Jérôme BARTHELEMY

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ESSEC Business School
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RESEARCH INTERESTS

Strategy

EDUCATION

2000	Ph.D. in Strategic Management, HEC Paris, France
1995	Master of Research in Strategic Management, Université Paris X Nanterre, France
1993	MSc of Science in Management, ESSEC Business School, France

EMPLOYMENT

Full-time academic positions

2008 - Present	Professor, ESSEC Business School, France
2004 - 2008	Associate Professor, ESSEC Business School, France
2002 - 2004	Assistant Professor, ESSEC Business School, France

Other affiliations and appointments

2025 - 2026	Academic director ESP LEAD Advanced Management Program, ESSEC Business School, France
2021 - 2024	Dean for Post experience programs, ESSEC Business School, France
2019 - 2019	Visiting Professor, New York University, United States of America
2015 - 2015	Visiting Research Scholar, Stanford University, United States of America
2010 - 2010	Visiting Research Scholar, Cambridge University, United Kingdom
2006 - 2006	Visiting Research Scholar, Stanford University, United States of America
2001 - 2001	Visiting Research Scholar, University of California, United States of America
1998 - 2002	Assistant Professor at the International Strategy Departement, Audencia Business School, France

GRANTS AND HONORS

Awards and Honors

2017	FNEGE / EFMD Prize for the best management book for "Libérer la compétitivité" (Pearson, 2016)
2017	Fondation ESSEC's Prize for Research for "The Impact of Technical Consultants on the Quality of their Clients' Products: Evidence from the Bordeaux Wine Industry", ESSEC Foundation
2016	8th in "LinkedIn Top Voices" for France, the ranking of the most influent francophone contributors on LinkedIn in 2016
2012	Finalist Paper for the Best Paper Prize at Strategic Management Society Best Conference Paper Prize for the paper, "The Influence of Consultants on Performance: Evidence from the Bordeaux Wine Industry" in Prague
2002	FNAC-Andersen Prize of the Company Book for "Stratégie d'externalisation" (Dunod, 2001)

PUBLICATIONS

Journal Articles

BARTHELEMY, J. (2025). Une origine étrangère est-elle un avantage ou un désavantage pour un réseau de franchise ? *Management International*, 29(1), pp. 119-127.

BARTHELEMY, J. (2025). Hitting the ground running: When is individual performance portable? *Journal of Business Research*, 197(115464), pp. 1-7.

BARTHELEMY, J. and MOTTIS, N. (2025). To Drive Innovation, Create the Conditions for Serendipity. *Harvard Business Review*, Digital article.

BARTHELEMY, J. (2024). The Best Broths Are Cooked in the Oldest Pans: An Empirical Test of the Practice-based View in the Wine Industry. *Strategic Organization*, 22(2), pp. 408-423.

BARTHELEMY, J. (2024). All Business Strategies Fall into 4 Categories. *Harvard Business Review*, Digital Article.

BARTHELEMY, J. (2023). Avoiding predictable surprises: Lessons from the fire at Notre Dame de Paris. *Organizational Dynamics*, 52(2), pp. 100966.

BARTHELEMY, J. (2022). Identité organisationnelle et décisions de 'faire ou faire faire' : une étude sur la parfumerie de luxe française. *Revue Française de Gestion*, 48(302), pp. 87-101.

BARTHELEMY, J., GRAF, N. and KARABURUN, R. (2021). Good but not so great: The impact of chain affiliation on guest satisfaction and guest satisfaction extremeness. *International Journal of Hospitality Management*, 94, pp. 102828.

BARTHELEMY, J. (2020). The Impact of Economic Development and National Culture on Management Consulting Expenditures: Evidence from Europe and North America. *European Management Review*, 17(1), pp. 185-196.

BARTHELEMY, J. (2018). Why Best Practices Often Fall Short. *MIT Sloan Management Review*, 59(3), pp. 85-87.

BARTHELEMY, J. (2017). The Impact of Technical Consultants on the Quality of their Clients' Products: Evidence from the Bordeaux Wine Industry. *Strategic Management Journal*, 38(5), pp. 1174-1190.

BARTHELEMY, J. (2017). Does It Pay to Hire Consultants? Evidence from the Bordeaux Wine Industry. *Harvard Business Review*, Digital Article.

BARTHELEMY, J. (2016). Pourquoi la plupart des entreprises n'ont pas de stratégie. *Harvard Business Review (France)*, pp. 16.

DENIS, J.P. and BARTHELEMY, J. (2015). Les articles les plus influents de la Revue Française de Gestion. *Revue Française de Gestion*, (253), pp. 7-20.

