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ASSOCIATE PROFESSOR
DEPARTMENT: DIGITAL MANAGEMENT

DISCIPLINARY TEAM: DIGITAL MANAGEMENT
RESEARCH AXIS: DIGITAL LEADERSHIP

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 - ... General Director (Culture Calling)
- 2002 - 2005 Marketing & Communications Manager (Harmony)
- 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.)
- 2002 - 2004 Professor (Groupe IGS Ecole Supérieure de Commerce et Management)

CONSULTING ACTIVITIES

- 2006 - ... Communication, Coaching (Culture Calling)

EXECUTIVE EDUCATION TEACHING

- 2011 - ... Medical Presentation Training (NewMed)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2007 - ... Ambassador (OnlyLyon)

- 2007 American Chamber of Commerce

OTHERS ACTIVITIES

- 2002 - ... Member & Executive Board (The American Club of Lyon)
- 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

- Digital Leadership

ORGANISATION OF INTERNAL WORKSHOP OR RESEARCH EVENTS

- 2010 - ... International Seminar Week

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. **(published on line)**

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., 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.