



Bruno NOISETTE (Dr.)

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ASSISTANT PROFESSOR
DEPARTMENT: DIGITAL MANAGEMENT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT
RESEARCH AXIS: DIGITAL LEADERSHIP

EDUCATION AND DEGREES

- 2021 PhD in Business Administration ESSEC Business School, Cergy, France
- 2008 , France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2012 - 2014 Public relations officer for Normandy (Réseau Ferré de France, Rouen, France)
- 2009 - 2011 Advisor in public relations (Sedna, Paris, France)
- 2022 Lecturer (EM Lyon, Lyon, France)
- 2021 Lecturer (ESSEC Business School, Cergy, France)
- 2021 Lecturer (IAE Lyon, Lyon, France)
- 2020 Lecturer (ESSEC Business School, Cergy, France)

CONSULTING ACTIVITIES

- 2011 Policy officer (Libraries without Borders, Yaoundé, Cameroon)

OTHERS ACTIVITIES

- 2021 - 2023 Research assistant (HEC Montréal, pôle IDEOS, Montréal, Canada)
- 2014 - 2015 Research manager (Paxter, Paris, France)
- 2021 Lecturer (INSEEC, Lyon, France)
- 2021 Tutor (INSEEC, Lyon, France)

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LEVELS

- L and M Level

TEACHING LANGUAGES

- English
- French

SCIENTIFIC ACTIVITIES

RESEARCH FOCUS

- Digital Leadership

RESEARCH INTERESTS

- Governance & Organizations (Théorie des organisations): Culture
- Governance & Organizations (Théorie des organisations): Family-owned businesses
- Strategy - Management - Entrepreneurship (Entrepreneuriat): Context effect
- Strategy - Management - Entrepreneurship (Entrepreneuriat): Social norms

RESEARCH ACTIVITIES

International, National or Regional Research Projects

- 2021 - 2022 Assistant de recherche HEC Montréal pôle INEOS

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC JOURNALS

Reviewing of articles

- 2021 - ... Journal of Business Venturing
- 2024 - ... Journal of Business Ethics

PARTICIPATION TO THE ACTIVITIES OF ACADEMIC ASSOCIATIONS OR NETWORK

Affiliation to international or national associations

- 2017 - ... Academy of Management
- 2017 - ... European Group of Organization Studies
- 2018 - ... International Family Enterprise Research Association

OTHER

- 2018 - ... Academy of Management
- 2022 - ... Leadership Digital CEREN

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Participation in academic meetings
- Supervision of professional theses
- Responsibility for modules
- Participation in meetings organised within a teaching department
- Organisation of visits for BSB students
- Participation in / presentation during a research seminar organised at BSB
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Participation in meetings organised within a teaching department
- Participation in one or more programme committees
- Development of e-learning modules
- Participation in one or more scientific committees
- Participation in the Assurance of Learning AoL process to assess student competencies

INTELLECTUAL CONTRIBUTIONS

Articles in peer refereed journals

Noisette, B., To Whom Do Business Owner-Managers Feel Responsible? Weighting conflicting social responsibilities in Rwanda. *Journal of Business Ethics*, 2024, 190: 531-552. **CNRS 2, FNEGE 1, HCERES A**

Papers in Academic Conferences

Noisette, B., Youth and Entrepreneurship: Arranged or Forced Marriage? A Review of The Dark Sides of Youth Entrepreneurship And Ways Forward. *40th EGOS Colloquium*, July 3rd-5th 2024, Milan, Italy.

Noisette, B., Comply, Love, or Grow Together: Institutional Work on Values in Rwandan Business Families.. *39th EGOS Colloquium*, July 6th-8th 2023, Cagliari, Italy.

Noisette, B., Order, Love, and Achievement: The Influence of Values on Family Logic and Entrepreneurship in Rwanda. *83rd Annual Meeting of the Academy of Management*, August 4th-8th 2023, Boston, United States.

Noisette, B., Balancing social responsibilities toward family and society in Rwandan entrepreneurship. *38ème EGOS Colloquium*, July 7th-9th 2022, Vienne, Austria.

Noisette, B., "Grow together": logic interpretation and institutional persistence in Rwanda. *IFERA Annual Conference*, June 23rd-25th 2021, Santander, Spain.

Noisette, B., Cui Bono? Diversity of Family Norms and Family Business Heterogeneity. *2019 AOM Annual Meeting*, August 9th-13th 2019, Boston, United States.

Noisette, B., How African entrepreneurs balance market and family logics. *IFERA Annual Conference*, June 17th-21st 2019, Bergamo, Italy.

Noisette, B., Protecting business from family: setting fields boundaries in African entrepreneurship. *New Institutional Workshop, Uppsala Universitet*, March 1st 2019, Uppsala, Sweden.

Noisette, B., Toward a typology of family businesses based on forms of social exchange. *Family Entrepreneurship Workshop, Audencia Business School*, April 1st 2018, Nantes, France.

Professional conferences

Schmitt, R., Noisette, B., Ateliers citoyens : "Sobriété et souveraineté : une guerre, deux fronts... quels plans de bataille ?" - Atelier 1 (GB). *Les Rencontres du Développement Durable 2023 - Etape 2 : Burgundy School of Business*, October 18th 2023, Dijon, France.

Videos