BARTHELEMY, J. (2014). L'influence du statut social et de la réputation à l'international sur la capacité à exporter : le cas des propriétés viticoles bordelaises. *Management International*, 18(4), pp. 45-54.

VRANCEANU, R. and BARTHELEMY, J. (2012). Knowledge in Economics and Economic Reform: An Analysis of Survey Data from a French Business School. *Revue Economique*, 63(6), pp. 1193-1208.

BARTHELEMY, J. (2012). Pour une recherche en gestion conciliant rigueur et pertinence. *Revue Française de Gestion*, (228), pp. 269-283.

BARTHELEMY, J. (2012). Stratégie : croyances et pièges de l'imitation. *Expansion Management Review*, (144), pp. 107-114.

BARTHELEMY, J. (2011). Agency and Institutional Influences on Franchising. *Journal of Business Venturing*, 26(1), pp. 93-103.

BARTHELEMY, J. (2011). The Disney-Pixar Relationship Dynamics: Lessons for Outsourcing vs. Vertical Integration. *Organizational Dynamics*, 40(1), pp. 43-48.

BARTHELEMY, J. (2010). Gérer et Comprendre : L'influence du critique américain Robert Parker dans l'univers du vignoble bordelais. *Gérer et Comprendre*, (101), pp. 60-71.

BARTHELEMY, J. (2009). Externalisation : le manque de contrat tue, l'excès aussi. *L'Expansion Management Review*, (135), pp. 122-127.

BARTHELEMY, J. (2009). Le choix de la franchise ou de l'intégration verticale : une étude empirique. *Management International*, 13(4), pp. 65-72.

BARTHELEMY, J. (2008). Opportunism, Knowledge and the Performance of Franchise Chains. *Strategic Management Journal*, 29(13), pp. 1451-1463.

BARTHELEMY, J. and DONADA, C. (2007). L'externalisation : un choix stratégique. *Revue Française de Gestion*, 33(177), pp. 97-99.

BARTHELEMY, J. and DONADA, C. (2007). Une approche intégrée. *Revue Française de Gestion*, pp. 101-111.

BARTHELEMY, J. and QUELIN, B.V. (2006). Complexity of Outsourcing Contracts and Ex Post Transaction Costs: An Empirical Investigation. *Journal of Management Studies*, pp. 1776-1797.

BARTHELEMY, J. (2006). Création et appropriation de la valeur dans un partenariat : le cas Disney-Pixar. *Revue Française de Gestion*, pp. 141-155.

BARTHELEMY, J. (2006). La renégociation des contrats d'externalisation : une analyse empirique. *Finance Contrôle Stratégie*, pp. 5-29.

BARTHELEMY, J. (2006). The Experimental Roots of Revolutionary Vision. *Sloan Management Review*, pp. 81-84.

BARTHELEMY, J. and GEYER, D. (2005). An Empirical Investigation of IT Outsourcing Versus Quasi-outsourcing in France and Germany. *Information and Management*, pp. 532-542.

BARTHELEMY, J. (2004). Comment réussir une opération d'externalisation : une approche par les coûts de transaction et les ressources. *Revue Française de Gestion*, pp. 9-30.

BARTHELEMY, J. (2004). La performance des opérations d'externalisation : une analyse empirique des déterminants. *Economies et Sociétés*, pp. 1737-1757.

BARTHELEMY, J. and CHALAYE, S. (2004). L'externalisation d'activités de service : une analyse en termes de bénéfices et de risques. *Gestion 2000*, pp. 89-103.

BARTHELEMY, J. (2004). The Administrative Productivity of US Franchisors: An Empirical Investigation. *Economics Letters*, pp. 115-121.

BARTHELEMY, J. and GEYER, D. (2004). The Determinants of Total IT Outsourcing: An Empirical Investigation of French and German Firms. *Journal of Computer Information Systems*, pp. 91-97.

BARTHELEMY, J. (2003). Quelques enseignements d'une opération d'externalisation ratée. *Revue Française de Gestion Industrielle*, pp. 47-54.

BARTHELEMY, J. and GONARD, T. (2003). Quels déterminants pour les frontières de la firme ? *Revue Française de Gestion*, pp. 67-80.

BARTHELEMY, J. (2003). The Hard and Soft Sides of IT Outsourcing Management. *European Management Journal*, pp. 539-548.

BARTHELEMY, J. (2003). The Seven Deadly Sins of Outsourcing. *Academy of Management Executive*, pp. 87-100.

BARTHÉLEMY, J. (2002). Comment l'externalisation vient aux entreprises. *Expansion Management Review*, pp. 44-53.

BARTHÉLEMY, J. and GEYER, D. (2001). IT Outsourcing: Findings from an Empirical Survey in France and Germany. *European Management Journal*, pp. 195-202.

