



**Julie BAYLE-CORDIER**

**Ph.D. in Strategic Management**

**Assistant Professor, Strategy and Sustainability**

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## **EDUCATION**

- 2010** Ph.D. in Strategic Management, HEC Paris Business School, France
- 2004** Master, Management Sciences, University of Paris-Nanterre La Défense, France
- 1997** Master in Management, Ceram Business School, France
- 1994** Bachelor of Arts in Political science, McGill University, Canada

## **PROFESSIONAL CERTIFICATION**

- 2022** Peter Hess Certification Levels 1 and 2 Massage Sonore, Peter Hess Academy, Belgium
- 2019** Mindfulness Based Stress Reduction (MBSR) Certification Level 1, Brown University, USA

## **RESEARCH INTERESTS**

Mindfulness in organizations, Strategy and Ethics

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

- 2014 - 2014** Lecturer in CSR, Deusto Business School, Barcelona, Spain
- 2014 - 2014** Lecturer, IÉSEG School of Management, Lille, France
- 2014 - Present** Professor, IÉSEG School of Management, France
- 2013 - 2014** Lecturer in CSR and strategy, EDHEC Business School, Lille, France
- 2012 - 2014** Lecturer in Strategy, Skema Business School, Lille, France
- 2010 - 2013** Assistant Professor of Strategy and CSR, Audencia Business School, Nantes, France
- 2009 - 2010** Lecturer in CSR, Reims Management School, Reims, France

### **PROFESSIONAL:**

- 2000 - 2003** Group Manager, Consumer Products Division, Asia Zone, L'Oréal, Paris, France

## **PROFESSIONAL:**

- 1997 - 2000**     Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1997 - 1997**     Assistant Product Manager, Le Club des Créateurs de Beauté L'Oréal, Paris, France
- 1994 - 1995**     Manager, Mrs. Fields Cookies, Boston, USA

## **CONSULTING EXPERIENCE**

- 2013 - 2014**     Coaching executive teams , HEC Paris Business School, France

## **COURSES TAUGHT**

- Mindfulness and management
- Mindfulness & management, Grande ecole (master cycle)
- Strategic analysis, Grande ecole (master cycle)
- Business ethics
- Corporate social responsibility and sustainability

## **INTELLECTUAL CONTRIBUTIONS**

### **Papers in refereed journals**

#### **Published**

Bouten L., Bayle-Cordier J., Beldi A., Compernelle T., (2024), Boards and CSR: exploring the individual perceptions of non-executive directors, *Accounting Forum*, 48(4), pp. 567-593

Bayle-Cordier J., Berger L., Elatmani R., Tavoni M., (2023), Breath, Love, Walk? The impact of mindfulness interventions on climate policy support and environmental attitudes, *Sustainability*, 15(3), pp. 10491

Bayle-Cordier J., Rouvelin P., Savoli A., Vieira da Cunha J., (2022), An Integrative Model of Corporate Mindfulness: A Systematic Literature Review, *Canadian Journal of Administrative Sciences - Revue Canadienne des Sciences de l'Administration*, 39(2), pp. 199-212

Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2021), Exploring the Interplay between context and enterprise purpose in participative social entrepreneurship: the perceptions of worker cooperative entrepreneurs, *Entrepreneurship and Regional Development*, 33(9), pp. 758-788

Narvaiza L., Aragon-Amonarriz C., Iturrioz-Landart C., Bayle-Cordier J., Stervinou S., (2017), Cooperative Dynamics During the Financial Crisis: Evidence From Basque and Breton Case Studies, *Nonprofit and Voluntary Sector Quarterly*, 46(3), pp. 505-524

Bayle-Cordier J., Mirvis P., Moingeon B., (2015), Projecting Different Identities: A Longitudinal Study of the Whipsaw Effects of Changing Leadership Discourse about the Triple Bottom Line , *The Journal of Applied Behavioral Science*, 51(3), pp. 336-374

Bayle-Cordier J., Stervinou S., (2012), Les Scop et l'entrepreneuriat social : la perspective de fondateurs et dirigeants de Scop de la région Ouest de la France, *Revue Internationale PME*, 25(3-4)

