



DANIEL BRETONÈS

Affiliate Research Fellow

CONTACT

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BIOGRAPHY

Professor Daniel Bretonès holds a PhD in Management and is an Associate member in Paris I Sorbonne at PRISM (Pôle Recherche Interdisciplinaire en Science de Management). He has obtained his Master degree at EM Sorbonne. He has 15 years' experience in Marketing Direction with Roussel Uclaf in Europe and the USA and with the Innovation Division of Elf / Sanofi. He was start-up consultant between 1995 and 2004 in auditing, strategic diagnostic and fund raising. Since 2005 he is Permanent Professor at ESCEM business school (AACSB accredited) where he launched Master ADVISE. As President of ANDESE he launched a National Thesis Awards. He is also supporting the "ANDESE Awards for Financier" which is attributed to the best financier of the year in France. He is the Director of Editions ESKA, Collection Management: Strategies of Transformation of Organisations. Professor Daniel Bretonès is currently Foreign Trade Advisor for France and also an Associate Member of the "Circular and Sustainable Economy Institute, within the Monterrey Institute of Technology and Higher Education, Monterrey - Mexico.

EDUCATION

2012: Université Paris 13 Sorbonne : HDR (PH.D.D) in Management, Networks and Innovation

1983: Université Paris I Sorbonne : PhD in Management Science

1980: Université Paris I Sorbonne : Master/DEA EM Sorbonne

TEACHING AREAS

- Management & Information Systems Management
- Innovation & Strategy : Innovative Business Models
- International Management/Cross Cultural Management

RESEARCH AREAS

- Product Innovation
- Organisational Innovation
- Innovation Management

PROFESSIONAL EXPERIENCES

2018: Visiting « Leadership in Digital organizations », MBA ESC La Rochelle

2016-2018 : Visiting « Management of Informational Knowledge Systems », EMS, Université Paris Sorbonne

2016-2018: Visiting « Master on non Profit Organisations » IAE Université de Bordeaux

2016 – 2017: Visiting « Management Information Systems » ECE Paris, Master

2014 /2017: Visiting « Strategy an Experiential Management » Université del Rosario – Colombia.

2015-2016: Professor of Management & Information Systems Management, ESCEM (Grande Ecole de Commerce de Tours / Poitiers) (AACSB accredited)

2008-2015: Responsible of Management Courses, Programme « Grande Ecole » ESCEM Tours / Poitiers
 2013-2015: Responsible of « Innovation & Strategy: Innovative Business Models » courses at ESCEM.
 2013-2016: Director of Masters « International Management », Double Diploma with Sherbrooke University (Québec),
 2005-2015: Founder and Director Master ADVISE (Solutions information technologies) in partnership with IBM at Campus Poitiers
 2008-2011: Director of Masters CGE « Information Systems Management » with Osnabrück University, RFA
 2014-2015: Research Director ESCEM Poitiers

SELECTED PUBLICATIONS

Bretonès, D., Grands projets et développement territorial : L' exemple français in « Master Management des Grands Projets». MA Editions - ESKA 2016.

Bretonès, D., The incentive effects of DRGs' reimbursement rates for health care establishment in France. Towards a new allocation of surgical procedure. *International business research*, 2012, (with Jocelyn Husser).

Bretonès, D., Fostering innovation: the role of French competitiveness poles. Critical analysis in Latin America. *Journal of Global Business administration*, Vol 3, Number 1, Jan. 2011(with Carlos Scheel).

Bretonès, D., Transforming an industrial district into an industrial cluster: Assessing the Cosmetics Valley's readiness and benefits. *International business research Journal*, Vol 4, N° 4, 2011, (with Carlos Scheel).

Bretonès, D., The impact of technological based clusters in regional development: The case of the Futuroscope technopole. *Revista Universidad & Empresa*, Colombia, 2011.

Bretonès, D., Bridging virtual and real worlds: Enhancing outlying clustered value creation, *British journal of strategic marketing*, Dec. 2010.

Bretonès, D., Knowledge management and economic intelligence: two complementary aspects of the same issue, *International journal applied decision sciences*, 2009