BARTHÉLEMY, J. (2001). Outsourcing et création de valeur. *Analyse Financière*, pp. 33-38.

BARTHÉLEMY, J. (2001). The Hidden Costs of IT Outsourcing. *MIT Sloan Management Review*, pp. 60-69.

BARTHÉLEMY, J. (2000). L'externalisation au coeur du métier. *Expansion Management Review*, pp. 91-98.

BARTHÉLEMY, J. (2000). L'outsourcing : une approche en termes de coûts de transaction et de ressources. *Gestion 2000*, pp. 91-109.

Books and book editor

BARTHELEMY, J. (2026). *N'oubliez pas la stratégie ! Les meilleurs leaders misent toujours sur la stratégie*. 1st ed. Malakoff: Dunod.

BARTHELEMY, J. (2024). *Myths of Strategy [Arab version]*. Jarir.

BARTHELEMY, J. (2022). *Myths of strategy*. 1st ed. London: Kogan Page Ltd.

BARTHELEMY, J. (2019). *Tout ce que vous savez sur le management ... est faux*. Dunod, 160 pages.

BARTHELEMY, J. (2016). *Libérer la compétitivité*. Pearson, 208 pages.

BARTHELEMY, J. (2007). *Stratégie d'externalisation*. Dunod, 204 pages.

BARTHELEMY, J. (2004). *Stratégies d'externalisation*. Dunod, 192 pages.

BARTHELEMY, J. and MOTTIS, N. [Eds] (2016). *À la pointe du management [Label FNEGE 2017]*. Dunod, 202 pages.

Book chapters

BARTHELEMY, J. (2016). Toute la stratégie d'entreprise - L'intégration verticale et externalisation. In: *STRATEGOR - Toute la stratégie d'entreprise*. 1st ed. Dunod, pp. 183-220.

BARTHELEMY, J. (2013). Logical Incrementalism. In: *Encyclopedia of Management Theory*. 1st ed. SAGE Publications.

BARTHELEMY, J. (2013). Toute la stratégie d'entreprise - L'externalisation stratégique. In: *STRATEGOR - Toute la stratégie d'entreprise*. 1st ed. Dunod, pp. 200-219.

BARTHELEMY, J. and DONADA, C. (2009). Frontières de l'organisation et de l'entreprise. In: *Stratégies - Concepts, méthodes, mise en œuvre*. 2 ed. Dunod, pp. 263-277.

BARTHELEMY, J. (2008). Population-level Learning and the Evolution of IT Outsourcing Decisions. In: *Advances in Management Information Systems - Information Technology Outsourcing*. 1st ed. M.E. Sharpe, pp. 25-35.

BARTHELEMY, J. (2007). Externaliser pour innover: trois approches à connaître. In: *L'art de l'innovation*. 1st ed. L'Harmattan, pp. 51-56.

BARTHÉLEMY, J., FULCONIS, F. and MOTHE, C. (2001). Les coopérations inter-organisationnelles : approche théorique et illustrations. In: *Stratégies : Actualité et futurs de la recherche*. 1st ed. Paris: Vuibert, pp. 293-302.

BARTHÉLEMY, J. and QUELIN, A. (2001). L'externalisation stratégique. In: *L'Art de la Gestion des Risques*. 1st ed. Paris: Village Mondial, pp. 181-188.

Conference proceedings

BARTHELEMY, J. (2006). Les mécanismes de création et d'appropriation de la valeur dans une relation interorganisationnelle : une analyse du cas Disney-Pixar. In: *Actes de la 15ème Conférence de l'AIMS (Association Internationale de Management Stratégique)*. Association Internationale de Management Stratégique (AIMS).

BARTHELEMY, J. (2004). La performance des opérations d'externalisation : une analyse empirique des déterminants. In: *Actes de la 13ème Conférence de l'AIMS (Association Internationale de Management Stratégique)*. Association Internationale de Management Stratégique (AIMS).

BARTHELEMY, J. (2004). Les renégociations des contrats d'externalisation : une étude empirique. In: *Actes de la 13ème Conférence de l'AIMS (Association Internationale de Management Stratégique)*. Association Internationale de Management Stratégique (AIMS).

BARTHELEMY, J. (2004). The Determinants of U.S. Franchisors International Involvement. In: *Proceedings of the 24th Annual Conference of the SMS (Strategic Management Society)*. Strategic Management Society (SMS).

BARTHELEMY, J. and GONARD, T. (2003). Quels déterminants pourles frontières de la firme ? Le cas du calcul scientifique. In: *Actes de la 12ème Conférence de l'AIMS (Association Internationale de Mangement Stratégique)*. Association Internationale de Management Stratégique (AIMS).

