Jean-Marc XUEREB

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EDUCATION

1990	PhD, ESSEC Business School, France
1990	Doctorat in Managerial Sciences, Paris-Dauphine, PSL University, France

EMPLOYMENT

Full-time academic positions

2004 - Present	Professor, ESSEC Business School, France
1995 - 2004	Associate Professor, ESSEC Business School, France
1992 - 1995	Assistant Professor, ESSEC Business School, France

Other affiliations and appointments

2025 - 2026	Academic director Gestion des Organisations (MGO) - Polynésie, ESSEC Business School, France
2025 - 2026	Academic director Gestion des Organisations (MGO) - Nouvelle-Calédonie, ESSEC Business School, France
2024 - 2026	Academic director of the Exécutive Master Spécialisé tronc commun program, ESSEC Business School, France
2014 - 2026	Executive Master's Degree in Marketing Management & Digital (MMD), ESSEC Business School, France
2011 - 2019	Chaired Professor of the Sales and Marketing Strategy Chair, ESSEC Business School, France
2007 - 2010	Dean of faculty, ESSEC Business School, France
1999 - 2007	Chaired Professor of the Sales and Marketing Strategy Chair, ESSEC Business School, France

Other professional experiences

1989 - 1989	National Service performed as a Contingent Scientific as part of a mission of Andersen Consulting for the Army Staff, ANDERSEN CONSULTING, France
1988 - 1989	Strategy and Marketing Group Management, BULL, France

PUBLICATIONS

Journal Articles

GATIGNON, H. and XUEREB, J.M. (1999). Orientacao Estrategice da Empresa e Desempenho dos Novos Produtos. *Comportamento Organizacional e Gestao*, pp. 71-103.

GATIGNON, H. and XUEREB, J.M. (1997). Strategic Orientation of the Firm and New Product Performance. *Journal of Marketing Research*, pp. 77-90.

PERRAUD, E. and XUEREB, J.M. (1996). Innovation et partenariat. *Décisions Marketing*, pp. 41-52.

NYECK, S., PARADIS, S., XUEREB, J.M. and CHEBAT, J.C. (1996). Standardisation ou adaptation des échelles de mesure à travers différents contextes nationaux : l'exemple d'une échelle de mesure de l'innovativité. *Recherche et Applications en Marketing*, pp. 57-74.

XUEREB, J.M. (1993). Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel. *Recherche et Applications en Marketing*, pp. 23-44.

XUEREB, J.M. (1991). Une redéfinition du processus d'innovation. *Revue Française de Gestion*, pp. 94-105.

Books and book editor

THIETART, R.A. and XUEREB, J.M. (2015). *Stratégies. Des concepts à leur mise en œuvre*. Dunod, 330 pages.

THIETART, R.A. and XUEREB, J.M. (2009). *Stratégies - Concepts, méthodes, mise en oeuvre*. Dunod, 343 pages.

THIETART, R.A. and XUEREB, J.M. (2005). *Stratégies. Concepts, Méthodes, Mise en oeuvre*. Dunod, 320 pages.

Book chapters

BAUMARD, P., DONADA, C., IBERT, J. and XUEREB, J.M. (2025). La collecte des données et la gestion de leurs sources. In: Raymond-Alain Thietart et al. (ed.). *Méthodes de recherche en management*. 5th ed. Malakoff: Dunod, pp. 255-289.

XUEREB, J.M. (2025). L'environnement du chercheur. In: Raymond-Alain Thietart et al (ed.). *Méthodes de recherche en management*. 5ème ed. Malakoff: Dunod, pp. 572-584.

BAUMARD, P., DONADA, C., IBERT, J. and XUEREB, J.M. (2014). La collecte des données et la gestion de leurs sources (4e édition). In: Raymond-Alain Thiétart et al. (ed.). *Méthodes de recherche en management*. 4ème ed. Malakoff: Dunod, pp. 261-296.

XUEREB, J.M. (2014). L'environnement du chercheur (4 édition). In: Raymond-Alain Thietart et al (ed.). *Méthodes de recherche en management*. 4ème ed. Malakoff: Dunod, pp. 592-608.

BAUMARD, P., DONADA, C., IBERT, J. and XUEREB, J.M. (2007). La collecte des données et la gestion de leurs sources. In: *Méthodes de recherche en Management*. 1st ed. Dunod, pp. 228-262.

