

Sylvain COLOMBERO, Ph.D. HDR

4885 route de Castagniers, 06670 Castagniers
Born in Nice (06),
16th December 1987 (36-year-old)
Married, 1 Daughter
+33-6-84-18-06-49
sylvain.colombero@gmail.com
Driving Licence B
Previously: 'Qualified' CNU Section 06



Work Experience

Associate Professor – EDHEC Business School – since September 2024

Member of the department Strategy, Entrepreneurship & Operations

Associate Professor – Grenoble Ecole de Management – September 2022 – August 2024

Member of the research team Strategy, Innovation & Society (SIS) – within the Management, Technology & Strategy (MTS) department

Faculty representative on disciplinary boards

Assistant Professor – Grenoble Ecole de Management – September 2017 – August 2022

Member of the team Strategy, Innovation & Society (SIS)
DFR MTS representative on institutional committees relating to the PGE (2019-2023)
Coordinator of the Chair "Anosmia: making the invisible visible" (2018-2019)

Post-Doc / Lecturer – Grenoble Ecole de Management – Septembre 2016 – Août 2017

Member of the team Strategy, Innovation & Society (SIS)
Member of the "Anosmia: making the invisible visible" Chair (2017-2018)

Research Engineer / Post-Doc – Mines ParisTech – January 2016 – June 2016

French ANR Project: IMpaCT with Franck Aggeri, Eva Boxenbaum & Blanche Segrestin
Aim: Study of hybrid partnerships in the new energy sector: the case of ITE, Total and SunPower

Research Assistant – Mines ParisTech – CBS – Boston College / October 2013 – December 2015

Data Collection & Analysis for international Research project studying the *impact of material artefacts and visual representations on the emergence of innovation* with Eva Boxenbaum, Thibault Daudigeos & Candace Jones.

Academic Visiting – Boston College (MA, USA) / February 2015 – April 2015

Invited as a Ph.D. Student to the department of Management and Organization in the Carroll School of Management, Boston College by Pr. Candace Jones

Academic Visiting – Copenhagen Business School (Denmark) / October 2013 – March 2014

Part of the double-degree process at the department of Organization (IOA)

PhD. Student – Mines ParisTech (France) et Copenhagen Business School (Denmark) / October 2012 – December 2015

Ph.D. Student in Management & Organization Studies both at the CGS (Mines ParisTech) and at the IOA (Copenhagen Business School) under the supervision of Pr. Eva Boxenbaum

Title: *Instantiating through collective bricolage: the case of the Listed-Buildings Institution*

Responsible of the audioguide mediation tool – Musée du quai Branly (Paris) / May 2012 – July 2012

Research-action on the business modeling of the new digital audioguide.

Events Production Assistant & Manager (Paris, France) – M6, Event Group, Oria Events, Scope / Septembre 2009 – Novembre 2010

Setting the call for tenders and the budget / Monitoring events, human resources and relations with service providers / Logistics manager and Stage Assistant

Scientific Productions

Peer-Reviewed Papers

Boxenbaum, E., Daudigeos, T., Pillet, J.-C., & **Colombero, S.** (2017). Multimodal construction of a rational myth: Industrialization of the French building sector in the period from 1945 to 1970. *Research in Sociology of Organizations*, 54B: 3-36 (**ABS 3**)

Cartel, M., **Colombero, S.**, & Boxenbaum, E. (2017). Towards a multimodal model of theorization processes. *Research in Sociology of Organizations*, 54A: 153-182 (**ABS 3**)

Colombero, S., & Boxenbaum, E. (2019). Authentication as Institutional Maintenance Work. *Journal of Management Studies*, 56(2): 408-440 (**ABS 4**)

Colombero, S., & Dal Zotto, P. (2023). Moodle: a platform that enables gamification. *Academy of MGMT Learning & Education*, 22(4): 743-744 (**ABS 4+**)

Colombero, S., Duymedjian, R., & Boutinot, A. (2021). The embedded-agency paradox revisited: discussing Deleuze and Guattari's concept of becoming for Institutional Entrepreneurship. *Scandinavian Journal of Management* (**ABS 2**)

Dal Zotto, P., **Colombero, S.**, Pigni F., & Haggège, M. (2018). Customers becoming creators: how firms leverage technology and consumers for new value. *Journal of Business Strategy*, 39(4): 42-65 (**ABS 1**)

Genet, C., Gandia, R., & **Colombero, S.** (2023). How can organizations manage business model innovation and replication processes at the same time? The case of Airbnb. *Journal of Business Models*, 11(2): 44-63 (**ABS 1**)

Tufféry, C., & **Colombero S.** (2019). Qualité et régime archéologique »: quelques réflexions sur les catégories de pensée, les principes classificatoires et sur les processus d'institutionnalisation en archéologie. *Les Nouvelles de l'Archéologie*, Varia 155 : 42-46 (**Outside MGMT Studies**)

Book Chapter

Boutinot, A., **Colombero, S.**, & Delacour, H. (2023). Temporality and institutional maintenance: the role of reactivation work to material artefacts. In F.-X. De Vaujany, R. Holt, & A. Grandazzi (Eds.), *Organization as Time: Technology, Power and Politics*: 329-348. Oxford, UK: Cambridge University Press.