BARTHELEMY, J. and QUELIN, B.V. (2002). The Impact of the Three Dimensions of Asset Specificity on the Complexity of Outsourcing Contracts: An Empirical Investigation. In: *Proceediings of the SMS 22nd Annual International Conference*. Strategic Management Society (SMS).

Conferences

OPERTI, E. and BARTHELEMY, J. (2019). The Impact of Role Configurations on Product Visibility and Quality Ratings in the Video Game Industry. In: 2019 Organizing Creativity in the Innovation Journey.

BARTHELEMY, J. and OPERTI, E. (2016). The « Innovate or Die » Myth. In: 36th Strategic Management Society (SMS) Annual International Conference.

OPERTI, E. and BARTHELEMY, J. (2014). Visibility or Quality? The Influence of Vertical Specialization on Product Performance in the Video Game Industry (1980-2011). In: 2014 Academy of Management Annual Meeting.

OPERTI, E. and BARTHELEMY, J. (2014). Visibilty or Quality? The Influence of Vertical Specialization on Product Performance in the Video Game Industry. In: 34th Strategic Management Society (SMS) Annual International Conference.

BARTHELEMY, J. (2012). Does the "Plural Form" Enhance Performance? Evidence from the U.S. Hotel Industry. In: 32nd Strategic Management Society Annual International Conference 2012.

BARTHELEMY, J. (2012). The Influence of Consultants on Performance: Evidence from the Bordeaux Wine Industry. In: 32nd Strategic Management Society Annual International Conference 2012.

BARTHELEMY, J. (2010). Transfer of Tacit Knowledge, Chain Operator Legitimacy and the Price of Franchise. In: 30th SMS Annual International Conference 2010.

Prefaces of a book

BARTHELEMY, J. and MOTTIS, N. (2016). Introduction général : théories et pratiques en management. In: *À la pointe du management*. 1st ed. Dunod, pp. 1-13.

Working Papers

VRANCEANU, R. and BARTHELEMY, J. (2011). *Knowledge in Economics and Economic Reform: An Analysis of French Survey Data*. ESSEC Business School.

Published Cases

BARTHELEMY, J. (2010). Disney-Pixar. ESSEC Business School.

BARTHELEMY, J. (2009). Ikea: les fondements d'une stratégie révolutionnaire. ESSEC Business School.

Press

BARTHELEMY, J. (2025). « Faut-il être pour ou contre le télétravail ? ». *Le Monde*.

and BARTHELEMY, J. (2025). Comment l'IA fait mieux que les médecins pour la compétence et l'empathie. *Xerfi Canal*.

BARTHELEMY, J. (2023). A predictable surprise: how the Notre Dame fire could have been avoided. *ESSEC Knowledge*.

BARTHELEMY, J. (2017). Pourquoi David l'emporte-t-il (presque) toujours sur Goliath? *Reflets*, pp. 60-61.

BARTHELEMY, J. (2016). En matière d'innovation, ne croyez pas aux héros ! *Harvard Business Review (France) : Chroniques d'experts*, pp. 59.

BARTHELEMY, J. (2016). Et s'il valait mieux imiter ses concurrents ? *Harvard Business Review (France) : Chroniques d'experts*, pp. 65.

BARTHELEMY, J. (2016). Pourquoi la plupart des entreprises n'ont pas de stratégie. *Harvard Business Review (France) : Chroniques d'experts*, pp. 59.

BARTHELEMY, J. (2013). La recherche en gestion, un outil sous-utilisé. *Le Monde*, pp. 8.

BARTHELEMY, J. (2008). IT Outsourcing: The Goldilocks Strategy. *The Wall Street Journal*.

BARTHELEMY, J. (2008). Une veille à entretenir. *Le Nouvel Economiste*, pp. 34.

BARTHELEMY, J. (2006). Externaliser pour innover : trois grandes approches. *Les Echos*, pp. 12.

OTHER RESEARCH ACTIVITIES

Chief Editor

2010 - 2013 Revue Française de Gestion

Editorial Board Membership

2019 Revue Interdisciplinaire Management, Homme & Entreprise (RIMHE)

Since 2016 Gérer et Comprendre

2011 - 2016 Management International

2006 - 2021 Revue Française de Gestion

Affiliations

Since 2000 Member of the Association Internationale de Management Stratégique (AIMS)

Since 2000 Member of the Academy of Management (AOM)

Since 2000 Member of the Strategic Management Society (SMS)

PROFESSIONAL ACTIVITIES

Other professional activities

2013 - Present Apm Expert - Association Progrès du Management