

Fabienne BORNARD

Professor and Researcher in Entrepreneurship

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Fabienne Bornard has been developing entrepreneurship education in the Chambéry Higher Business School since 2000. She has 20 years of experiences in the creation and development of small businesses, first as consultant, then as founder of a consultancy and training company then as professor and researcher. She is in charge of a program addressed to a professional public and delivering the Chambéry School diploma in two years (“ESC Management”). Her teaching and research interests are entrepreneurship, the entrepreneur’s cognition and the public support entrepreneurship policy, corporate strategy and business plans.

EDUCATION

- 2007 PhD in Entrepreneurship, Savoy University, “The social representation of the *Company* by its creator : what kind of influences on the entrepreneurial process ?”.
Research Directors : Pr Claude Jameux and Emmanuel Abord de Chatillon.
- 2003 Master of Research in Sociology, Grenoble University, France.
- 1991 Master in Grenoble Business School, France. Speciality : entrepreneurship.

PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

2000 - present Professor of Entrepreneurship and Strategy in the Chambéry Higher Business School

Courses taught

Entrepreneurship theory ; management of the setting up of a firm, L2, M2, France and Tunisia (Essec University of Tunis) ; different ways to entrepreneurship (M1).

Company simulation (serious game) M1, M2

Corporate strategy and strategy diagnostic (M1)

Project management (L2)

Executive seminars

Financial diagnostic, understanding accountancy information, commercial strategy and tools for managers and entrepreneurs.

CONSULTING EXPERIENCE

1991 / 1995 : Consultant specializing in financial, economical and social diagnostics, responsible for company analysis in the sectors of metallurgy, textiles, pharmacy, health, in a national consultancy and accountancy expertise group.

1996 / 2000 : Starting a company providing services for the support of the development of small companies : executive seminars and consultancy ; creation of a professional network providing seminars, professional meetings and tools and support to new ventures.

PUBLICATIONS

Articles

F. Bornard (forthcoming 2012), « Exemple d'un dispositif méthodologique visant la compréhension des liens représentation mentale/processus de création d'entreprise », **Revue Internationale de Psychosociologie**.

F. Bornard and C. Thévenard-Puthod (2009), « Mieux comprendre les difficultés d'une transmission externe grâce à l'approche des représentations sociales », **Revue Internationale P.M.E.**, Vol.22, N° 3-4.

F. Bornard (2009), « Création d'entreprise : construire un plan d'affaires ou apprendre à réfléchir ? », **Le mensuel des universités**, April, <http://www.lemensuel.net>.

F. Bornard (2006), « L'impact du projet de vie sur le processus de création d'entreprise », **Management & Sciences sociales** (Recherches et Applications), January, N°1, p. 147-162.

F. Bornard (2005), « Création d'entreprise : la force du projet », **Entreprise Ethique**, April, N°22, Cercle d'Ethique des Affaires, p. 43-49.

F. Bornard (2004), « Ethique et création d'entreprise : un possible atout pour une T.P.E. », **Economie & Humanisme**, October, N° 370, p. 20.

F. Bornard (2011), « 'Je veux créer une entreprise' : comment les représentations sociales des entrepreneurs influencent leur conduite ? », in reviewing process for *Gérer & Comprendre*.

Conference presentations

F. Bornard and G. Parmentier (2011), « Business games: what are their potential for entrepreneurial learning ? », *56 th annual I.C.S.B.(The International Council for Small Business) world conference*, Stockholm.

F. Bornard (2005), « Création d'entreprise et projet de vie – étude de cas », 5th Conferene Day of the **Entrepreneurship Academy**, Reims.

F. Bornard (2004), « Comment concilier entreprise et projet de Société ? », Les enjeux du management responsable, **ESDES**, Lyon.Catholic University

F. Bornard (2011), Workshop

Reviewing activity

Reviewer for : Revue de l'Entrepreneuriat, Gestion 2000, RIPME and CIFPME.

RESEARCH INTERESTS

Processes for new venture creations and company recoveries
The socio-cognitive approach of entrepreneurship
Entrepreneurial supportive arrangements, business incubators
Entrepreneurial learning

PROFESSIONAL ASSOCIATIONS

- Member of the “Académie de l’Entrepreneuriat”, a French Association for the Development of Entrepreneurship.
- Member of the AIREPME, International Association for Research into Entrepreneurship and SMEs’.
- Member of IREGÉ, research center in management sciences of the University of Savoy.
- Organization of conferences : Journée de l’Académie de l’Entrepreneuriat, « Entreprendre dans les services », ESC Chambéry, Chambéry, 2007 ; journées AGRH « Santé et sécurité au travail », Annecy, 2005.

TEACHING SPECIALITIES

Entrepreneurship
Corporate Strategy
Serious Games

FEATURED IN THE PRESS

L’expansion, April 2009, entrepreneurship programs in French business schools.