



## **Allen Scott DUNCAN (Dr.)**

Bâtiment Le Triptyk  
37, rue Saint Romain  
69008 Lyon

✉ [scott.duncan@bsb-education.com](mailto:scott.duncan@bsb-education.com)

### **ASSOCIATE PROFESSOR**

#### **DEPARTMENT: DIGITAL MANAGEMENT**

#### **MANAGER OF THE MASTER SPECIALIZATION "INTERNATIONAL BUSINESS MANAGEMENT"**

#### **DISCIPLINARY TEAM: DIGITAL MANAGEMENT**

#### **RESEARCH AXIS: MAPS (MOBILIZE, ADAPT, PRACTICE, SHIFT) FOR CHANGE**

## **EDUCATION AND DEGREES**

- 2024 Doctorat en Sciences de Gestion Université Jean Moulin Lyon 3, Lyon, France
- 2003 Master of Business Administration Université du Québec à Montréal, Montréal, Canada
- 2003 Master of Business Administration Université de Paris IX Dauphine, Paris, France
- 1998 Master of Science – Communications University of Tennessee, Knoxville, France
- 1993 Bachelor of Arts – Communications University of North Carolina, Wilmington, United-States

## **WORK EXPERIENCE**

### **PROFESSIONAL EXPERIENCE**

- 2006 - 2016 General Director (Culture Calling, France)
- 2002 - 2005 Marketing & Communications Manager (Harmony)
- 2002 - 2004 Professor (Groupe IGS Ecole Supérieure de Commerce et Management)
- 2000 - 2002 Project Manager (Informail Technologies)
- 1998 - 2000 Communications Manager (Air Line Pilots Association, International (ALPA))
- 1996 - 1998 Marketing Specialist (The University of Tennessee)
- 1995 - 1996 Marketing Program Coordinator (Muscular Dystrophy Association, Inc.)

### **CONSULTING ACTIVITIES**

- 2006 - 2016 Communication, Coaching (Culture Calling, France)

### **EXECUTIVE EDUCATION TEACHING**

- 2011 - 2014 Medical Presentation Training (NewMed, France)

### **INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS**

- 2007 - today Ambassador (OnlyLyon)
- 2007 American Chamber of Commerce

## **OTHERS ACTIVITIES**

- 2002 - 2010           Member & Executive Board (The American Club of Lyon, France)
- 2005 - 2006           Director of Programs (Groupe IGS Ecole Supérieure de Commerce et Management)

## **TEACHING**

### **DISCIPLINARY TEAM**

- Digital Management

### **TEACHING LANGUAGES**

- English
- French

## **SCIENTIFIC ACTIVITIES**

### **RESEARCH FOCUS**

- MAPS (Mobilize, Adapt, Practice, Shift) for Change

### **RESEARCH INTERESTS**

- Strategy - Management - Entrepreneurship (Management international): Multinational corporations

### **OTHER**

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- 2025           TThe Myth of Harmony! Strategic Realities in IB Practices EIBA
- 2025           International Management and Sovereignty Atlas-AFMI

## **INVOLVEMENT IN SCHOOL'S ACTIVITIES**

- Participation in / organisation of a short programme for partner universities
- 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 academic meetings
- Participation in meetings organised within a teaching department
- Responsibility for modules
- Programme responsibility

- Supervision of professional theses
- Participation in one or more scientific committees

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Duncan, A.S., Duncan, A-L., Pandemic, Pressure, and Pedagogy: A Digital Transformation of French Business Schools?. *International Journal of Organizational Analysis*, 2025, 33,(9): 3321-3338. **ABS 1**

### Book chapters

Duncan, A.S., Duncan, A-L., An explanatory study of the internationalization process. Davoine, E., Furrer, O., Nivoix, S., *Internationalization and Organizations: Challenges and Prospects*. 1st ed., Londres: Routledge, 2024, 55-81.

Duncan, A.S., Ser Duncan, A-L., Une étude exploratoire du processus d'internationalisation : le cas des écoles de commerce françaises. Davoine, E., Furrer, O., *Les défis de l'internationalisation des organisations*, Paris: Vuibert, 2022, 61-88.

