



STRATEGY & MANAGEMENT

ANDRE BOYER

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BIOGRAPHY

André Boyer is an Emeritus Professor of Management Science at the University of Nice Sophia-Antipolis since 2014. He graduated and has then been teaching for fifty years at the IAE of Nice. His involvement to this team and this institution continuously remain important. Equally, his commitment to the profession as an academic remains intact, whatever his duties, professor, researcher, thesis supervisor, designer and training manager, school director and now emeritus professor.

EDUCATION

1978: Ph.D. in Management Science, University of Nice, France

1971: Diploma of Higher Studies in Economics Sciences, Faculty of Law and Economic Science of Nice, France

1969: Bachelor of Economics, Faculty of Law and Economics, Nice

1968: Bachelor of Mathematics, Faculty of Science, Nice

TEACHING AREAS

- Marketing
- Researching Method
- Internal Marketing
- Management

RESEARCH AREAS

- Marketing
- Management

TEACHING PROGRAMS

- PGE (Master)
- DBA

PROFESSIONAL EXPERIENCES

Since 2014: Emeritus Professor of Management, IAE of Nice, University of Nice Sophia-Antipolis, France

1987-2013: Professor, IAE of Nice, University of Nice

1983-1987: Professor, IUT of Nice, University of Nice

1980-1983: Associate Professor of Management, University of Dakar, Senegal

SELECTED PUBLICATIONS

Boyer A., Farzaneh F. (2019). *Vers une éthique de la robotique*, Question(s) de management, vol. 24, no. 2, 2019, pp. 67-84.

Farzaneh F., Boyer A. (2018). *La motivation des employés à innover paraître*, Management & Avenir, vol. 98, no. 8, 2017, pp. 191-210.

Scotto M-J., Prince L., Chakroun R., Boyer A., *Comparaison des âges à la gestion la perception des étudiants et des professionnels est-elle un aiguillon vers l'action ?* Revue Management & Avenir, vol. 28, no. 8, 2009, pp. 250-267

Scotto M-J, Tiffon H., Boyer A., Deacken N., *De la diversité des âges à la gestion intergénérationnelle. Le développement des politiques intergénérationnelles dans les entreprises en France : le cas de trois banques françaises*, Question(s) de management, vol. 6, no. 2, 2014, pp. 61-73.

Boyer A., Scotto M-J., *Gouvernance d'entreprise et responsabilité sociale au Maroc : l'évolution de l'OCP*, Management & Avenir, vol. 63, no. 5, 2013, pp. 165-186.

Scotto M-J, Boyer A., Sappe R., *Réussir la diversité du genre : une expérience du développement de l'Égalité Professionnelle femme/homme dans le secteur de la Construction, souvent considéré comme masculin. L'exemple de CARI, entreprise de BTP dans les Alpes Maritimes*, Management & Avenir, vol. 18, no. 4, 2008, pp. 18-41.

Boyer A., Nefzi A., *La perception de la qualité dans le domaine des services : vers une clarification des concepts*, La Revue des Sciences de Gestion, vol. 237-238, no. 3, 2009, pp. 43-54.

Boyer A., Nefzi A. *relation entre la perception de la qualité et la fidélité : Une application aux sites web commerciaux*, La Revue des Sciences de Gestion, vol. 234, no. 6, 2008, pp. 37-48.