

Jean-Marc XUEREB

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Department: Marketing

Campus de Cergy

DIPLOMAS

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1990 Doctorat in Managerial Sciences
(Université Paris Dauphine-PSL France)

1990 PhD
(ESSEC Business School France)

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

1992 - 1995-08-31 Assistant Professor (ESSEC Business School France)

1995 - 2004-08-31 Associate Professor (ESSEC Business School France)

2004 - Now Professor (ESSEC Business School France)

PROFESSIONAL APPOINTMENTS

1989 - 1989-12-31 National Service performed as a Contingent Scientific as part of a mission of Andersen Consulting for the Army Staff (ANDERSEN CONSULTING France)

1988 - 1989-12-31 Strategy and Marketing Group Management (BULL France)

OTHER ACADEMIC APPOINTMENTS

1999 - 2007-01-01 Chaired Professor of the Sales and Marketing Strategy Chair (ESSEC Business School France)

- 2011 - 2019-10-31 Chaired Professor of the Sales and Marketing Strategy Chair (ESSEC Business School France)
- 2014 - 2026-10-31 Executive Master's Degree in Marketing Management & Digital (MMD) (ESSEC Business School France)
- 2024 - 2026-01-31 Academic director of the Exécutive Master Spécialisé tronc commun program (ESSEC Business School France)
- 2025 - 2026-08-31 Academic director Gestion des Organisations (MGO) - Nouvelle-Calédonie (ESSEC Business School France)
- 2025 - 2026-08-31 Academic director Gestion des Organisations (MGO) - Polynésie (ESSEC Business School France)

OTHER APPOINTMENTS

- 2007 - 2010-08-31 Dean of faculty (ESSEC Business School France)

PUBLICATIONS

BOOK REVIEWS

[XUEREB, J.M. \(1995\). *Managing Imitation Strategies*. Recherche et Applications en Marketing, États-Unis.](#)

WORKING PAPERS

[XUEREB, J.M. \(1994\). *Croissance interne et compétitivité*. ESSEC Business School.](#)

[XUEREB, J.M., NYECK, S., PARADIS, S. et CHEBAT, J.C. \(1994\). *Influence de la culture sur les tendances à innover des consommateurs : évaluation empirique de la validité d'une échelle de mesure de l' "innovativeness" au Canada et en France*. ESSEC Business School.](#)

[GATIGNON, H. et XUEREB, J.M. \(1995\). *Strategic Orientation of the Firm and New Product Performance*. ESSEC Business School.](#)

[GATIGNON, H. et XUEREB, J.M. \(1996\). *Strategic Orientation of the Firm and New Product Performance \(Revised Version of DR 95025\)*. ESSEC Business School.](#)

[XUEREB, J.M. \(1993\). *Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel*. ESSEC Business School.](#)

[XUEREB, J.M., NYECK, S., PARADIS, S. et CHEBAT, J.C. \(1994\). *Tendances à innover des consommateurs : évaluation empirique de la validité d'une échelle de mesure de l'"Innovativeness" dans un contexte transculturel*. ESSEC Business School.](#)

[INGHAM, M. et XUEREB, J.M. \(1997\). *The Evolution of Market Knowledge in New High Technology Firms : An Organizational Learning Perspective*. ESSEC Business School.](#)

[XUEREB, J.M. et INGHAM, M. \(1994\). *The Role of Entrepreneurship and Marketing Perceptions in Innovation Processes*. ESSEC Business School.](#)

[THIETART, R.A. et XUEREB, J.M. \(1994\). *Uncertainty, Complexity and New Product Development*. ESSEC Business School.](#)

[BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. et XUEREB, J.M. \(1997\). *Households as Experts: Assessing the Predictive Accuracy of Purchase Intents for Household Durables*. ESSEC Business School Research Center.](#)

BOOKS

[THIETART, R.A. et XUEREB, J.M. \(2009\). *Stratégies - Concepts, méthodes, mise en oeuvre*. Dunod, 343 pages.](#)

[THIETART, R.A. et XUEREB, J.M. \(2005\). *Stratégies. Concepts, Méthodes, Mise en oeuvre*. Dunod, 320 pages.](#)

[THIETART, R.A. et XUEREB, J.M. \(2015\). *Stratégies. Des concepts à leur mise en œuvre*. Dunod, 330 pages.](#)

BOOK CHAPTERS

[XUEREB, J.M. \(1995\). Croissance interne et compétitivité. Dans: *Management Stratégique et Compétitivité*. 1st ed. De Boeck, pp. 133-155.](#)

[IBERT, J., BAUMARD, P., DONADA, C. et XUEREB, J.M. \(2001\). Data Collection and Managing the Data Source. Dans: *Doing Management Research: A Comprehensive Guide*. 1st ed. SAGE Publications, pp. 172-195.](#)