### **Communications in refereed conferences**

## **International**

- Bayle-Cordier J., (2023), *Methods in Organizational Change Research: Dialogue on the Past, Present, and Future of Organization* Annual Meeting of the Academy of Management, Boston, USA
- Bayle-Cordier J., Stervinou S., Aragon Amonarriz C., Iturrioz C., Narvaiza L., (2023), *Human Flourishing as an antidote to poverty: A capabilities approach to a liberated organization--the case of a French worker cooperative* European Business Ethics Network, Rimini, Italy
- Bayle-Cordier J., Savoli A., Verdenne C., Rouvelin P., (2018), *Mindfulness in the Corporate Context: A Systematic Literature Review* International Association for Business and Society, Hong Kong, Hong Kong
- Bayle-Cordier J., Stervinou S., Narvaiza L., Aragon C., Iturrioz C., (2018), *Entrepreneurial Models of Worker Cooperatives in Two European Territories* International Cooperative Alliance Conference (ICA), Wageningen, Netherlands
- Bayle-Cordier J., Petit V., Stervinou S., (2017), *Leadership in Hybrid Organizations: The Paradoxical Case of Worker Cooperatives* European Business Ethics Network Conference, Jyväskylä, Finland
- Bayle-Cordier J., Beldi A., Bouten L., (2016), *On the influence of Non-Executive Directors on CSR Disclosure Policy* CSEAR North America, Normal, USA
- Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., Stervinou S., (2016), *Cooperative degeneration-regeneration dynamics: evidence from Basque and Breton case studies* International Cooperative Alliance Conference, Almeria, Spain
- Bayle-Cordier J., Petit V., Stervinou S., (2016), *Leadership in hybrid organizations: the paradoxical case of worker cooperatives* International Cooperative Alliance Conference, Almeria, Spain
- Bouten L., Bayle-Cordier J., Beldi A., (2015), *On the influence of non-executive directors on the CSR disclosure policy* 10th CSEAR Spain Conference, Seville, Spain
- Narvaiza L., Aragon C., Iturrioz C., Bayle-Cordier J., Stervinou S., (2015), *Cooperatives, Social Responsibility and Territory: A comparative perspective* 5th International Conference on Social Economy- organized by CIRIEC Portugal and CIRIEC International, Lisbon, Portugal
- Narvaiza L., Aragon C., Iturrioz C., Bayle-Cordier J., Stervinou S., (2015), *Cooperatives, Social Responsibility and Territory: A Comparative Study* International Cooperative Alliance Conference, Paris, France
- Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2015), *Worker Cooperatives, a status to survive in a changing world or a status to change the world? Spain and France, two worldviews on worker cooperatives* 5th International Conference on Social Economy co-organized by CIRIEC Portugal and CIRIEC International, Lisbon, Portugal
- Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2015), *Worker cooperatives, a status to survive in a changing world or a status to change the world? Spain and France, two worldviews on worker cooperatives* International Cooperative Alliance (ICA) Conference, Paris, France
- Bayle-Cordier J., Fasterling B., Moingeon B., (2014), *Ending the Compliance Game: Organizational Learning as a mechanism to prevent and discipline corporate crime* EBEN Annual Conference 2014, Berlin, Germany
- Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., Ste S., (2013), *Social Responsibility in Small and Medium sized labour cooperatives: a comparative study* EBEN Annual Conference 2013, Lille, France
- Bayle-Cordier J., Stervinou S., Narvaiza L., Aragon C., Iturr .., (2013), *Employee-owned cooperatives and Social Entrepreneurship: A Comparative Perspective of founders and leaders in French and Spanish SMEs* EBEN Annual Conference 2013, Lille, France
- Bayle-Cordier J., Mirvis P., Moingeon B., (2012), *Leadership, Social Responsibility, and Projected Identity: The Ben & Jerry's Story* 2012 Academy of Management Meeting, Boston, USA
- Bayle-Cordier J., Stervinou S., (2012), *Towards a Typology of Scop Leadership : an Exploratory Study in Western France* 2012 ACFAS Conference, Montréal, Canada
- Bayle-Cordier J., Mirvis P., Moingeon B., (2011), *Leadership, social responsibility & organizational identity: The Ben & Jerry's acquisition* 2011 Academy of Management Meeting,, San Antonio, USA
- Bayle-Cordier J., Mirvis P., Moingeon B., (2011), *Leadership, social responsibility & organizational identity: The Ben & Jerry's acquisition* 2011 Association Internationale de Management Stratégique, Nantes, France

## **National**

Bayle-Cordier J., Frémeaux S., Grevin A., (2012), *CSR, conscious capitalism, social economy and economics of communion : Confrontation of several innovative economies* 2012 RIODD Conference, Nantes, France

Bayle-Cordier J., Stervinou S., (2012), *Scop, Social Entrepreneurship and CSR : Scop Founders' and Leaders' Vision in the Nantes Region*. 2012 RIODD Conference, Nantes, France

## **Other conference and seminar presentations**

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### **International**

Bayle-Cordier J., Stervinou S., Iturrioz-Landart C., Aragon-Amonarriz C., Narvaiza L., (2021), *Social entrepreneurship and divergent logics: the case of worker cooperatives in two European territories* Congreso Internacional: Las cooperativas como instrumento de política de empleo ante los nuevos retos del mundo del trabajo, San Sebastian, Spain

## **Chapters in books**

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### **Published**

Bayle-Cordier J., (2023), Reflections on the identity journey of a budding organizational change scholar or insights on constructing a meaningful research path and life, in: Szabla, D.B, Coghlan, D., Pasmore W.A, Kim, J. Y. J(Eds.), *Handbook of Research Methods in Organizational Change*, 9781800378513, Edward Elgar Publishing, Cheltenham, chapter 20, pp. 467-485

Bayle-Cordier J., Stervinou S., Narvaiza L., Aragon C., Iturrioz C., (2023), Social entrepreneurship and divergent logics: The case of worker cooperatives in two European territories, in: Dykinson, S.L(Eds.), *Las Cooperativas Como Instrumento de Política de Empleo Ante los Nuevos Retos del Mundo del Trabajo*, 978-84-1170-842-5, Editorial Dykinson, chapter 20, pp. 691-714