Scientific Communications

- Boutinot, A., **Colombero, S.**, & Delacour, H. (2023). Notre-Dame in fire: The role of collective emotions in the case of an uninhabited place. *Cagliari, Egos 2023*.
- Boxenbaum, E., Daudigeos, T., Pillet, J.C., & **Colombero, S.** (2017). Keeping a Dream Alive: Multimodal Study of the Construction Sector's Industrialization 1945-1970 in *77th Academy of Management Conference*, Atlanta, United States of America.
- Cartel, M., Boxenbaum, E., & **Colombero, S.** (2017). Multimodal strategies of theorization: A historical analysis of reinforced concrete in *33rd EGOS Colloquium 2017*, Copenhagen, Denmark.
- . (2018). Acquiring prestige: the role of multimodal discourse in processes of category reclassification in *EGOS 2018*, Tallinn, Estonia.
- . (2020). Categories' status change and the making of place in *80th Annual Meeting of the Academy of Management*, 2020, Vancouver, Canada
- . (2022). Categories' status change and the making of place in *82th Academy of Management Conference 2022*, 2022, Seattle, United States of America
- Colombero, S.** (2011). *Industrie du disque: et si une solution existait déjà?* Master Thesis, Strasbourg: EM Strasbourg.
- . (2012). *L'introduction de l'outil numérique "audioguide multimedia": quel impact organisationnel dans les institutions culturelles? Le cas du musée du quai Branly*. Research Master Thesis, Paris: Université Paris-Ouest & Mines ParisTech.
- . (2013). *Bricolage as Institutional Maintenance Work: integrating new construction materials into heritage buildings in Denmark*, Poster, presented in IOA Winter Games 2013 on December 5th.
- . (2014). *Bricolage as Institutional Maintenance Work: integrating new construction materials into heritage buildings*. Paper presented during the International Workshop "Giving visual and material form to ideas, identity and imagination: Architecture, urbanism and sustainable construction" in Vienna (Austria) on May 12th 2014.
- . (2015). *The selection criteria of collective bricolage: the case of the Listed-Buildings Institution*, Paper presented in EURAM 2015 on June 17th 2015.
- . (2016a). The interpretative frame: the link between the institution and its artifact carrier. Paper presented in the OAP 2016 Lisbon on June 23rd 2016.
- . (2016b). The art of Bricolage: designing a new BM to better adopt a digital audioguide in museum. Poster presented during GEM's BM Days on November 24th 2016.
- Colombero, S.**, & Boxenbaum, E. (2019). Authentic city identity: institutionalizing architectural heritage in *EGOS 2019*, Edinburgh, United Kingdom.
- Colombero, S.**, Duymedjian R., & Boutinot A. (2017). Créer "like a complete unknown": Bob Dylan et l'intérêt du 'devenir-imperceptible' pour une création perpétuelle. Paper presented in the Deleuze et le management! workshop – Université de Chicago de Paris on March 17th 2017.
- . (2017). Creating "like a complete unknown": Bob Dylan or the interest of becoming imperceptible for ever-renewed creation. Paper presented during EGOS 2017 (Track 62), Copenhagen, Denmark.
- . (2021). Creating "like a complete unknown" or the interest of becoming imperceptible dans *81st Annual Meeting of The Academy of Management*, 2021, Vancouver, Etats-Unis.
- Colombero, S.**, Duymedjian, R., Né I., & Parmentier-Cabaija, A. (2023). Why should scholars and practitioners consider Bricolage as Arrangements in organizations?, *RGCS*, le 27 janvier 2023.
- Colombero, S.**, Kokshagina, O., & Cartel, M. (2015). *Institutional entrepreneurship and bricolage: the case of Louis Pasteur and the rabies vaccine design*. Working-paper Mines ParisTech & Grenoble EM.
- Daudigeos, T., Boxenbaum, E., **Colombero, S.**, & Pillet, J.C. (2016). Keeping a Dream Alive: Sustaining the Rational Myth of Industrialization in the Construction Industry from 1945 to 1970, *2nd International Conference: Visuality, Materiality, Multimodality*, Copenhagen, Denmark.

Gandia, R., Genet, C., **Colombero, S.** (2019). How do organizations support business model replication with multi-sided platform ? in *Business Model Conference*. New York City, United States of America.