### Papers in Academic Conferences

Duncan, A.S., Managing International Expansion through Territories: A Comparative Analysis of Location Choices in Hospitality Education. *16ème conférence annuelle Atlas-AFMI*, May 18th-20th 2026, Clermont-Ferrand, France.

Duncan, A.S., Reputation and Competitiveness in Global Business Education: The Strategic Role of International Branch Campuses in French Business Schools. *EIBA Annual Conference*, December 11th-13th 2025, Athènes, Greece.

Duncan, A.S., Duncan, A-L., Motivations and Challenges in the Location Choices of Hospitality Schools' International Branches: A Comparative Analysis of IBC and Franchise Models. *EIBA Annual Conference*, December 11th-13th 2025, Athènes, Greece.

Duncan, A.S., Duncan, A-L., Scholars, Sovereignty, and Sustainability: Reimagining Business Education in a Post-COVID. *15ème Conférence Annuelle d'ATLAS-AFMI*, May 19th-21st 2025, La Rochelle, France.

Ser Duncan, A-L., Duncan, A.S., Comparative Analysis of Internationalization Strategies in Hospitality Education: An Institutional Theory and Resource-Based View Approach. *EuroCHRIE 2025 Conference*, November 10th-13th 2025, La Hague, Netherlands.

Duncan, A.S., Staying Competitive in the Global Education Arena: Insights from French Business Schools. *50th EIBA Annual Conference*, December 12th-15th 2024, Helsinki, Finland.

Duncan, A.S., Scholars & Sustainability: Opportunities for Business Schools in a Post-COVID World. *12ème Conférence annuelle d'Atlas-AFMI*, May 2nd-4th 2022, Nice, France.

Duncan, A.S., Duncan, A-L., Pandemic, Pressure, and Pedagogy: A Digital Transformation of French Business Schools?. *48th EIBA Annual Conference*, December 8th-10th 2022, Oslo, Norway.

Duncan, A.S., Duncan, A-L., Scholars & Sustainability: Opportunities for Business Schools in a Post-COVID World. *48th EIBA Annual Conference*, December 8th-10th 2022, Oslo, Norway.

Duncan, A.S., Scholars & Sustainability: Opportunities for Business Schools in a Post-COVID World. *47th EIBA Annual Conference 2021*, December 10th-12th 2021, Madrid, Spain.

Duncan, A.S., Duncan, A-L., Pandemic, Pressure, and Pedagogy: A Digital Transformation of French Business Schools?. *11ème conférence Atlas AFMI "Pandémie, développement durable et management international"* (online), May 3rd-5th 2021, Chia, Colombia.

Duncan, A.S., Pandemic, Pressure & Pedagogy: A Transformation of French Business Schools. *46th EIBA Annual Conference* (online), December 10th-12th 2020, Vienne, Austria.

Duncan, A.S., An Exploratory Study of the Internationalization Process: Perceptions Among French Business Schools. *Atlas-AFMI 2019*, June 17th-19th 2019, Fribourg, Swiss.

Duncan, A.S., Managing foreign subsidiaries of higher education institutions : A French business school prospective. *Atlas-AFMI 2019*, June 17th-19th 2019, Fribourg, France.

Duncan, A.S., Assadi, D., What is a P2P Business Model?. *19th EURAM Conference "Exploring the Future of Management"*, June 26th-28th 2019, Lisbonne, Portugal.

Duncan, A.S., Managing foreign subsidiaries of higher education institutions: A French business school perspective. *8ème Conférence Atlas AFMI (Association Francophone de Management International)*, May 21st-23rd 2018, Paris, France.

### **Research seminars**

Duncan, A.S., An Exploratory Study of the Internationalization Process: The Case of French Business Schools, *The EU in a Globalized World*, December 1st 2020, Lyon, France.

### **Professional conferences**

Duncan, A.S., Internationalization of Service Companies: The Example of French Business Schools . *Webinaire "Internationalisation des entreprises de service : s'inspirer des Business Schools françaises ?"* - *La Fabrique de l'Exportation* (online), January 19th 2022, Paris, France.