



STRATEGY & MANAGEMENT

VINCENT DUTOT

Professor of Management 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 a Professor and Head of Learning Lab at IPAG Business School, Paris, France. He holds a Ph.D. from Laval University (Canada) and a HDR from IAE Poitiers (2019). His areas of research are in social media, e-reputation, IT strategy, and digital transformation, mainly for SMEs. He published in journal such as *Systèmes d'Information et Management*, *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.

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. (2020). A social identity perspective of social media's impact on satisfaction with life, *Psychology and Marketing*, 1-14, <https://doi.org/10.1002/mar.21333> (CNRS, rang 3; FNEGE rang 2).

Dutot, V., Bhatiasevi, V., & Bellallahom, N. (2019). Applying the technology acceptance model in a three-countries study of smartwatch adoption, *The Journal of High Technology Management Research*, 30(1), 1-14, <https://doi.org/10.1016/j.hitech.2019.02.001>, (CNRS, rang 4; FNEGE, rang 4).

Dutot, V., Lichy, J. (2019). 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*, 15(1), 65-84 DOI: 10.4018/IJTHI.2019010105, (CNRS, rang 4; FNEGE, rang 4)

Dutot, V., Bergeron, F., Rozhkova, K., & Moreau, N. (2018). Factors Affecting the Adoption of Connected Objects in e-Health: A Mixed Methods Approach. *Systèmes d'Information et Management*, 23(4), 31-66 (CNRS, rang 2, FNEGE, rang 2)

Van Horne, C., Dutot, V., Castellano, S., Sosa, M., & Ahmad, L. (2017). Integrating Entrepreneurship into the design classroom: case studies from the developing World, *Journal of the Knowledge Economy* (CNRS, rang 4), <https://doi.org/10.1007/s13132-017-0499-4>.

Dutot, V. (2017). Exploring the double influence of CEO's management style on the development of SMEs' corporate reputation, *Journal of Small Business & Entrepreneurship*, 29(5), 351-374, <https://dx.doi.org/10.1080/08276331.2017.1339540> (CNRS, rang 4; FNEGE, rang 4).

Van Horne, C. & Dutot, V. (2017) Challenges in technology transfer: an actor perspective in a quadruple helix environment, *The Journal of Technology Transfer*, 42(2), 285-301, DOI: 10.1007/s10961-016-9503-6 (CNRS, rang 3; FNEGE, rang 3).

Castellano, S. & Dutot, V. (2017). Investigating the influence of E-Word-of-Mouth on E-reputation, *International Studies of Management & Organization*, 47(1), 42-60 (CNRS, rang 3; FNEGE, rang 3).

Dutot, V. & Bergeron, F. (2016). From strategic orientation to social media orientation: improving SMEs' performance on social media, *Journal of Small Business and Enterprise Development*, 23(4), 1165-1190 (CNRS, rang 4; FNEGE, rang 4).

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