

Ashok SOM

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Département: Management

Campus de Cergy

DIPLÔMES

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2002	Ph.D. en Gestion des Affaires (Indian Institute of Management Ahmedabad Inde)
2014	HDR (Université Cergy-Pontoise France)
1995	Master of Technology (M.Tech, Géologie Appliquée) (Indian Institute of Technology (IIT) Inde)
1993	Master of Science (M.Sc, Géologie Appliquée) (Indian Institute of Technology (IIT) Inde)
1991	Bachelor of Science (B.Sc) (Presidency College Inde)

CARRIÈRE

POSITIONS ACADÉMIQUES PRINCIPALES

2002 - 2005-08-31	Professeur assistant (ESSEC Business School France)
2005 - 2010-08-31	Professeur associé (ESSEC Business School France)
2010 - Présent	Professeur (ESSEC Business School France)

AUTRES POSITIONS ACADÉMIQUES

2005 - 2005-08-31	Professeur visitant (Graduate School of Business Administration, Keio University Japon)
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- 2004 - 2004-04-30 Professeur visitant, Department of Management Sciences and Decision Making (Tamkang University Chine)
- 2003 - 2003-07-31 Professeur visitant (Graduate School of Business Administration, Keio University Japon)
- 2001 - 2002-08-31 Professeur visitant (ESSEC Business School France)
- 2019 - 2020-08-01 Professeur visitant (Indian Institute of Management Calcutta Inde)
- 2016 - 2020-04-16 Directeur académique / Responsable académique (ESSEC Business School France)
- 2020 - 2026-08-31 Directeur académique / Responsable académique EMiLUX program (ESSEC Business School France)
- 2010 - 2015-08-29 Professeur visitant (Indian Institute of Management Ahmedabad Inde)
- 2010 - Présent Professeur visitant (Mannheim Business School Allemagne)
- 2017 - Présent Professeur visitant (Graduate School of Business Administration, Keio University Japon)
- 2008 - 2010-02-28 Directeur académique / Responsable académique (Indian Institute of Management Ahmedabad Inde)
- 2009 - 2013-09-30 Associate Dean and Director, Global MBA Program (ESSEC Business School France)

POSITIONS PROFESSIONNELLES

- 2000 - 2001-01-31 Stage, en France dans le département RH et Intégration, Division Ciment. (Lafarge France)
- 1998 - 1998-06-30 Emploi estival, en charge du design du système Human Resource Information System (HRIS) pour les bureaux de Mumbai et Delhi. (STAR TV India Inde)
- 1995 - 1996-12-31 Exécutif, Coordination du Programme & Administration à ZEE Education, une filiale de ZEE Telefilms Ltd. (ZEE Education Inde)
- 1997 - 1997-06-01 Cadre Supérieur, New Business Development (Globsyn Technologies Ltd. Inde)

PUBLICATIONS

ARTICLES

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- [MAI, A., BIBARD, L. et SOM, A. \(2009\). Conducting Business in Vietnam : A brief for International Managers. *Global Business and Organizational Excellence*, 28\(3\), pp. 55-78.](#)
- [SOM, A. \(2011\). Logic of Luxury in Emerging Markets. *Vikalpa: The Journal for Decision Makers*, 36\(1\), pp. 75-77.](#)
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LIVRES

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HDR

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[SOM, A. \(2005\). How Dominant Logic Develops, Changes and Designs Organizations. Dans: *Proceedings of the 65th Annula Meeting of the Academy of Management*. Academy of Management.](#)

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[SOM, A. \(2005\). LVMH: Managing the Paradox of Star Brands. Dans: *The 2005 International Conference in Management Sciences and Decision Making*. Tamkang University, pp. 39-54.](#)

[SOM, A. \(2004\). Mahut Group: Woes of Organizational Restructuring. Dans: *Navigating Crisis and Opportunities in Global Markets*. Nedjet delener & Chiang-nan Chao, pp. 719-726.](#)

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[ASAKAWA, K. et SOM, A. \(2006\). Managing R&D in Asia: Opportunities and Dilemmas for Foreign](#)

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SOM, A. (2005). *Managing R&D in Asia: Opportunities and Dilemmas for Foreign Firms*. Dans: *Innovation and the Growth of the International Firm*. Carnegie Bosch Institute, pp. 9-13.

ASAKAWA, K. et SOM, A. (2006). *Managing R&D Innovation in India and China*. Dans: *ICMIT 2006. 2006 IEEE International Conference on Management of Innovation and Technology*. Institute of Electrical and Electronics Engineers (IEEE), pp. 285-289.

SOM, A. (2008). *Organizational Re-design and Performance: Evidence from India*. Dans: *AOM Meeting Proceedings, Anaheim, California*. Academy of Management.

