



**Paulami MITRA**

**Ph.D. in Economics and Management Sciences**

**Assistant Professor, Strategy and Sustainability**

**Academic Director**

p.mitra@ieseg.fr

## **EDUCATION**

- 2019** Ph.D. in Economics and Management Sciences, Université Catholique de Louvain- Mons, Belgium
- 2009** Masters in Management, Lancaster University, United Kingdom
- 2008** B.Tech in Information Technology (Engineering), Institute of Technology and Marine Engineering, India

## **RESEARCH INTERESTS**

Management and Strategy

## **PROFESSIONAL EXPERIENCE**

### **ACADEMIC:**

- 2017 - 2018** Visiting professor, University of Southern California, Los Angeles, USA
- 2012 - 2019** Teaching and Research Assistant, IÉSEG School of Management, Lille, France

### **PROFESSIONAL:**

- 2010 - 2012** Assistant Manager, G.A.P. Vassilopoulos Group- Western Union, London, United Kingdom
- 2009 - 2009** Project Engineer, Wipro Technologies, Bangalore, India

## **CONSULTING EXPERIENCE**

**2013**

## **COURSES TAUGHT**

- Entrepreneurship, strategy and company observation, Grande ecole (master cycle)
- Business ethics
- Corporate social responsibility
- Business exploration, Grande ecole (bachelor cycle)

- Business game, Post graduate program
- Business simulation, International mba
- Introduction to business administrations, Msc in fashion management
- Strategy in fashion and luxury industry, Msc in fashion management
- Fundamentals of strategy

## INTELLECTUAL CONTRIBUTIONS

---

### Papers in refereed journals

---

#### Published

Mitra P., Kara A., Masurel E., (2024), Eco-entrepreneurship as a response to sustainability and climate challenges: What have we learnt and where do we go from here?, *International Review of Entrepreneurship*, 22(1), pp. 1 - 14

Mitra P., Janssen F., Hermans J., Kickul J., (2022), Social entrepreneurial crowdfunding: Influence of the type of rewards and of prosocial motivation on the crowds' willingness to contribute, *Entrepreneurship and Regional Development*, 34(9-10), pp. 1001 - 1024

Yacoub G., Mitra P., Ratinho T., Fatalot F., (2022), Sustainable Entrepreneurs: What Drives Them to Engage in Different Crowdfunding Types?, *International Journal of Entrepreneurial Behaviour and Research*, 28(4), pp. 980-1000

Kickul J., Mitra P., Weaver R., Orr J., Winkler C., (2021), Guest Editorial: Special Issue on Social Entrepreneurship Education, *Entrepreneurship Education and Pedagogy*, 5(2), pp. 186-191

Mitra P., Kickul J., Gundry L., Orr J., (2019), The Rise of Hybrids: A Note for Social Entrepreneurship Educators, *International Review of Entrepreneurship*, 17(2), pp. 107-126

Kickul J., Gundry L., Mitra P., Berçot L., (2018), Designing with Purpose: Advocating Innovation, Impact, Sustainability, and Scale in Social Entrepreneurship Education, *Entrepreneurship Education and Pedagogy*, 1(2), pp. 205-221

Mitra P., Byrne J., Janssen F., (2017), Advantages of Hybrid Organising in Social Entrepreneurship: Evidence from Norway, *International Review of Entrepreneurship*, 15(4), pp. 519-536

### Communications in refereed conferences

---

#### International

Mitra P., Hermans J., Janssen F., Kickul J., (2025), *Responsibility diffusion of the crowd in a social entrepreneurial crowdfunding context 2025* Diana International Research Conference (DIRC), Auckland, New Zealand

Mitra P., Plé L., (2025), *Exploring promises & challenges of microfinance through Peruvian women entrepreneurs 21st Annual Social Entrepreneurship Conference*, Mexico City, Mexico

Mitra P., Hermans J., Janssen F., Kickul J., (2024), *Who helps first? Responsibility diffusion of crowd through social entrepreneurial crowdfunding* ISBE (Institute for Small Business and Entrepreneurship) Conference, Sheffield, England, United Kingdom

Kara A., Masurel E., Mitra P., (2022), *Eco-entrepreneurship as a response to sustainability and climate challenges: What have we learnt and where do we go from here?* Entrepreneurship, Culture, Finance and Economic Development (ECFED) Conference, Dubrovnik, Croatia

Mitra P., Janssen F., (2022), *Antecedents of a Blended Value Approach: Exploring cases from Social Entrepreneurship* RENT (Research in Entrepreneurship and Small Business) Conference 2022, Naples, Italy

Mitra P., Kickul J., (2022), *The Interplay between Context and Social Entrepreneurial Activity* ISBE (Institute for Small Business and Entrepreneurship) Conference, York, United Kingdom