———. (2021). The role of multi-sided platform in the business model replication; Lessons from the Airbnb case. AOM Conference 2021, Vancouver, USA.

———. (2022). How does Airbnb support business model innovation and replication processes through a digital platform? *Business Model Conference, 2022*, Lille, France.

Kim J. -H., Casati G., Pietrabissa A., Giuseppi A., Calvanese Strinati E., Cassiau N., Noh G., Chung H., Pigni, F., **Colombero S.**, Dal Zotto P. (2020). 5G-ALLSTAR: An Integrated Satellite-Cellular System for 5G and Beyond in *IEEE WCNC2020*. Seoul, South Korea.

———. (2022). 5G-Allstar: beyond 5G Satellite-Terrestrial Multi-connectivity. 2022 EuCNC & 6G Summit, WOS. Grenoble, France.

On-Going Projects

Cartel, M., Boxenbaum, E., & **Colombero, S.**

Title: *Concrete jungles: The material mode of professional status maintenance*

Colombero, S., Duymedjian, R., Boutinot, A. & Agogu , M. Bob Dylan for *Revue Fran aise de Gestion (ABS 1)*

Title: *Creating « like a complete unknown »: Bob Dylan or the interest of becoming imperceptible for ever-renewed creation*

Colombero, S., & Merikivi, J. – practitioners-oriented paper

Title: Does IT Enabled Process Transparency Add External Stakeholder’s Trust in Organizations? A Comparative Intervention Experiment.

Delacour, H., Boutinot, A., & **Colombero, S.** – First Submission – JMI

Title: *Notre-Dame on fire: Unpacking the dynamics of attachment to a place in the process of being damaged*

Duymedjian, R., **Colombero, S.**, Parmentier-Cajaiba, A., Coelho da Silva, R., & N  I. – First Submission – **X & Org. Studies**

Title: *Bricolage-as-Arrangement: the monster inside*

Case Studies

Colombero S. (2017). Total Heaven : bricolage de cha nes de valeur, GEM-G-020, CCMP - Centrale de Cas et de M dias P dagogiques, Paris, France, 2017

———. (2017). Total Heaven: bricolage of value chains, GEM-G-20 (GB), CCMP – Paris, France.

Newspapers/Media

Contrepoints

Chatelain, Y., Dal Zotto, P., **Colombero, S.**, & Pigni, F. (2021). Loi anti-Huawei : une balle dans le pied de notre 5G nationale.

The Conversation

- Boutinot, A., Duymedjian, R., & **Colombero, S.** (2021). Banksy et le monde de l'art : au milieu et nulle part.
- Colombero, S.** (2016). Perdre l'odorat, un handicap négligé mais non négligeable
- Colombero S.**, & Boxenbaum E., (2019). Patrimoine architectural : quand modernité rime avec authenticité.
- Colombero, S.**, Pigni, F. (2019). Tout est-il à jeter dans la 5G ?
- Colombero, S.**, Pigni, F., & Dal Zotto, P. (2020). Tout est-il à jeter dans la 5G ? (MAJ 2020).
- Duymedjian, R., & **Colombero, S.** (2017). "Truqu_é_" astuces: quelle éthique pour l'entrepreneur?
- Poissonnier, H., Laurens, I., & **Colombero S.** (2024). Repenser le rôle de l'enseignant en école de management

Journal des Grandes Écoles

- Colombero, S.**, Dal Zotto, P., Gauttier, S., & Pigni, F. (2020). Big Data : créer de la valeur en transformant des masses de données en information, no. 90 : pp. 26.
- Dal Zotto, P., Calvanese Strinati, E., **Colombero, S.**, & Pigni, F. (2021). La 5G, de quoi s'agit-il vraiment ? (en ligne).

+ *More than 11 media interventions/solicitations around the Notre-Dame-de-Paris fire in April 2019 (CNews, FranceInfo, FranceTVInfo, France Bleu Paris, Isère, Sud Radio, ...)*

Professional Talks & Popularization

- Colombero, S.** (2013). Interpretive Mediation in Museums: Introduction of a new digital tool in the French musée du quai Branly. CBS Imagine.. Seminar à Copenhagen.
- . (2017a). Introduction aux Business Model Innovants. 6ème Audacity Awards à Saint-Nazaire
- . (2017b) Le jambon-beurre : une institution ? Café Recherche @GEM
- . (2018). Introduction aux Business Models Innovants. Salon des Entrepreneurs à Nantes.
- . (2021). Que changer pour rien changer ? Quand Notre Dame de Paris et le Jambon Beurre répondent à la même question. GEM Next.
- . (2023). Décortiquer le Sexisme « Ordinaire ». Intervention dans le certificat *Taking Gender Equality to the Next Level* de la Chaire FERÉ.

