

# Ashok SOM

Professor

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Department: Management

Campus de Cergy

## DIPLOMAS

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2002	Ph.D. in Business Management (Indian Institute of Management Ahmedabad India)
2014	HDR (Université Cergy-Pontoise France)
1995	Master of Technology (M.Tech, Applied Geology) (Indian Institute of Technology (IIT) India)
1993	Master of Science (M.Sc, Applied Geology) (Indian Institute of Technology (IIT) India)
1991	Bachelor of Science (B.Sc) (Presidency College India)

## CAREER

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### FULL-TIME ACADEMIC APPOINTMENTS

2002 - 2005-08-31	Assistant Professor (ESSEC Business School France)
2005 - 2010-08-31	Associate Professor (ESSEC Business School France)
2010 - Now	Professor (ESSEC Business School France)

### OTHER ACADEMIC APPOINTMENTS

2005 - 2005-08-31	Visiting Professor (Graduate School of Business Administration, Keio University Japan)
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- 2004 - 2004-04-30 Visiting Professor, Department of Management Sciences and Decision Making (Tamkang University China)
- 2003 - 2003-07-31 Visiting Professor (Graduate School of Business Administration, Keio University Japan)
- 2001 - 2002-08-31 Visiting Professor (ESSEC Business School France)
- 2019 - 2020-08-01 Hindustan Unilever Visiting Faculty at IIM Calcutta 2019 - 2020 (Indian Institute of Management Calcutta India)
- 2016 - 2020-04-16 Founding Director of ESSEC-Bocconi Executive Masters in Luxury Management (ESSEC Business School France)
- 2020 - 2026-08-31 Founding Director of ESSEC-Parsons Executive Masters in Luxury Management (ESSEC Business School France)
- 2010 - 2015-08-29 Visiting Professor (Indian Institute of Management Ahmedabad India)
- 2010 - Now Visiting Professor (Mannheim Business School Germany)
- 2017 - Now Visiting Professor (Graduate School of Business Administration, Keio University Japan)
- 2008 - 2010-02-28 Director of ESSEC-IIMA Global Management Program on Luxury & Retail Management (Indian Institute of Management Ahmedabad India)
- 2009 - 2013-09-30 Associate Dean and Director, Global MBA Program (ESSEC Business School France)

## **PROFESSIONAL APPOINTMENTS**

- 2000 - 2001-01-31 Internship, in France with HR & Integration Department, Cement Division. (Lafarge France)
- 1998 - 1998-06-30 Summer Placement. I was responsible for designing a Human Resource Information System (HRIS) for their offices at Mumbai and Delhi, India (STAR TV India India)
- 1995 - 1996-12-31 Executive, Program Co-ordination & Administration at ZEE Education, a subsidiary of ZEE Telefilms Ltd., Calcutta and Mumbai, India (ZEE Education India)
- 1997 - 1997-06-01 Sr. Executive, New Business Development (Globsyn Technologies Ltd. India)

## PUBLICATIONS

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### PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[SOM, A. \(2022\). Compagnie Financière Richemont SA: From Hard-Luxury to E-Commerce. Dans: 2022 North American Case Research Association Conference. Ontario.](#)

[SOM, A. \(2023\). Blue Don: To diversify or not to diversify a Mexican Tequila Brand? Dans: 24th Annual International Conference of the Global Business and Technology Association. Prague.](#)

[SOM, A. \(2020\). Growth and Sustainability in Global Markets: Richemont's Foray into Luxury E-Retail. Dans: 2020 Global Business and Technology Association \(GBATA\).](#)

[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 \(GBATA 2018\).](#)

[SOM, A. \(2018\). Wearable Technologies, Sustainability and Luxury Brands: The case of Vacheron Constantin. Dans: Bridging Asia and the World: Searching for Academic Excellence and Best Practice in Marketing and Management 2018 Global Marketing Conference.](#)

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

[SOM, A. et PAPE, N. \(2015\). Brand and Line extensions: An Empirical Study from the New Age Industry. Dans: 2015 Global Fashion Management Conference.](#)

