



Guillaume MERCIER

Ph.D., Management Sciences, Business ethics

Associate Professor, Strategy and Sustainability

Track Coordinator

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EDUCATION

- 2016** Ph.D., Management Sciences, Business ethics, ESCP Europe, France
- 2012** Research Master in Economy, Université Paris Ouest, France
- 2012** Research Master in Management, Ecole Nationale Supérieure des Mines, France
- 2003** Master in Management, ESSEC Business School, France
- 2003** Master in Political Sciences, IEP, France

RESEARCH INTERESTS

Business Ethics, Ethics of Artificial Intelligence, Virtue ethics

PROFESSIONAL EXPERIENCE

ACADEMIC:

- 2016 - Present** Assistant Professor, IÉSEG School of Management, France
- 2012 - 2016** Research Assistant, ESCP Europe, France

PROFESSIONAL:

- 2008 - 2012** Strategy Consultant, L.E.K. Consulting, Paris/London, France

COURSES TAUGHT

- Business ethics, Executive mba
- Strategic analysis, Executive mba
- International business strategy & csr, Msc in international business
- Corporate strategy, Executive mba
- Business ethics, Grande école (bachelor cycle)

- Corporate social responsibility and sustainability, Grande école (master cycle)
- Fundamentals of strategy, Grande école (bachelor cycle)

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Frémeaux S., Mercier G., Grevin A., (2025), The Free riding Issue in Contemporary Organizations: Lessons from the Common Good Perspective, *Business Ethics Quarterly*, 35(1), pp. 28-53
- Mercier G., Deslandes G., (2020), Formal and informal benevolence in a profit-oriented context, *Journal of Business Ethics*, 165(1), pp. 125-143
- Bouilloud J.-P., Deslandes G., Mercier G., (2019), The Leader as Chief Truth Officer: The Ethical Responsibility of "Managing the Truth" in Organizations, *Journal of Business Ethics*, 157(1), pp. 1-13
- Mercier G., (2017), Le cynisme organisationnel, un moindre mal? Le cas de violations d'un contrat psychologique, *Revue Française de Gestion*, 43(266), pp. 53-68
- Mercier G., Deslandes G., (2017), There are no codes, only interpretations. Practical wisdom and hermeneutics in monastic organizations, *Journal of Business Ethics*, 145(4), pp. 781-794

Communications in refereed conferences

International

- Mercier G., (2025), *Towards Benevolent AI: Ethical Perspectives on Human-Machine Relationships* EBEN (European Business Ethics Network), Munich, Germany
- Mercier G., (2023), *Doing follows being': Toward an ontology-based practice of business ethics aiming at universal agreement*, 34th EBEN (European Business Ethics Network) Annual Conference, Rimini, Italy
- Mercier G., (2023), *Human nature as a foundation for an extended universalism in business ethics practice and education*, 23d EURAM Annual Conference, Dublin, Ireland
- Mercier G., (2023), *Power and knowledge in the human-AI interaction: a Foucauldian approach*, EBEN Research Conference, Paris, France
- Mercier G., Deslandes G., (2017), *Can 'Pastoral Power' constitute a sustainable form of 'blended' leadership?* EBEN (European Business Ethics Network), Jyväskylä, Finland
- Mercier G., Deslandes G., (2017), *Developing weak leadership for the good organization* 33rd EGOS Colloquium, Copenhagen, Denmark
- Mercier G., (2016), *The power to serve: Leading for the common good* 32nd EGOS Colloquium, Naples, Italy
- Mercier G., Deslandes G., (2016), *Servant leadership and virtue ethics: Fostering followers' ethical development and cooperation* 16th EURAM Annual Conference, Paris, France
- Mercier G., (2014), *The concept of benevolence in business ethics: A typology* EBEN (European Business Ethics Network) Annual Conference, Berlin, Germany
- Mercier G., Deslandes G., (2014), *A Rule for beginners: Fostering discernment instead of formal compliance when applying codes of ethics* 14th EURAM Annual Conference, Valencia, Spain
- Mercier G., Deslandes G., (2014), *Code of ethics in atypical organizations: Revealing the virtue of practical wisdom* EBEN Annual Conference, Berlin, Germany
- Mercier G., Théron C., (2014), *La bienveillance managériale à l'égard des collaborateurs: une approche attentionnelle* 25th AGRH (Association francophone de Gestion des Ressources Humaines) Convention, Chester, United Kingdom

Mercier G., Deslandes G., (2013), *Benevolence in uncommon organizations: A contribution to the common good theory* EBEN Annual Research Conference, Pamplona, Spain

Other conference and seminar presentations

International

Mercier G., (2022), *Human Nature and Natural Goodness as a Universal Foundation for Ethical Debate and Teaching* 15th Annual Conference of the International Society for MacIntyrean Enquiry, Mugla, Turkey

Mercier G., (2021), *Pastoral power: leadership and the ethical exercise of power in organizations* AOM - Academy Of Management, Online, USA

National

Mercier G., (2025), *Roundtable on AI Grace* (Groupe de Recherche en Anthropologie Chrétienne et Entreprise), Marseille, France

Mercier G., (2019), *Le leadership de l'abbé: un modèle pour les dirigeants d'entreprise?* Les monastères, source d'inspiration pour l'entreprise d'aujourd'hui (EBS-Collège des Bernardins), Paris, France

Refereed proceedings

Published

Mercier G., (2021), *Pastoral Power: Leadership and the Ethical Exercise of Power in Organizations*, in: Academy Of Management Proceedings(Eds.) in *Religious Leaders and Entrepreneurs: Synthesizing Values-driven Leadership Approaches*, Academy of Management , New York

Chapters in books

Published

Mercier G., Deslandes G., (2018), *Neuroscience (Ethical issues in)*, in: R. W. Kolb(Eds.), *Encyclopedia of Business Ethics and Society (2nd edition)*, 9781483381527, Sage Publishing, Thousand Oaks, CA, pp. 2469-2471

Mercier G., Deslandes G., (2016), *Ethique des vertus et leadership : de la phronesis à la mise en capacité*, in: Brasseur, M.(Eds.), *L'éthique et l'entreprise*, 978-2-343-08687-3, L'Harmattan, Paris, chapter 6, pp. 97-110

GRANTS AND HONORS

Award

2014 Business & Society Best Paper Award, European Academy of Management (EURAM) Annual Conference, Spain

PROFESSIONAL MEMBERSHIPS

2015 GRACE (Groupe de Recherche Anthropologie Chrétienne et Entreprise)

EBEN - European Business Ethics Network

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Committee Member

2022 Member of the 'Conseil Supérieur' (High Council), Catholic University of Lille, France

2018 Member of the Pastoral Commission, Catholic University of Lille, France

Course Coordinator

2022 Business ethics course (Bachelor), IÉSEG School of Management, France

Head of a school project

2020 Coordinator of the ICOR Thesis Award, IÉSEG School of Management, France