IBERT, J., BAUMARD, P., DONADA, C. and XUEREB, J.M. (2001). Data Collection and Managing the Data Source. In: *Doing Management Research: A Comprehensive Guide*. 1st ed. SAGE Publications, pp. 172-195.

XUEREB, J.M. (2001). The Research Environment. In: *Doing Management Research: A Comprehensive Guide*. 1st ed. SAGE Publications, pp. 389-401.

BAUMARD, P., IBERT, J., DONADA, C. and XUEREB, J.M. (1999). La collecte des données et la gestion de leurs sources. In: *Méthodes de recherche en management*. 1st ed. Dunod, pp. 224-256.

XUEREB, J.M. (1999). L'environnement du chercheur. In: Raymond-Alain Thietart et al (ed.). *Méthodes de recherche en management*. 1st ed. Dunod, pp. 496-510.

THIETART, R.A. and XUEREB, J.M. (1997). Uncertainty, Complexity and New Product Development. In: *Strategy, Structure and Style*. 1st ed. John Wiley & Sons, Inc. pp. 329-356.

XUEREB, J.M. (1995). Croissance interne et compétitivité. In: *Management Stratégique et Compétitivité*. 1st ed. De Boeck, pp. 133-155.

Conference proceedings

XUEREB, J.M. and DONADA, C. (2006). The Moulin Rouge: From Glory to Brankruptcy. In: *2006 ASAC. Case Track Proceedings*. Laurier Business and Ecnomics & Pearson Education Canada, pp. 341-374.

NYECK, S., XUEREB, J.M., LADHARI, R. and GUEMARRA, L. (2000). Typologie d'attitudes de shopping sur Web. In: . Montréal: Association Française du Marketing (AFM), pp. 619-630.

XUEREB, J.M. (1994). Managing Planned and Autonomous Innovations : A Matched Sample Comparison. In: *2nd International Product Development Management Conference Proceedings*. European Institute for Advanced Studies in Management (EIASM), pp. 679-693.

WRIGHT, R. and XUEREB, J.M. (1994). Organizational Revitalization within a Knowledge-based Approach of the Firm. In: *Proceedings of the Second International Symposium on the Management of Industrial and Corporate Knowledge*. Institut International pour l'Intelligence Artificielle (IIIA), pp. 113-124.

XUEREB, J.M., NYECK, S., PARADIS, S. and CHEBAT, J.C. (1994). Tendances à innover des consommateurs : évaluation empirique de la validité d'une échelle de mesure de l' "Innovativeness" dans un contexte transculturel. In: *Actes du Xe Congrès de l'AFM*. Association Française du Marketing (AFM), pp. 203-228.

Conferences

SALK, J., XUEREB, J.M. and NORDBERG, M. (1998). Putting Core Competencies into Practice: The Experience of CERN.

XUEREB, J.M. (1998). Research and the Real World.

SALK, J., NORDBERG, M. and XUEREB, J.M. (1998). Using Analysis of Core Competencies and their Strategic Interconnections to Enhance Performance: The Case of Cern.

INGHAM, M. and XUEREB, J.M. (1997). The Evolution of Market Knowledge in New High Technology Firms : An Organizational Learning Perspective.

BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. and XUEREB, J.M. (1996). How Grounded Are Purchase Intent Measures? In: Institute of Management, University of Vienna, June 26, (also presented at the ESSEC/HEC/INSEAD seminar), December 17, 1996.

NYECK, S., XUEREB, J.M. and PARADIS, S. (1996). Some Correlates of French Consumer Vacation Preferences.

GATIGNON, H. and XUEREB, J.M. (1996). Strategic Orientation of the Firm and New Product Performance.

INGHAM, M. and XUEREB, J.M. (1996). The Diffusion of Market Perceptions in New High Technology Firms.

CHEBAT, J.C., NYECK, S., PARADIS, S. and XUEREB, J.M. (1995). Standardisation ou adaptation des échelles de mesures à travers différents contextes nationaux : l'exemple d'une échelle de mesure de l'innovativité.

GATIGNON, H. and XUEREB, J.M. (1995). Strategic Orientation of the Firm and New Product Performance.