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

[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.](#)

## **WORKING PAPERS**

[SOM, A. \(2003\). \*Bracing Competition through Innovative HRM in Indian Firms: Lessons for MNEs.\* ESSEC Business School.](#)

[SOM, A. \(2002\). \*Role of Organizational Character During Restructuring: A Cross-cultural Study.\* ESSEC Business School.](#)

[CERDIN, J.L. et SOM, A. \(2003\). \*Strategic Human Resource Management Practices: An Exploratory Survey of French Organisations.\* ESSEC Business School.](#)

[SOM, A. \(2003\). \*Strategic Organizational Response of an Indo-japanese Joint Venture to India's Economic Liberalization.\* ESSEC Business School.](#)

[SOM, A. et CERDIN, J.L. \(2003\). \*Vers quelles innovations RH dans les entreprises françaises.\* ESSEC Business School.](#)

[SOM, A. et BOUCHIKHI, H. \(2003\). \*What Drives the Adoption of SHRM in Indian Companies?\* ESSEC Business School.](#)

## **PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA**

[SOM, A. \(2006\). Double Standards. \*Business Standard.\*](#)

[SOM, A. \(2015\). Nokia buys Alcatel-Lucent: Together, Will These Two Struggling Firms Enable the Connected world? \*ESSEC Knowledge.\*](#)

[SOM, A. \(2013\). You won't buy a luxury good if it's not made in France or Italy. \*Live Mint\*, pp. 1-1.](#)

[SOM, A. \(2008\). Flexibility, Receptiveness and Governance. \*Business Digest\*, pp. 5-6.](#)

[SOM, A. \(2008\). Souplesse, écoute et gouvernance au coeur de l'excellence RH. \*Business Digest\*, pp. 19-20.](#)

[SOM, A. \(2013\). Logic Behind BRIC's Love for Luxury. \*Business Times\*, pp. 23.](#)

[SOM, A. \(2007\). On the Prowl: Bidding for Indian Skies. \*Times of India\*, pp. 27.](#)

[SOM, A. \(2020\). Cyclical, coronavirus and consumers of the Luxury Industry. \*ESSEC Knowledge\*.](#)

[SOM, A. et BLANCKAERT, C. \(2015\). Face à la crise, les stratégies divergentes des marques de luxe. \*La Tribune\*.](#)

[SOM, A. \(2013\). The Luxury Guru. \*The Black Book\*, pp. 16-17.](#)

[SOM, A. \(2017\). What luxury brands look for in their managers. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2017\). What lessons can family businesses learn from the luxury industry? Part 1. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2017\). Luxury and the power of enigma. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2017\). How emerging luxury brands can go-it-alone internationally. \*Luxury Daily\*.](#)

[SOM, A. \(2017\). Can emerging luxury brands compete with the old guard? \*Luxury Daily\*.](#)

[SOM, A. \(2017\). How European and American brands navigate the transcontinental luxury divide. \*Luxury Daily\*.](#)

[SOM, A. \(2017\). What lessons can family businesses learn from the luxury industry : Part 2. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2017\). When a vision serves a purpose. \*Linkedin\*.](#)

[SOM, A. \(2017\). Why luxury marketing does not need to be data-driven. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2017\). The luxury nomad. \*ESSEC Knowledge\*.](#)

[SOM, A. \(2007\). Volkswagen in China - Running the Olympic Marathon. \*European Business Forum \(EBF\)\*, pp. 46-49.](#)

## **PUBLISHED CASES**

[SOM, A. \(2017\). 15 years Porsche in China. \*ESSEC Business School\*.](#)

[SOM, A. \(2019\). A Tale of two Vineyards in Burgundy. \*ESSEC Business School\*.](#)

[SOM, A. \(2016\). Aditya Birla Group: Cementing India's Position in the League of Fortune 500 Companies. \*ESSEC Business School\*.](#)

[SOM, A. \(2006\). Aditya Birla Group: redesigning to become a fortune 500 company. \*ESSEC Business School\*.](#)

