



STRATEGY & MANAGEMENT

VINCENT DUTOT

Assistant Professor of Information Systems

www.letoucheatoutdesti.com

<https://www.linkedin.com/in/vincentdutot/>

CONTACT

Email: v.dutot@ipag.fr

Phone: +33 1 5363 3600

Mobile : +33(0)6 1887 1922

Campus: Paris

BIOGRAPHY

Vincent Dutot is an Assistant Professor at IPAG Business School, Paris, France. He holds a Ph.D. from Laval University (Canada). His areas of research are in social media, e-reputation, IT strategy, and strategic fit, mainly for SMEs. He published in journal such as *International Journal of Information Management*, *The Journal of Technology Transfer*, *Corporate Reputation Review*, *International Journal of Entrepreneurship and Innovation Management* or *European Journal of Innovation Management* and wrote a book on e-reputation. He serves at the reviewer for ICIS, HICSS and many IS Journals. He also works as an IT consultant for SME, government and in private sector.

EDUCATION

2011: Ph.D. Information Systems, Laval University, Canada

2005: MBA Information Systems, Laval University, Canada

2003: Master of Science in Management, Business Administration, Management, Telecom Management, France

TEACHING AREAS

- Digital Marketing
- Business Model
- E-Business Strategy

RESEARCH AREAS

- Small business development
- Strategic alignment
- Digital strategy
- E-reputation
- Technology adoption
- Digital transformation and impact on performance

TEACHING PROGRAMS

- Program “Grande Ecole”

PROFESSIONAL EXPERIENCES

Overall, I gave more than 100 professional conferences to young directors in various industries such as B2B, surfing, tourism, or accountability. Few examples below

- CJD: Social media implementation (10 CEO, 2017, Castres), Digital and e-reputation (2 days – 10 CEO, 2017, Aix en provence)
- CIC: Banking, Insurance and Digital transformation (400 commercial directors) - 2017
- Université d'été des commissaires aux comptes région Aquitaine: Social media, CDO and prospective (240) - 2017
- Tourism Bretagne: Digital and tourism (200) - 2017
- Donastia San Sebastian: Digital issues and social media (150, surfing industry) - 2016

Firms' development / Consulting

- CG2i: Digital content strategy development - 2018
- Adrien Stratégie (consulting firm) – Digital content strategy development– 2017-2018
- JPColonna: Digital transformation in Insurance (process evolution, staff training and development, digital strategy) – 2016-2018 (18 million€ revenues)

SELECTED PUBLICATIONS

DUTOT, V., LICHY, J. (accepted). The role of social media in accelerating the process of acculturation to the global consumer culture: An empirical analysis, *International Journal of Technology and Human Interaction* (CNRS, rang 4).

DUTOT, V., S. CASTELLANO, "Investigating the influence of E-Word-of-Mouth on E-reputation", *International Studies of Management & Organization*, 2017, vol. 47, no. 1, pp. 42-60.

DUTOT, V., "Exploring the double influence of CEO's management style on the development of SMEs' corporate reputation", *Journal of Small Business and Entrepreneurship*, 2017, vol. 29, no. 5, pp. 351-374.

DUTOT, V., S. CASTELLANO, "Integrating Entrepreneurship into the design classroom: case studies from the developing World", *Journal of the Knowledge Economy*, 2017.

DUTOT, V., D. VERSAILLES, "CSR Communication strategies through social media and influence on e-reputation: an exploratory study", *Management Decision*, 2016, vol. 54, no. 2, pp. 363-389.

DUTOT, V., "Social media and business intelligence: defining and understanding social media intelligence", *Journal of Decision Systems*, July 2016, vol. 25, no. 3, pp. 191-192.

DUTOT, V., "Understanding factors of disengagement within a virtual community: an exploratory study", *Journal of Decision Systems*, July 2016, vol. 25, no. 3, pp. 227-24.

DUTOT, V., "Impact of Cross-Channel Strategy on Brand's Commitment: A Case Study in an Affordable Luxury Industry", *International Journal of Technology and Human Interaction (IJTHI)*, 2016, vol. 12, no. 4, pp. 17.

DUTOT, V., "Challenges in technology transfer: an actor perspective in a quadruple helix environment", *Journal of Technology Transfer*, October 2016.

DUTOT, V., "From strategic orientation to social media orientation: improving SMEs' performance on social media", *Journal of Small Business & Enterprise Development*, 2016, vol. 23, no. 4, pp. 1165-1190