[BAUMARD, P., IBERT, J., DONADA, C. et XUEREB, J.M. \(1999\). La collecte des données et la gestion de leurs sources. Dans: *Méthodes de recherche en management*. 1st ed. Dunod, pp. 224-256.](#)

[BAUMARD, P., DONADA, C., IBERT, J. et XUEREB, J.M. \(2007\). La collecte des données et la gestion de leurs sources. Dans: *Méthodes de recherche en Management*. 1st ed. Dunod, pp. 228-262.](#)

[BAUMARD, P., DONADA, C., IBERT, J. et XUEREB, J.M. \(2014\). La collecte des données et la gestion de leurs sources \(4e édition\). Dans: Raymond-Alain Thiétart et al. \(ed.\). *Méthodes de recherche en management*. 4ème ed. Malakoff: Dunod, pp. 261-296.](#)

[XUEREB, J.M. \(1999\). L'environnement du chercheur. Dans: Raymond-Alain Thietart et al \(ed.\). *Méthodes de recherche en management*. 1st ed. Dunod, pp. 496-510.](#)

[XUEREB, J.M. \(2014\). L'environnement du chercheur \(4 édition\). Dans: Raymond-Alain Thietart et al \(ed.\). *Méthodes de recherche en management*. 4ème ed. Malakoff: Dunod, pp. 592-608.](#)

[XUEREB, J.M. \(2001\). The Research Environment. Dans: *Doing Management Research: A Comprehensive Guide*. 1st ed. SAGE Publications, pp. 389-401.](#)

[THIETART, R.A. et XUEREB, J.M. \(1997\). Uncertainty, Complexity and New Product Development. Dans: *Strategy, Structure and Style*. 1st ed. John Wiley & Sons, Inc. pp. 329-356.](#)

[BAUMARD, P., DONADA, C., IBERT, J. et XUEREB, J.M. \(2025\). La collecte des données et la gestion de leurs sources. Dans: Raymond-Alain Thietart et al. \(ed.\). *Méthodes de recherche en management*. 5th ed. Malakoff: Dunod, pp. 255-289.](#)

[XUEREB, J.M. \(2025\). L'environnement du chercheur. Dans: Raymond-Alain Thietart et al \(ed.\). *Méthodes de recherche en management*. 5ème ed. Malakoff: Dunod, pp. 572-584.](#)

CONFERENCE PROCEEDINGS

[NYECK, S., XUEREB, J.M., LADHARI, R. et GUEMARRA, L. \(2000\). Typologie d'attitudes de shopping sur Web. Dans: . Montréal: Association Française du Marketing \(AFM\), pp. 619-630.](#)

[XUEREB, J.M. \(1994\). Managing Planned and Autonomous Innovations : A Matched Sample Comparison. Dans: *2nd International Product Development Management Conference Proceedings*. European Institute for Advanced Studies in Management \(EIASM\), pp. 679-693.](#)

[WRIGHT, R. et XUEREB, J.M. \(1994\). Organizational Revitalization within a Knowledge-based Approach of the Firm. Dans: *Proceedings of the Second International Symposium on the Management of Industrial and Corporate Knowledge*. Institut International pour l'Intelligence Artificielle \(IIIA\), pp. 113-124.](#)

[XUEREB, J.M. et DONADA, C. \(2006\). The Moulin Rouge: From Glory to Brankruptcy. Dans: *2006 ASAC. Case Track Proceedings*. Laurier Business and Economics & Pearson Education Canada, pp. 341-374.](#)

[XUEREB, J.M., NYECK, S., PARADIS, S. et CHEBAT, J.C. \(1994\). Tendances à innover des](#)

[consommateurs : évaluation empirique de la validité d'une échelle de mesure de l' "Innovativeness" dans un contexte transculturel. Dans: Actes du Xe Congrès de l'AFM. Association Française du Marketing \(AFM\), pp. 203-228.](#)

JOURNAL ARTICLES

[PERRAUD, E. et XUEREB, J.M. \(1996\). Innovation et partenariat. *Décisions Marketing*, pp. 41-52.](#)

[GATIGNON, H. et XUEREB, J.M. \(1999\). Orientacao Estrategica da Empresa e Desempenho dos Novos Produtos. *Comportamento Organizacional e Gestao*, pp. 71-103.](#)

[GATIGNON, H. et XUEREB, J.M. \(1997\). Strategic Orientation of the Firm and New Product Performance. *Journal of Marketing Research*, pp. 77-90.](#)

[XUEREB, J.M. \(1993\). Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel. *Recherche et Applications en Marketing*, pp. 23-44.](#)