[SOM, A. \(2008\). AF-KLM: ruling the skies. \*ESSEC Business School\*.](#)

[SOM, A. \(2016\). Air France, KLM, Alitalia, Etihad: of Growth in Alliances. ESSEC Business School.](#)

[SOM, A. \(2016\). agnès b.: Timeless Fashion & More. ESSEC Business School.](#)

[SOM, A. et POUTREL, G. \(2006\). Airbus and Boeing in China: risk of technology transfer. ESSEC Business School.](#)

[SOM, A. et LOTT, T. \(2010\). Air France-KLM & Alitalia: preparing national champions for the future. ESSEC Business School.](#)

[SOM, A. et MODI, A. \(2017\). Bharti Airtel Ltd: Journey in South Asian Markets. ESSEC Business School.](#)

[SOM, A. \(2017\). BMW: Driving Luxury to China? ESSEC Business School.](#)

[SOM, A. \(2016\). Bottega Veneta: "Stealth" Luxury. ESSEC Business School.](#)

[SOM, A. et TORRES, I. \(2004\). Carrefour Chevere! ESSEC Business School.](#)

[SOM, A. et SUNG, Y. \(2006\). Carrefour Korea: not ready for Kimchi. ESSEC Business School.](#)

[SOM, A. \(2016\). Coach from Affordable Luxury to Lifestyle Brand. ESSEC Business School.](#)

[SOM, A. et MASSON, S. \(2012\). Coach: to be or not to be luxury? ESSEC Business School.](#)

[SOM, A. \(2008\). Corona beer: from a local Mexican player to a global brand. ESSEC Business School.](#)

[SOM, A. et CHATURVEDI, R. \(2009\). CSR: strategies to develop markets. ESSEC Business School.](#)

[SOM, A. \(2016\). De Beers: Aren't Diamonds Forever? ESSEC Business School.](#)

[SOM, A. et GURZKI, H.M. \(2010\). Deutsche Telekom AG: from a state-owned monopolist to a global leader. ESSEC Business School.](#)

[SOM, A. \(2016\). Escada: A Phoenix in the Rising. ESSEC Business School.](#)

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[SOM, A. \(2011\). Estee Lauder companies: adapting CSR to the cosmetics industry. ESSEC Business School.](#)

[SOM, A. et GBAHOUE, B. \(2004\). Evolution of Alstom: role of the French state. ESSEC Business School.](#)

[SOM, A. \(2017\). Front Row Tribe: The Sharing Economy Meets the Luxury Industry. ESSEC](#)

[Business School.](#)

[SOM, A. \(2019\). Gucci Positive Luxury. ESSEC Business School.](#)

[SOM, A. \(2016\). Hidesign: From Bags to Riches. ESSEC Business School.](#)

[SOM, A. \(2012\). Hidesign: the kid in the luxe block. ESSEC Business School.](#)

[SOM, A. et TSYPIN, B. \(2007\). ICICI Bank: path to globalization. ESSEC Business School.](#)

[SOM, A. et SEVESTRE, J. \(2006\). Is google losing its soul in China? ESSEC Business School.](#)

[SOM, A. \(2016\). Issey Miyake Inc.: From Guardian of Oriental Design to Something Different? ESSEC Business School.](#)

[SOM, A. \(2012\). L'Oreal and the Body Shop: acquisition synergies. ESSEC Business School.](#)

[SOM, A. \(2006\). Lafarge : from a french cement company to a global leader. ESSEC Business School.](#)

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[SOM, A. \(2004\). LVMH: managing the multi-brand conglomerate. ESSEC Business School.](#)

[SOM, A. \(2016\). LVMH: New Generation New Image. ESSEC Business School.](#)

[SOM, A. \(2004\). Masuki Limited: challenge of redesign of a Japanese JV in India. ESSEC Business School.](#)

[SOM, A. \(2005\). Masuki Limited: challenge of redesign of a Japanese JV in India: technical note on Japanese management practices. ESSEC Business School.](#)

[SOM, A. \(2017\). Michael Kors: Victim of its own success? ESSEC Business School.](#)

