

Years at SKEMA Business School: 7



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**Oussama AMMAR**

**INNOVATION Academy  
Lille**

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**CV**

**Skills & Interests**

**Teaching Skills**

Harvard's case method in teaching

**Research Skills**

Qualitative research

**Languages**

Arabic, French, English

**Expertise**

Business Model experimentation - Business Model innovation - Organizational change

**International Interests**

Tunisia; France; United States

**Qualification**

Scholarly Academic

**Academic Degrees**

Doctorat Université de Lyon II, Lyon, Strategy, 2010.

DEA IAE de Valenciennes, Strategy (Marketing/Management Emphasis), 2004.

DESS Université du Littoral Côte d'Opale, Dunkerque, International Business (Marketing / e-business Emphasis), 2003.

**Work Experience**

Associate Dean – Undergraduate Programs / Associate Professor of Strategy, SKEMA Business School (September, 2018 - Present), Lille, France.

Scientific Director, MSc International Business, SKEMA Business School (September, 2015 - August, 2018), Raleigh, North Carolina.

Associate Professor of Strategy, SKEMA Business School (September, 2014 - 2018), Raleigh, North Carolina.

Academic Dean, Skema Business School (2014 - August, 2018), Raleigh, United States of America.

Assistant Professor of Strategy, SKEMA Business School (September, 2011 - 2014), Lille, France.

Associate Chair of the Strategy and Entrepreneurship Department, Skema Business School (2011 - 2013), Lille, France.

Assistant Professor of strategy, ISG International Business School (September, 2010 - September, 2011), Paris, France.

Lecturer in strategy, EDHEC Business School (September, 2008 - September, 2011), Lille, France.

Teaching and Research Assistant in Strategy, ESA - Lille 2 (September, 2008 - August, 2010), Lille, France.

Teaching and Research Assistant in Strategic Management, EDHEC Business School (April, 2005 - September, 2008), Lille, France.

**Intellectual contributions**

**Articles in Journals**

AMMAR, O. & CHEREAU, P. (2018). Business model innovation from the strategic posture perspective: An exploration in manufacturing SMEs. *European Business Review*, 30 (1), 38-65, doi: <https://doi.org/10.1108/EBR-09-2016-0119>.

- AMMAR, O. & SLAMA, B. (2018). La capacité d'absorption : une nouvelle conceptualisation à travers l'intelligence économique. *Management & Avenir* (99), 214, doi: 10.3917/mav.099.0015.
- Ammar, O. & Deslee, C. (2016). Transforming SNCF's Business Model through the evolution of Participative Innovation Routine. *European Business Review*, 28 (4), 467-485, doi: 10.1108/EBR-03-2015-0024.
- AMMAR, O. & Ouakouak, M. (2015). The Business Model as a Configuration of Value: Toward a Unified Conception. *Journal of Business and Management Sciences*, 3 (2), 78-84, doi: 10.12691/jbms-3-2-4.
- Ouakouak, M. (2015). How does strategic flexibility pay off in terms of financial performance? *International Journal of Business Performance Management*, 16 (4), 442-456, doi: 10.1504/IJBPM.2015.072241.
- AMMAR, O. (2014). L'approche des fonds d'investissement dans l'expérimentation stratégique du Business Model. *Humanisme & Entreprises*, 316 (2014/1), 47-66.
- Ben Mimoun, M. & Ammar, O. (2013). Brands and Strategies of Self-Presentation on Facebook. *European Advances in Consumer Research Journal*, 10, 95-97.
- Ammar, O. & Charki, M. (2009). Les enchères électroniques inversées et la reconsidération des business models des fournisseurs. *Revue Française de Gestion Industrielle*, 28 (1), 61-76.

#### Articles in Proceedings

- Chereau, P. & Ammar, O. (2014). Strategic posture and business model innovation: An exploration of predictive relationship in manufacturing SMEs. *Strategic Management Society 34th annual conference, Madrid, Spain..*

#### Books, Monographs, Compilations, Manuals

- Ammar, O. (2014). *L'expérimentation stratégique du Business Model: Analyse des pratiques des fonds d'investissement* Presses Académiques Francophones.
- AMMAR, O. (2013). *La pratique du modèle d'affaires* JFD Editions.

#### Chapters, Cases, Readings, Supplements

- AMMAR, O. (2014). L'expérimentation stratégique du Business Model. *Le processus de construction du modèle d'affaires*. JFD editions.

