Business game (Paris, 2012-2016)

Corporate finance (Abu Dhabi, 2015- ; Nanterre, 2005-2010)

Corporate governance (St Petersburg, 2014-2016; Lima, 2016)

Doctoral students

The literature review, principles & tools (Paris, 2016-)

Research in strategy (Hô Chi Minh, 2018-)

Tutoring

Supervisor for the "Module transécoles – Ecole Nationale de Mode et Matière" (2016-)

Academic tutor for apprentices (2012-)

Supervisor for Master's dissertations (2011-)