Mitra P., Kickul J., Robb C., (2021), *Crowdfunding and helper networks: An alternative fund mobilizing mechanism for social entrepreneurs* Business & Society Research Seminar 2021, Namur (Virtual Conference), Belgium

Mitra P., Yacoub G., Fatalot F., (2020), *What drives sustainable entrepreneurs to engage in crowdfunding?* The 17th Annual Social Entrepreneurship Conference, Online/Virtual, USA

Mitra P., (2019), *Crowdfunding Success for Some Social Entrepreneurs* 16th Social Entrepreneurship Conference, Bloomington, USA

Mitra P., Byrne J., Bacq S., Giuliani A. P., (2019), *Legitimacy, Gender and Social Entrepreneurship: Implications for Theory and Practice* Babson College Entrepreneurship Research Conference, Boston, USA

Mitra P., Hermans J., Janssen F., Kickul J., (2019), *Social Entrepreneurship and Crowdfunding: The Importance of Rewards and Prosocial Motivation* 79th Academy of Management Annual Meeting, Boston, USA

Mitra P., Byrne J., (2018), *A life-course perspective on women social entrepreneurs: Three exploratory cases from India* DIANA International Research Conference 2018, Bangkok, Thailand

Mitra P., Kickul J., Griffiths M., (2018), *The threshold-level determinants of social entrepreneurial activity* ECFED (Entrepreneurship, Culture, Finance and Economic Development) Conference 2018, Santandar, Spain

Mitra P., Byrne J., Janssen F., (2017), *Family, Gender and Social Entrepreneurship: Three exploratory cases from India* RENT XXXI Conference (Research in Entrepreneurship and Small Business), Lund, Sweden

Mitra P., Byrne J., Janssen F., (2016), *Hybrid or Not: Conflicting Perspectives in Social Entrepreneurship* ECFED International Conference, Lyon, France

Mitra P., Byrne J., Janssen F., (2016), *The process and dimensions of hybrids in the context of social entrepreneurship* Institute for Small Business and Entrepreneurship (ISBE) Conference, Paris, France

Mitra P., (2015), *A study towards understanding the processes underlying Social Entrepreneurship* RENT-ECSB Doctoral Seminar and Conference, Zagreb, Croatia

Mitra P., Canato A., (2014), *Managing a fashion start-up in times of crisis: The case of Le Slip Français* ISBE, Manchester, United Kingdom

Mitra P., Lecocq X., Demil B., (2013), *Reconfiguring global outsourcing practices: Connecting the Hub and Spoke expansion strategy of Indian IT firms with the antecedents of mixed forms of governance structures* EGOS (European Group for Organizational Studies), Montreal, Canada

## **National**

Mitra P., Bryne J., Janssen F., (2017), *The antecedants of hybrid organising* DSM Forum- Université Catholique de Louvain, Mons, Belgium

## **Other conference and seminar presentations**

---

### **International**

Mitra P., Janssen F., Kickul J., Hermans J., (2021), *Antecedents influencing responsibility diffusion of crowd for female-led social entrepreneurial crowdfunding* RENT (Research in Entrepreneurship and Small Business) Conference, Turku, Finland

Mitra P., (2016), *Social Entrepreneurship Workshop and Seminar* Price Business School, University of Oklahoma, Anaheim, USA

## **Refereed proceedings**

---

### **Published**

Mitra P., Hermans J., Janssen F., Kickul J., (2019), *Social Entrepreneurship and Crowdfunding: The Importance of Rewards and Prosocial Motivation*, in: Academy of Management Proceedings(Eds.) in *Academy of Management Proceedings, Academy of Management* , New York

### **Forthcoming**

Mitra P., Kickul J., Griffiths M., (2022), The Threshold-Level Determinants of Social Entrepreneurial Activity, in: Academy of Management Proceedings(Eds.) in *82nd Academy of Management Conference, Academy of Management* , New York, chapter Vol. 2022, No. 1, pp. 14056

Yacoub G., Mitra P., Ratinho T., Fatalot F., (2021), Sustainable Entrepreneurs: What Drives Them to Engage in Different Crowdfunding Types?, in: The Academy of Management(Eds.) in *81st Annual Meeting of the Academy of Management, Academy of Management* , New York

## Chapters in books

---

### Published

Mitra P., Kickul J., Robb C., (2021), Helper Networks and Crowdfunding: Mobilizing Social Entrepreneurship, in: Wasieleski, D.M. and Weber, J.(Eds.), *Social Entrepreneurship, (Business and Society 360, Vol. 5), Emerald Group Publishing Limited, Bingley, chapter 11, pp. 233-251*