[SOM, A. \(2008\). Mittal Steel: managing consolidation. ESSEC Business School.](#)

[SOM, A. \(2008\). Mittal-Arcelor: the bid. ESSEC Business School.](#)

[KUHN, N. et SOM, A. \(2016\). Moschino: When Luxury meets Pop Culture. ESSEC Business School.](#)

[SOM, A. et RAPAPORT, C. \(2010\). National Basketball Association: exporting the american pass-time. ESSEC Business School.](#)

[RAWAT, S. et SOM, A. \(2016\). Netflix: Disrupting Digital Streaming. ESSEC Business School.](#)

[SOM, A. \(2004\). Organizational redesign at BPCI : the challenge of privatization. ESSEC Business](#)

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SARDANA, D. et SOM, A. (2016). Qatar Airways: The World's Five Star Airline. ESSEC Business School.

TIDOW, H. et SOM, A. (2016). Ralph Lauren: When the king retires, can the brand live happily ever after? ESSEC Business School.

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SOM, A. et BINDRA, H. (2004). Saint-Gobain: the expansion option in India and/or China. ESSEC Business School.

SOM, A. et AUGUSTIN, K. (2017). RIMOWA & TUMI: Ready for Takeoff ? ESSEC Business School.

SOM, A. (2015). Sabmiller: the battle for Latin America. ESSEC Business School.

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SOM, A. et BRISCHE, M. (2006). Technical note (A): overview of the global luxury industry. ESSEC Business School.

SOM, A. et SHETTY, S. (2006). Technical note (B): luxury industry in emerging market (India and China). ESSEC Business School.

SOM, A. (2006). Technical note (C): issues of luxury industry in emerging market. ESSEC Business School.

SOM, A. et BANZHAF, J. (2004). Technical note on the telecommunication industry. ESSEC Business School.

SOM, A. et OBERBILLIG, T. (2006). Thales group: innovating R&D. ESSEC Business School.

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SOM, A. et BANZHAF, J. (2006). Vodafone: out of many, one. ESSEC Business School.

SOM, A. (2019). Vacheron Constantin. ESSEC Business School.

SOM, A. et NICOLAS, E. (2006). Volkswagen in China: running the olympic marathon. ESSEC Business School.

[SOM, A. et BINDRA, H. \(2008\). Saint-Gobain: the expansion option in India and/or China. ESSEC Business School.](#)

[SOM, A. \(2020\). Brunello Cucinelli: What Next for the Renaissance Man? ESSEC Business School.](#)

[SOM, A. \(2019\). Ferrari: The Hybrid Challenge? ESSEC Business School.](#)

[SOM, A. \(2020\). RealReal & The Circular Economy. ESSEC Business School.](#)

[SOM, A. \(2020\). Giambattista Valli x H&M: The Logic of Collaboration. ESSEC Business School.](#)

[SOM, A. \(2020\). Air France-KLM: The Post-COVID Scenario. ESSEC Business School.](#)

[SOM, A. \(2025\). To Have or Not to Have Electric Hypercars? ESSEC Business School.](#)

## **JOURNAL ARTICLES**

[GURZKI, H.M. et SOM, A. \(2020\). Innovation pathways for luxury brands – evolution or reinvention? \*The European Business Review\*.](#)

[SOM, A. \(2019\). The Future of Luxury Talent. \*The European Business Review\*.](#)

[SOM, A. et ASAKAWA, K. \(2022\). When Building-a-Brand is Strategy? The Brand Based View. \*The European Business Review\*, January-February, pp. 48-54.](#)

[SOM, A. \(2010\). Emerging Human Resource Practices at Aditya Birla Group. \*Human Resource Management\*, 49\(3\), pp. 549-566.](#)

[SOM, A. \(2009\). Innovation and R&D in the Global Environment: The Case of Group Thales. \*International Journal of Business Innovation and Research\*, 3\(3\), pp. 268-280.](#)

