



Guy PARMENTIER

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Guy Parmentier was a project manager and C.E.O for 15 years in creative industry. He has been an associate professor in the Chambéry Graduate School of Business for two years. His teaching and research interests are Management of innovation in creative industry and the tourist industry. He has published two articles pertaining to these themes in French academic journals. He also regularly teaches modules focusing on these topics at graduate levels: management of innovation, management of social networks, and web marketing. He is currently in charge of three research projects concerned with serious games: Learning Game Factory, Serious Lab for Innovation and Immersive Ski Resort.

EDUCATION

- 2009** Thesis in Strategic Management (University of Grenoble): Managing innovation with user community
- 2005** Master in research and innovation management, University of Grenoble, France
- 1996** Engineer Project Management, “Institut National Polytechnique” of Grenoble, France
- 1988** Master in communication, University of Grenoble, France

EXPERIENCE IN TEACHING AND RESEARCH

Positions held

- 2009 to present** Researcher and professor, Chambéry Graduate School of Business
- . Research into the management of Serious Games in European Project FEDER Learning Games Factory, Serious Lab for Innovation and Immersive Ski Resort
- 2008** Temporary Professor, Chambéry Graduate School of Business
- 2005 – 2008** Temporary Professor, Grenoble Graduate School of Business
- 2005 – 2008** Researcher, Orange Labs. Research into the creation in users' communities and user toolkits for innovation. Development of research project ANR "The firm facing virtual world". Scientific committee member of competitiveness pole IMAGINOVE.

Courses taught

- 2010** Management of social webs in firms - Chambéry Graduate School of Business
Business Game Session – EDHEC and Chambéry Graduate School of Business
WebMarketing - Chambéry Graduate School of Business
- 2009** Management of innovation – Chambéry Graduate School of Business
Management of social webs in firms - Chambéry Graduate School of Business
- 2008** Management of innovation – Grenoble Graduate School of Business
Management of innovation - Chambéry Graduate School of Business
Management of social webs in firms - Chambéry Graduate School of Business
- 2007** Business Plan Challenge - Grenoble Graduate School of Business
- 2006** Management of innovation – Grenoble Graduate School of Business

Executive seminars

- 1996-1997** Management of a multimedia project – Institut National Polytechnique of Grenoble

CONSULTING EXPERIENCE

- 2009** Management Consultant – THEINNOVATION.EU – Grenoble – Internet Focus Group to test a concept of innovation in the tourist industry
- 2005-2006** Management Consultant – AD VALOR – Grenoble – France. Market survey, seeking financing and the design development strategy of start-ups, management of innovation, consulting in numeric leisure.
- 2005** Management Consultant - IMAGINOVE – Lyon – France. Study of human resources management in the video games industry
- 2004-2005** CEO – GALILEA GAMES – Montreal – Canada. Financial management and marketing
- 2003-2004** CEO – VIRTUAL ACTORS – Grenoble – France. Design of business plans, marketing survey, legal study, financial management and seeking financing, research partnership management RIAMM and RNTL
- 1998-2004** Managing Director – GALILEA STUDIO – Grenoble – France - Administrative and financial management, production management and partnership with editors, international market exploration
- 1996-1997** Project Manager - Director – GALILEA STUDIO – Grenoble – France. Design and development of a video game
- 1990-1996** Project Manager - LIBRIS – Grenoble – France - Design of book collection concerning the mountain, leisure and tourist industries. Production management

PUBLICATIONS

Articles published in refereed journals

- 2009** *Les consommateurs des mondes virtuels : construction identitaire et expérience de consommation dans Second Life* – Recherche et Applications en Marketing, vol 24, issue 3
- 2009** *Innovation et création dans le jeu vidéo : comment concilier exploration et exploitation* - Revue Française de Gestion –Issue 191 – pp 71-87

Other articles

- 2008** *Les Boîtes à outils pour l'innovation au secours des innovants*, Revue Innovation, l'Actualité de l'économie de la croissance, n°11, January to February

2007 *La double nature du jeu vidéo*, L'Expansion Management Review, n°126, Autumn.

Quelques clefs pour comprendre Second Life. L'année des TIC 2006, Observatoire des Stratégie et Technologies de l'information et de la communication.

Communications published in conference proceedings

2010 Organizational Change and Management of Innovation – IFSAM 2010 (Paris)

La construction identitaire et les relations sociales dans Second Life – ACFAS Montréal 2010

2009 L'innovation avec les communautés d'utilisateurs : un processus de décontextualisation et de recontextualisation – AIMS 2009 (Grenoble)

2008 *Managing user communities: oxymoron of inaction*, EGOS 2008 (Amsterdam)

Gérer l'innovation avec une Boîte à outils ouverte pour l'innovation : le cas du jeu Trackmania, AIMS 2008 (Nice)

La recherche qualitative dans les mondes virtuels, Atelier Analyse Qualitative Atelier AIMS 2008 (Lille)

Construction identitaire dans les mondes virtuel : le cas de Second Life, AFM 2008 (Paris)

2007 *Managing a creative community with a user toolkit for innovation*, EGOS 2007 (Vienne)

Innover et exploiter pour réussir : comment devenir ambidextre, AIMS 2007 (Montréal)

2006 *Analyse exploratrice des pratiques de GRH innovantes du secteur du jeu vidéo*, AGRH 2006 (Reims)

Organising to industrialise creativity in the game industry, EGOS 2006 (Bergen)

RESEARCH INTERESTS

Management of innovation and creativity in organizations

Management of user communities and user toolkits for innovation

Management of Serious games in organizations

Management of social networks in organizations

Conception and marketing in the virtual world

PROFESSIONAL ASSOCIATIONS

Member of AIMS and EGOS

Member of the International VR Photography Association

TEACHING SPECIALITIES

Marketing and management of innovation

Web Marketing

Social webs in firms

Business Plans

OTHER PERSONAL INFORMATION

Languages spoken, written and read: English

Hobbies, passions : Panoramic photography (www.ipano.eu) and mountain sports