Teaching & Associated Academic Activities

Teaching

In English:

International Management (Master level) – Teaching Assistant (≈ 30h) – Mines ParisTech

Organization Studies (Master level) – Teaching Assistant (≈ 30h) – Mines ParisTech/Dauphine University

Introduction to CK-Theory (Various levels) – Animator of Workshops (≈ 20h) – Mines ParisTech

Qualitative Research Methods (Master level) – Teacher (≈ 20h) – Mines ParisTech + IEP Rennes (France)

Supply Chain Strategy (BBA4) – Teacher (≈ 24h/year since 2024) – EDHEC

In French:

Information Systems for Managers (M1 PGE TC + Asso) – Lecturer (≈ 42h/year since 2016) – GEM

Strategy & Business Models / Business Models (M2 PGE Alt.+ SHN) – Lecturer (≈ 100h/year since 2016) – GEM

Strategic Analysis (BBA3) – Lecturer (≈ 50h/year since 2024) - EDHEC

Module Supervision

Strategy & Business Models (≈ 30h per year) for Professional Athletes People' tracks (since 2017) and for Université Grenoble-Alpes' track 'Law & MGMT' (2016-2018)

Students Supervision

4 DBA: 2 on-going students, 1 completed, 1 discontinued for personal reasons.

38 Master thesis completed

6 participations as reviewer in Thesis Defense Committees.

Reviewer

For Organization Studies, Construction MGMT & Economics, Technological Forecasting and Social Change, M@n@gement, Technovation, Academy of Management (OMT Division), Research in the Sociology of Organizations, Environment and Planning B: Urban Analytics and City Science, and International Conference on Information Systems (ICIS).

Member of the Academy of MGMT and EGOS

Institutional Responsibilities

Past:

Coordinator of the Anosmia Research Chair: making the invisible visible (2017-2018)

Representative of the Department Management, Technology & Strategy (MTS) on the reorganization of the Bachelor in Business BIB course (equivalent to L3 – 2019-2020)

Member of the Information System & Society (ISS) research team (2016-2022)

Faculty Representative for the Digital Campus project (2020-2022)

Participant in several Grenoble École de Management working groups: Grand Oral de Management, Grand Mémoire, Disciplines & Sanctions, Journées des Parents, Élections C.A., etc.

Representative of the MTS DFR on the bodies for the creation of the Management double degree between GEM & CY Tech

Faculty Representative on all disciplinary boards

Member of the GEM working group: Students Engagement

Academic Background

Unistra & EM Strasbourg – July 2023 – June 2024

HDR under the supervision of Pr. Amélie Boutinot,

Title: *My quest of ordinary: how Emersonian philosophy can help me grasp my academic work*

Mines ParisTech & Copenhagen Business School – October 2012 – December 2015

French Doctorat/Danish Ph.D. in Management & Organization Studies under the supervision of Pr. Eva Boxenbaum

Ph.D Title: *Instantiating through collective bricolage: the case of the Listed-Buildings Institution*

Mines ParisTech – ESCP Europe – Polytechnique – Université Paris Ouest / October 2011 – September 2012

Master 2 Research in Management Sciences

Research topic: The introduction of the digital tool "multimedia audioguide": what organisational impact in cultural institutions? The case of the musée du quai Branly.

EM Strasbourg / September 2010 – September 2011

Master 2 Programme Grande École in Entrepreneurship

Master Thesis' title: The music industry : what if a solution already existed?

Business School University of Manchester (UK) / September 2008 – July 2009

Academic exchange with specialization in Sustainable Development Management, Political Marketing and International Management and Organizational Theory

IECS-EM Strasbourg / September 2007 – June 2008

Sociology and Economic Administration L3 degree / Winner of the Award "L'Express" 2008 as journalist and sales manager of the special issue "Le Strasbourg Vert du Futur" (The Future Green Strasbourg)

Spoken Languages & Others

French: mother tongue **English:** fluent **German:** intermediate level
Dane & Japanese: basic

Software: Word, Excel, PowerPoint, Access, MAXQDA, iWork, iLife, Photoshop, IBM SPSS, Atlas.ti

Certifications: LEGO LSP (2017) / Python (2020) / Expert for Digital Learning (2021)

Awards: Alsace Tech's Diversity Price (2008) / Best Teacher Award (2021)

Hobby : Music Lover

Credentials

Pr. Eva Boxenbaum

Copenhagen Business School - IOA
Solbjerg Pl. 3, 2000 Frederiksberg, Denmark
Email: eb.ioa@cbs.dk

Pr. Gerardo Patriotta

University of Bath
10 East, Claverton Down, Bath BA2 7AY, UK
Phone: +44 (0) 1225 385867
Email: gp735@bath.ac.uk