[XUEREB, J.M. \(1991\). Une redéfinition du processus d'innovation. *Revue Française de Gestion*, pp. 94-105.](#)

[NYECK, S., PARADIS, S., XUEREB, J.M. et CHEBAT, J.C. \(1996\). Standardisation ou adaptation des échelles de mesure à travers différents contextes nationaux : l'exemple d'une échelle de mesure de l'innovativité. *Recherche et Applications en Marketing*, pp. 57-74.](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[SALK, J., XUEREB, J.M. et NORDBERG, M. \(1998\). Putting Core Competencies into Practice: The Experience of CERN.](#)

[XUEREB, J.M. \(1991\). Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel.](#)

[XUEREB, J.M. \(1990\). La gestion des processus d'innovation.](#)

[XUEREB, J.M. \(1998\). Research and the Real World.](#)

[SALK, J., NORDBERG, M. et XUEREB, J.M. \(1998\). Using Analysis of Core Competencies and their Strategic Interconnections to Enhance Performance: The Case of Cern.](#)

[BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. et XUEREB, J.M. \(1996\). How Grounded Are Purchase Intent Measures? Dans: Institute of Management, University of Vienna, June 26, \(also presented at the ESSEC/HEC/INSEAD seminar\), December 17, 1996.](#)

[THIETART, R.A. et XUEREB, J.M. \(1994\). Innovation : How Managers Build Islands of Rationality to](#)

[Cope with Uncertainty.](#)

[XUEREB, J.M. \(1994\). Innovation and Imitation : The Birth of a Virtual Market.](#)

[XUEREB, J.M. \(1993\). Managing Autonomous and Planned Innovations : A Matched Sample Comparison.](#)

[NYECK, S., XUEREB, J.M. et PARADIS, S. \(1996\). Some Correlates of French Consumer Vacation Preferences.](#)

[CHEBAT, J.C., NYECK, S., PARADIS, S. et XUEREB, J.M. \(1995\). Standardisation ou adaptation des échelles de mesures à travers différents contextes nationaux : l'exemple d'une échelle de mesure de l'innovativité.](#)

[XUEREB, J.M. et DOUGHERTY, D.J. \(1993\). Strategic Faux Pas in the Management of Product Innovation.](#)

[GATIGNON, H. et XUEREB, J.M. \(1995\). Strategic Orientation of the Firm and New Product Performance.](#)

[GATIGNON, H. et XUEREB, J.M. \(1996\). Strategic Orientation of the Firm and New Product Performance.](#)

[XUEREB, J.M. \(1995\). Technology and Innovation Management Research in the USA and Elsewhere.](#)

[INGHAM, M. et XUEREB, J.M. \(1996\). The Diffusion of Market Perceptions in New High Technology Firms.](#)

[INGHAM, M. et XUEREB, J.M. \(1997\). The Evolution of Market Knowledge in New High Technology Firms : An Organizational Learning Perspective.](#)

[THIETART, R.A. et XUEREB, J.M. \(1994\). Uncertainty, Complexity and New Product Development.](#)

PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA

[LE NAGARD, E. et XUEREB, J.M. \(2006\). Ingénieurs et commerciaux : un modèle pédagogique original. *Les Echos*, pp. 10-11.](#)

RESEARCH ACTIVITIES

Member of an academic association

1964 - Now: Member of Academy of Management

1964 - Now: Member of Strategic Management Society
1964 - Now: Member of Association Française de Marketing
1964 - Now: Member of American Marketing Association

Reviewer for a journal

- Reviewer for Journal of Management Inquiry
- Organization Science
- Recherche et Applications en Marketing
- Revue Française de Gestion
- Science & Technology Studies

Participation in scientific commissions or reviewer for a conference

1964 - Now: Ad-hoc Reviewer for AMA (American Marketing Association)
1964 - Now: Ad-hoc Reviewer for EMAC (European Marketing Association)
1964 - Now: Ad-hoc Reviewer for AIMS (Association Internationale de Management Stratégique)

Editorial Board Membership

2010 - Now: Editorial board membership - International Journal of Business Excellence

PROFESSIONAL ACTIVITIES

Consulting

1995 - 1995: French representative of the Technology and Innovation Management Division of the Academy of Management. Invited faculty, Doctoral Consortium in Technology and Innovation Management, Academy of Management, Vancouver

1998 - 1998: Invited faculty, Doctoral Consortium in Technology and Innovation Management, Academy of Management, San Diego,

1994 - 1994: Invited Member, Junior Faculty Consortium (Business Policy and Strategy), Academy of Management, Dallas, August

1998 - 2003: Consultant (GEMINI CONSULTING France)