SOM, A. (2004). *Organizational Redesign in France and India: Role of HRM in Action*. Dans: *Proceedings of 2003 Annual Meeting of the Academy of Management Democracy in a Knowledge Economy*. Academy of Management.

SOM, A. (2010). *Organizational Response through Innovative HRM and Re-design: A Comparative Study from France and India*. Dans: *11th International HRM Conference*. Aston Centre for Human Resources (ACHR).

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SOM, A. (2003). *Role of the HRM During Organizational Change: A Comparative Study of Organizations in India and France*. Dans: *Proceedings of the 19th EGOS Colloquium*. Copenhagen Business School.

SOM, A. (2006). *SHRM and Firm Performance During Economic Liberalisation in India*. Dans: *Proceedings of the XIV Academy of Business & Administrative Sciences (ABAS) International Conference*. Academy of Business & Administrative Sciences (ABAS).

CERDIN, J.L. et SOM, A. (2003). *Strategic Human Resource Management Practices: An Exploratory Survey of French Organizations*. Dans: *Proceedings of the 7th Conference on International Human Resource Management: Exploring the Mosaic Developing the Discipline*. Interresource Group Publishing.

SOM, A. (2003). *Strategy Evolution at Lafarge*. Dans: *Surfing the Waves: Management Challenges, Management Solutions*. Financial Management Association (FMA), pp. 1-10.

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COMMUNICATIONS DANS UNE CONFÉRENCE

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[SOM, A. \(2017\). Agnès b.: From Fashion to Lifestyle. Dans: 2017 Global Fashion Management Conference.](#)

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[SOM, A. \(2015\). Growth & Performance: The Case of the Luxury Industry. Dans: 3rd International Research Conference on Applied Research in Business, Management, Economics and Finance.](#)

[SOM, A. \(2016\). SABMiller: Expansion in Latin America. Dans: 33rd International Conference the World Association for Case Method Research & Application \(WACRA\).](#)

[SOM, A. \(2016\). Strategic Response in Building Consumer Lifestyle Brand in China: the Case of BMW. Dans: 2016 Global Marketing Conference.](#)

[SOM, A. \(2017\). Strategic Response of Porsche to Changing Environment in China. Dans: 19th Annual International Conference of the Global Business and Technology Association.](#)

[SOM, A. et PAPE, N. \(2015\). What are the Drivers of Brand Extensions in the Luxury Industry ? Dans: Global Business and Technology Association Conference 2015.](#)

[SOM, A. \(2019\). Ssense: Pioneering e-Commerce in the Luxury Industry and Vacheron Constantin. Dans: 36th World Association for Case Method Research & Application \(WACRA\) Summer Conference.](#)

[SOM, A. \(2017\). ELLTA Conference 2017. Dans: 4th International Academic Conference of ELLTA 2017.](#)

[ASAKAWA, K. et SOM, A. \(2005\). Managing R&D in Asia: Opportunities and Dilemmas for Foreign Firms.](#)

[SOM, A. \(2018\). Shaping the Next Wave of Globalization: The Case of TASAKI. Dans: 20th Anniversary Annual International Conference on the theme Shaping the Next Wave of Globalization: Using Current Trends to Reconnect with Markets and Create Value \(GBATA 2018\).](#)

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ACTIVITÉS DE RECHERCHE

Fonction dans une association académique

2001 - 2005: Représentant de la France, International Management Division (Academy of Management États-Unis)

Membre d'une association académique

2002 - 2010: Membre de l'Asia Academy of Management

2005 - 2013: Membre de l'Australia-New Zealand Academy of Management (Australie)

2002 - 2012: Membre de l'Academy of HRD

2005 - 2015: International HRM Network

Co-direction d'une revue - Co-rédacteur en chef

2017 - 2019: Co-Rédacteur en chef - Luxury Research Journal

Membre d'un comité de lecture

2005 - 2008: Membre du comité de lecture - Journal of Asia Entrepreneurship and Sustainability

2010 - 2010: Membre du comité de lecture - Journal of Asia Entrepreneurship and Sustainability

2014 - 2020: Membre du comité de lecture - Luxury Research Journal

ACTIVITÉS PROFESSIONNELLES

Consulting

2005 - Présent: A travaillé avec de grandes entreprises comme Caisses d'Epargne, Canal +, L'Oreal, Lafarge, LVMH, Renault, Vodafone, Philips, Faurecia, France Telecom sur des sujets liés à la stratégie internationale, le design organisationnel, les fonctions RH internationales, l'intégration post-fusion, les problèmes liés au management interculturel, et les affaires dans les marchés émergents asiatiques