## **Case studies**

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Bayle-Cordier J., Perrin A., (2013), *Tetra Pak France : A Global Packaging Responsibility Strategy ?*, CCMP Centrale de Cas et de Médias Pédagogiques, case study G1784, teaching note G1784

## **GRANTS AND HONORS**

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### **Award**

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| 2019 | 2019 Outstanding Reviewer Award Academy of Management Conference, Academy of Management, USA |
| 2018 | Academy of Management Outstanding Reviewer Award, Academy of Management, USA                 |

## **PROFESSIONAL MEMBERSHIPS**

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ICOR

## **EDITORIAL ACTIVITY**

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### **Reviewer in an academic journal**

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|-------------|---|
| <b>2024</b> | Canadian Journal of Administrative Sciences |
| <b>2024</b> | Entrepreneurship and Regional Development   |
| <b>2022</b> | Canadian Journal of Administrative Sciences |
| <b>2021</b> | Journal of Management Inquiry               |
| <b>2016</b> | Journal of Business Ethics Education        |

2015 Journal of Applied Behavioural Science

**Reviewer in an book / textbook**

2023 Book, Canada

**PROFESSIONAL SERVICE**

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**Associate Editor in an academic conference**

2020 Academy of Management

2019 Academy of Management (AOM) Conference

2018 Academy of Management Conference 2019

**Chair in an academic conference**

2023 European Business Ethics Network Conference, Italy

**Committee/task force member**

2019 Member of CSR Steering Committee

2019 Member of faculty group to synthesize Faculty Forum Day

**Member of a professional group**

Initiative Mindfulness France Active Member

**Member of the scientific committee of an academic conference**

2017 Business and Society Seminar 2017, France

**Reviewer for an academic conference**

2018 Academy of Management Conference, France

2018 International Association for Business and Society (IABS)

**RESEARCH ACTIVITIES**

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**COMMITTEE CHAIR**

**Committee Chair**

2019 - 2020 New Entrepreneurship Major Program Coordinator and Committee Chair, IÉSEG School of Management, France

**Communication in press and professional association/event**

2019 Contribution to annual report of Initiative Mindfulness France, IÉSEG School of Management, France

- 2016 Participation in round table about meditation and management during IESEG's First Université d'Ete, IÉSEG School of Management, France

Participation in roundtable on CSR Université d'Eté IESEG, IÉSEG School of Management, France

**Co-Organizer of a workshop**

- 2017 - 2017** Conference speaker in Vision conference on mindfulness in business school context, IÉSEG School of Management, France
- 2017 - 2017** Conference speaker in Vision conference on Mindfulness in business school context, IÉSEG School of Management, France

#### **Course Coordinator**

- 2022** Course coordinator Mindfulness & Management, IÉSEG School of Management, France
- 2014 - 2016** Course Coordinator for Fundamentals of Strategy course, IÉSEG School of Management, France

#### **Head of a school project**

- 2020 - 2021** Organization of Mindfulness Workshops for IESEG Staff and students, IÉSEG School of Management, France
- 2018** Launched and implemented introduction to mindfulness sessions for staff in Paris and Lille campus, IÉSEG School of Management, France
- 2014** ICOR Coordinator, IÉSEG School of Management, France  
Organization of mindfulness courses for staff, IÉSEG School of Management, France

#### **Member of a program architecture committee**

- 2019** Member of Bachelor Redesign committee, IÉSEG School of Management, France

#### **Member of a recruitment jury (orals)**

President of Jury, IÉSEG School of Management, France

#### **Organizer of a workshop**

Organizer of Mindfulness in the workplace workshop Université d'Eté IESEG, IÉSEG School of Management, France

#### **Participation in a pedagogical café**

Participation in pedagogical café, IÉSEG School of Management, France

#### **Participation in a professional advisory board**

- 2021 - 2021** Participation in professional advisory board DEV, IÉSEG School of Management, France
- 2019 - 2019** IMBA Professional Advisory Board, IÉSEG School of Management, France
- 2019** Participation in CSR Professional Advisory Board, IÉSEG School of Management, France
- 2018 - 2018** Organization and presentation of Innovation & Entrepreneurship PAB, IÉSEG School of Management, France  
Participation in PAB, IÉSEG School of Management, France

#### **Participation in recruitment of professors**

- 2020 - 2021** Participation in recruitment interviews for Management & Society department, IÉSEG School of Management, France
- 2019 - 2020** Participation in recruitment of new I&E track professors, IÉSEG School of Management, France
- 2018 - 2018** Participation in 7 recruitment jury interviews , IÉSEG School of Management, France

Participation in 4 recruitment interviews for professors in Management department, IÉSEG School of Management, France

**Substantial support to students' association and activity**

**2019 - 2019** Awareness week for students, IÉSEG School of Management, France

**Track committee Chair**

**2016** Track coordinator for Innovation and Entrepreneurship Track, IÉSEG School of Management, France