[SOM, A. \(2008\). Innovative Human Resource Management and Corporate Performance in the Context of Economic Liberalization in India. \*International Journal of Human Resource Management\*, 19\(7\), pp. 1280-1299.](#)

[SOM, A. \(2011\). Logic of Luxury in Emerging Markets. \*Vikalpa: The Journal for Decision Makers\*, 36\(1\), pp. 75-77.](#)

[SOM, A. \(2005\). Mahut Group: A Failed Case of Organizational Restructuring. \*Asian Case Research Journal\*, pp. 1-23.](#)

[SOM, A. \(2012\). Organizational Response through Innovative HRM and Re-design: A Comparative Study from France and India. \*International Journal of Human Resource Management\*, 23\(5-6\), pp. 952-976.](#)

[SOM, A. \(2006\). Partner or Protectionist? India's View of Europe. \*European Business Forum\*, pp.](#)

17-20.

SOM, A. (2005). Personal Touch That Built an Empire of Style and Luxury. *European Business Forum*, pp. 69-71.

SOM, A. (2003). Redesigning the Human Resources Function at Lafarge. *Human Resource Management*, pp. 271-288.

SOM, A. (2006). Restructuring Canal Plus for a Digital Future. *European Business Forum*, pp. 59-61.

SOM, A. (2006). Ringing the Changes. *European Business Forum*, pp. 59-61.

SOM, A. (2005). Saint-Gobain: The Expansion Options. *International Journal of Case Method Research and Application*, pp. 477-487.

SOM, A. (2008). Souplesse, écoute et gouvernance au coeur de l'excellence RH. *Business Digest*, pp. 19-20.

SOM, A. (2005). Strategic Organizational Response of an Indo-Japanese Joint Venture to India's Economic Liberalization (Lead Article). *Keio Business Forum*, pp. 1-14.

BHATNAGAR, J. et SOM, A. (2010). Success StORIES - Learning from successful companies. *Gray Matters Quarterly*, 3(1), pp. 28-29.

SOM, A. (2008). Thales: In Defence of Independence. *European Business Forum*, (32), pp. 46-49.

SOM, A. et CERDIN, J.L. (2005). Vers quelles innovations RH dans les entreprises françaises ? Une étude exploratoire. *Gestion 2000*, pp. 143-159.

SOM, A. (2007). What Drives Adoption of Innovative SHRM Practices in Indian Organizations? *International Journal of Human Resource Management*, pp. 808-828.

SOM, A. (2006). L'Inde championne des pratiques RH. *Business Digest*, pp. 24-25.

SOM, A. (2007). Managing Mutually Beneficial Growth/Gérer notre croissance mutuelle. *India-France Giant Strides...* pp. 10-16.

SOM, A. (2006). Bracing for MNC Competition through Innovative HRM Practices: The Way Ahead for Indian Firms. *Thunderbird International Business Review*, pp. 207-237.

SOM, A. et PAPE, N. (2015). Brand and Line Extensions: An Empirical Study from the New Age Luxury Industry. *Luxury Research Journal*, 1(1), pp. 18-39.

SOM, A. (2003). Building Sustainable Organisations through Restructuring: The Role of Organisational Character in France and India. *International Journal of Human Resources Development and Management*, pp. 2-16.

[SOM, A. \(2007\). Running the Olympic Marathon. \*European Business Forum\*, pp. 46-49.](#)

[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. \(2008\). Flexibility, Receptiveness, and Governance. \*Business Digest\*, pp. 5-6.](#)

[SOM, A. \(2010\). Innovative HRM Helps Achieve Superior Performance. \*HR Future\*, pp. 10-11.](#)

[ASAKAWA, K. et SOM, A. \(2008\). Internationalization of R&D in China and India: Conventional Wisdom versus Reality. \*Asia Pacific Journal of Management\*, 25\(3\), pp. 375-394.](#)

## **BOOKS**

[SOM, A. \(2008\). \*Organization Redesign and Innovative HRM\*. Oxford University Press, 197 pages.](#)

[SOM, A. et BLANCKAERT, C. \(2015\). \*The Road to Luxury The Evolution, Markets and Strategies of Luxury Brand Management\*. Wiley, 432 pages.](#)