#### Conference Presentations

- AMMAR, O. & Chereau, P. (2015, June). *Relationships between strategic posture and business model innovation: An exploration of the dynamics in manufacturing SMEs*. 2015 Administrative Sciences Association of Canada, Halifax, Canada.
- AMMAR, O. & CHEREAU, P. (2014, September). *Strategic posture and business model innovation: An exploration of predictive relationships in manufacturing SMEs*. British Academy of Management, Belfast Waterfront, United Kingdom.
- AMMAR, O. (2014, May). *L'approche des fonds d'investissement dans l'expérimentation stratégique du Business Model*. XXIIIème conférence de l'AIMS, Rennes, France.
- SLAMA, S. & AMMAR, O. (2014, May). *La synergie entre intelligence économique et Knowledge Management : Une nouvelle perspective pour l'amélioration de la capacité d'absorption de l'organisation*. XXIIIème conférence de l'AIMS, Rennes, France.
- AMMAR, O. (2014, May). *L'innovation de business model dans les firmes établies : Comment gérer la coexistence de deux Business Models dans une même entreprise ?* Invited presentation at Cycle Innovation et Connaissance - SKEMA Expert- 11ème., Lille, France.
- BEN MIMOUN, M. & AMMAR, O. (2013, July). *Interactions between Brands and Strategies of Self-Presentation on Facebook*. European Conference of the Association for Consumer Research, Barcelona, Spain.
- AMMAR, O. (2013, March). *Business Model Innovation for Established Firms: How to disrupt the disrupter?* Master International Week at Muncih Business School, Munich, Germany.
- Ammar, O. & Baconin, S. (2012, September). *Achieving continuous strategic renewal with the Business Model Portfolio: The case of DALKIA POLSKA*. 26th Annual Conference of the British Academy of Management, Cardiff, United Kingdom.
- Ammar, O. & Poroli, C. (2012, July). *Traveling through Organizational Failure: the Contribution of Strategic Experimentation*. SCOS 2012, Barcelona, Spain.
- Vellin, D. & Ammar, O. (2012, July). *How corporate universities create shared value: A business model perspective*. 28th EGOS Colloquium, Helsinki, Finland.
- Deslée, C. & Ammar, O. (2012, June). *The Morphing of SNCF's Business Model through the transformation's phases of participative innovation routine*. XXI conférence de l'Association Internationale de Management Stratégique, Lille, France.
- Ammar, O. (2008). *An Integrative Business Model Framework for Strategy Implementation*. 8th EURAM Conference, Ljubljana and Bled, Slovenia.
- Ammar, O. & Charki, M. (2006). *L'introduction des enchères électroniques inversées dans les relations inter-organisationnelles et la reconsidération des business model des fournisseurs*. XIème Conférence de l'Association Information Management, Luxembourg,

Luxembourg.

Ammar, O. (2006). *Strategy and Business Model: between confusion and complementarities*. 22nd EGOS Colloquium, Bergen, Norway.

### **Professional Service**

#### **Board Member: PRJ Editorial Review Board**

2013: Journal of Business and Management Sciences (International).

#### **Other Professional Service Activities**

2014: BEEZ & CO, Lille, France (National). Cercle de réflexion de BEEZ & CO: ***La Quadrature du Cercle sur le développement de l'entreprise***

2013: Guest Lecturer, Munich Business School - Master International Week, Germany (International). Business Model Innovation For Established Firms: How to disrupt the disrupter?

2013: Guest Lecturer, Kozminski University - Warsaw, Poland (International). Getting Started with Strategy

2010: Prix de la stratégie d'entreprise, Paris, France (National). Coach

2005: Grand Prix de la stratégie et de la finance, Lille, France (National). Coach (Finalist)

#### **Reviewer: Conference Paper**

2012: 22ème conférence de l'Association Internationale de Management Stratégique, Clermont-Ferrand, France (International).

2012: 21ème conférence de l'Association Internationale de Management Stratégique, Lille, France (International).

2008: Communications of the Americas Conference on Informations Systems (International). Reviewer

#### **Reviewer: Reviewer for a Journal**

2018: European Management Journal (International).

2018: European Business Review, Raleigh, United States of America (International).

2013: Strategic Entrepreneurship Journal (International).

### **Professional Memberships**

Strategic Management Society, 2014

Association Internationale de Management Stratégique, 2012

British Academy of Management, 2012

European Academy of Management, 2008

Association of Information Management, 2006

European Conference of Organization Studies, 2006