### Forthcoming

Mitra P., Kickul J., Rumi S., Wullaume A., (2024), Darker side of Social Entrepreneurship: Framing arguments against the wave, in: De Gruyter(Eds.), *De Gruyter Handbook of Social Entrepreneurship, X, De Gruyter Publishing House, Boston, MA, chapter 12, pp. XX*

## Case studies

---

Mitra P., (2023), *From Women Empowerment to Collaborating with Social Ventures in Rwanda: The Evolving Social Impact Work of Kate Spade New York, The Case Centre, case study 723-0110-1* , teaching note 723-0110-8

Mitra P., (2021), *HOPE: The venture that must generate funds during the COVID-19 crisis, The Case Centre, case study 821-0100-1* , teaching note 821-0100-8

Mitra P., (2020), *Imagine We: A Rwandan social venture that impacts children through reading and writing, The Case Centre, case study 820-0030-1, teaching note 820-0030-8*

Mitra P., (2020), *How UNICUS devised and scaled an innovative solution to a complex social issue, The Case Centre, case study 820-0034-1, teaching note 820-0034-8*

Mitra P., (2019), *Phenix: A French social venture that targets SDGs and tackles waste, The Case Centre, case study 719-0060-1, teaching note 719-0060-8*

Mitra P., (2018), *The rise of hybrids: A case study of a social entrepreneurial venture, The Case Centre, case study 818-0071-1, teaching note 818-0071-8*

Mitra P., Slavich B., (2015), *From zero to plus size: The growth story of the CUBjeans start-up, Case Centre, case study 315-138-1, teaching note 315-138-8*

Mitra P., Canato A., (2014), *Launching and managing a fashion start-up in times of crisis: The case of Le Slip Français, Case Centre, case study 314-343-1, teaching note 314-343-8*

## Grants

---

**2019** Brittingham Social Enterprise Lab Visiting Scholar, University of Southern California (USA)

**2019** Social Entrepreneurship in Rwanda, IÉSEG School of Management (France)

**2018** Scaling Social Entrepreneurial Activities by Swiss organisations, IÉSEG School of Management (France)

**2017** Women in Social Entrepreneurship from a developing country perspective (i.e. India), IÉSEG School of Management (France)

**2016** Social Entrepreneurship Education and Active Learning: Field study in Austria, IÉSEG School of Management (France)

**2016** Social Entrepreneurship Seminar, The University of Oklahoma (USA)

2015 Exploring Social Entrepreneurship in Norway, IÉSEG School of Management (France)

## **PROFESSIONAL MEMBERSHIPS**

---

2020 - 2025 ENT Division Research Committee, Academy of Management Conference

## **EDITORIAL ACTIVITY**

---

### **Editor in a special issue of a peer reviewed journal**

2021 - 2024 International Review of Entrepreneurship

2020 - 2022 Entrepreneurship Education and Pedagogy

### **Member of the editorial board of an academic journal**

2022 International Review of Entrepreneurship

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

2024 Entrepreneurship Theory and Practice

2022 International Journal of Entrepreneurial Behaviour and Research

2022 International Journal of Management Reviews

2021 Entrepreneurship and Regional Development

2021 Journal of Social Entrepreneurship

2020 International Review of Entrepreneurship

2019 Entrepreneurship Education and Pedagogy

## **PROFESSIONAL SERVICE**

---

### **Invited Lecturer**

2022 - 2024 Social Entrepreneurship Seminar

### **Reviewer for an academic conference**

2022 Academy of Management Conference

2014 ISBE (Institute for Small Business and Entrepreneurship) Conference

### **Session chair in an academic conference**

2021 RENT Conference

## **RESEARCH ACTIVITIES**

---

### **COMMITTEE CHAIR**

#### **Committee Chair**

**2020** CSE- Télétravail Workgroup Co-Pilot, IÉSEG School of Management, France

**Committee Member**

**2024** COPIL Vision Poster, IÉSEG School of Management, France

**2021** BIB-Business Explorations Reform Workgroup, IÉSEG School of Management, France

**2019** CSR and Foundation Workgroup, IÉSEG School of Management, France

**2019 - 2023** CSE-IESEG, IÉSEG School of Management, France

**2016** ICOR Member, IÉSEG School of Management, France

**Course Coordinator**

**2022 - 2023** Corporate Social Responsibility 1009, IÉSEG School of Management, France

**2017** MBAC/MFI/MIAAC Business Simulation, IÉSEG School of Management, France

**2014** I-MBA Business Simulation, IÉSEG School of Management, France

**2014** MIB Business Game, IÉSEG School of Management, France

**Participation in a professional advisory board**

**2021 - 2021** MIB-PAB, IÉSEG School of Management, France