[SOM, A. et BLANCKAERT, C. \(2016\). \*The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand Management \[Chinese translation\]\*. Wiley, 409 pages.](#)

[SOM, A. et BLANCKAERT, C. \(2021\). \*The Road to Luxury The New Frontiers in Luxury Brand Management\*. 2 ed. John Wiley & Sons, Inc.](#)

[SOM, A. \(2009\). \*International Management: Managing the Global Corporation\*. McGraw-Hill, 609 pages.](#)

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## **BOOK CHAPTERS**

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[BHATNAGAR, J. et SOM, A. \(2011\). Lessons from Indian success stories. Dans: \*Doing Business in India\*. 1st ed. Routledge, pp. 224-237.](#)

[ASAKAWA, K. et SOM, A. \(2007\). Managing Overseas R&D in Northeast Asia : Conventional Wisdom and Emerging Trends. Dans: \*R&D Interplay in Northeast Asia\*. 1st ed. Samsung Economic Research Institute, pp. 45-71.](#)

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## **HDR**

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## **CONFERENCE PROCEEDINGS**

- [SOM, A. \(2005\). A Failed Case of HR Response During Organizational Restructuring. Dans: \*Proceedings of the International Human Resource Management Conference: International Human Resource Management: Making a Difference in a World of Differences\*. International Conference on International Human Resource Management.](#)
- [SOM, A. \(2010\). A study of Innovative Human Resource Management Practices in India. Dans: \*11th International HRM Conference\*. Aston Centre for Human Resources \(ACHR\).](#)
- [SOM, A. et BOUCHIKHI, H. \(2003\). Adoption of Innovative HRD in Indian Companies. Dans: \*Human Resource Development in Asia: National Policy Perspectives\*. AHRD, pp. 66-1-66-10.](#)
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- [SOM, A. \(2004\). Building Competitive Advantage Through Innovative HRM Practices: The Case of India. Dans: \*Proceedings of 2004 International Conference in Management Sciences and Decision Making\*. College of Management, Tamkang University, China, pp. 325-359.](#)
- [SOM, A. \(2004\). Carrefour : Conquer of Latin America. Dans: \*Proceedings of the North American Case Research Association\*. North American Case Research Association.](#)
- [SOM, A. \(2008\). Carrefour Korea: A Failed Case of Corporate Strategy in New Asia. Dans: \*Corporate Strategies in New Asia. Management in China, Japan and South Korea between Competition and Co-operation\*. Hochschule Bremen.](#)
- [SOM, A. \(2004\). Challenges of Globalization at Lafarge. Dans: \*2004 Midwest Academy of Management Meeting\*. Creighton.](#)
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[\*through Strategy, Technology and Knowledge. GBATA.\*](#)

## **RESEARCH ACTIVITIES**

### **Function in an academic association**

2001 - 2005: Country Representative of France, International Management Division  
(Academy of Management United States of America)

### **Member of an academic association**

2002 - 2010: Member of Asia Academy of Management  
2005 - 2013: Member of Australia-New Zealand Academy of Management ( Australia)  
2002 - 2012: Member of Academy of HRD  
2005 - 2015: International HRM Network

### **Senior or Associate Editor**

2017 - 2019: Associate editor - Luxury Research Journal

### **Editorial Board Membership**

2005 - 2008: Editorial board membership - Journal of Asia Entrepreneurship and  
Sustainability  
2010 - 2010: Editorial board membership - Journal of Asia Entrepreneurship and  
Sustainability  
2014 - 2020: Editorial board membership - Luxury Research Journal

## **PROFESSIONAL ACTIVITIES**

### **Consulting**

2005 - Now: been involved with large corporations such as Caisses d'Epargne, Canal +, L'Oreal, Lafarge, LVMH, Renault, Vodafone, Philips, Faurecia, France Telecom on topics related to International Strategy, Organization Design, International HR, Post-Merger Integration, Cross-cultural management issues and doing business in emerging Asian markets