XUEREB, J.M. (1995). Technology and Innovation Management Research in the USA and Elsewhere.

THIETART, R.A. and XUEREB, J.M. (1994). Innovation : How Managers Build Islands of Rationality to Cope with Uncertainty.

XUEREB, J.M. (1994). Innovation and Imitation : The Birth of a Virtual Market.

THIETART, R.A. and XUEREB, J.M. (1994). Uncertainty, Complexity and New Product Development.

XUEREB, J.M. (1993). Managing Autonomous and Planned Innovations : A Matched Sample Comparison.

XUEREB, J.M. and DOUGHERTY, D.J. (1993). Strategic Faux Pas in the Management of Product Innovation.

XUEREB, J.M. (1991). Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel.

XUEREB, J.M. (1990). La gestion des processus d'innovation.

Working Papers

INGHAM, M. and XUEREB, J.M. (1997). *The Evolution of Market Knowledge in New High Technology Firms : An Organizational Learning Perspective*. ESSEC Business School.

BEMMAOR, A.C., KIPPERS, J., KRYCHA, K., ROPERS, D. and XUEREB, J.M. (1997). *Households as Experts: Assessing the Predictive Accuracy of Purchase Intents for Household Durables*. ESSEC Business School Research Center.

GATIGNON, H. and XUEREB, J.M. (1996). *Strategic Orientation of the Firm and New Product Performance (Revised Version of DR 95025)*. ESSEC Business School.

GATIGNON, H. and XUEREB, J.M. (1995). *Strategic Orientation of the Firm and New Product Performance*. ESSEC Business School.

XUEREB, J.M. (1994). *Croissance interne et compétitivité*. ESSEC Business School.

XUEREB, J.M., NYECK, S., PARADIS, S. and CHEBAT, J.C. (1994). *Influence de la culture sur les tendances à innover des consommateurs : évaluation empirique de la validité d'une échelle de mesure de l' "innovativeness" au Canada et en France*. ESSEC Business School.

XUEREB, J.M., NYECK, S., PARADIS, S. and CHEBAT, J.C. (1994). *Tendances à innover des consommateurs : évaluation empirique de la validité d'une échelle de mesure de l'"Innovativeness" dans un contexte transculturel*. ESSEC Business School.

XUEREB, J.M. and INGHAM, M. (1994). *The Role of Entrepreneurship and Marketing Perceptions in Innovation Processes*. ESSEC Business School.

THIETART, R.A. and XUEREB, J.M. (1994). *Uncertainty, Complexity and New Product Development*. ESSEC Business School.

XUEREB, J.M. (1993). *Stratégies d'innovation dans les secteurs de haute-technologie : le piège du marché virtuel*. ESSEC Business School.

Book reviews

XUEREB, J.M. (1995). Managing Imitation Strategies. Recherche et Applications en Marketing, United States of America.

Press

LE NAGARD, E. and XUEREB, J.M. (2006). Ingénieurs et commerciaux : un modèle pédagogique original. *Les Echos*, pp. 10-11.

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

Since 2010 International Journal of Business Excellence

Ad-hoc reviewer for :

Journal of Management Inquiry, Organization Science, Recherche et Applications en Marketing, Revue Française de Gestion, Science & Technology Studies

Affiliations

Since 1964 Member of Academy of Management

Since 1964 Member of Strategic Management Society

Since 1964 Member of Association Française de Marketing

Since 1964 Member of American Marketing Association

Other research activities

Since 1964 Ad-hoc Reviewer for AMA (American Marketing Association)

Since 1964 Ad-hoc Reviewer for EMAC (European Marketing Association)

Since 1964 Ad-hoc Reviewer for AIMS (Association Internationale de Management Stratégique)

PROFESSIONAL ACTIVITIES

Consulting

1998 - 2003 Consultant, GEMINI CONSULTING, France

1998 Invited faculty, Doctoral Consortium in Technology and Innovation Management, Academy of Management,San Diego,

1995 French representative of the Technology and Innovation Management Division of the Academy of Management. Invited faculty, Doctoral Consortium in Technology and Innovation Management, Academy of Management, Vancouver

1994 Invited Member, Junior Faculty Consortium (Business Policy and Strategy), Academy of Management, Dallas, Augus