



Guy PARMENTIER

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Guy Parmentier has been in the Video Games and IT Industry for 18 years, He has managed many innovation projects (IA software, video game, publishing project) and 3 firms (Galiléa Studio, Galiléa Games and VirtualActors)

Today he is combining his managerial experience with his research activities including management of innovation and knowledge management.

EDUCATION

- 2006 to present** Ph.D. in Strategic Management (Grenoble University, forthcoming)
Doctoral research: Managing innovation with user community
- 2005** Master of research and innovation management, Grenoble University, France
- 1996** Engineer Project Management, "Institut National Polytechnique" of Grenoble, France
- 1988** Master of communication, Grenoble University, France

EXPERIENCE IN TEACHING AND RESEARCH

Positions held

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

Courses taught

- 2006** Management of innovation – Chambéry Business School
Management of social web in firm - Chambéry Business School
- 2008** Management of innovation – Grenoble Business School
Management of innovation - Chambéry Business School
Management of social web in firms - Chambéry Business School
- 2007** Business Plan Challenge - Grenoble Business School
- 2006** Management of innovation – Grenoble Business School

Executive seminars

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

CONSULTING EXPERIENCE

- 2005-2006** Management Consultant – AD VALOR – Grenoble – France. Market survey, search financing and design development strategy for start-ups, management of innovation, consulting in numeric leisure.
- 2005** Management Consultant - IMAGINOVE – Lyon – France. Study of human resources management in video games industry
- 2004-2005** CEO – GALILEA GAMES – Montreal – Canada. Financial management and marketing

- 2003-2004** CEO – VIRTUAL ACTORS – Grenoble – France. Design of business plan, marketing survey, legal study, financial managing and search for 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 video game
- 1990-1996** Project Manager - LIBRIS – Grenoble – France - Design of book collection for mountain, leisure and tourism sector. Managing production

PUBLICATIONS

Articles published in refereed journals

- 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-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

- 2008** *Managing user communities: oxymoron of inaction*, EGOS 2008
- Gérer l'innovation avec une Boîte à outils ouverte pour l'innovation : le cas du jeu Trackmania*, AIMS 2008
- La recherche qualitative dans les mondes virtuels*, Atelier Analyse Qualitative AIMS 2008
- Construction identitaire dans les mondes virtuel : le cas de Second Life*, AFM 2008

- 2007** *Managing a creative community with a user toolkit for innovation*, EGOS 2007
Innover et exploiter pour réussir : comment devenir ambidextre, AIMS 2007
- 2006** *Analyse exploratrice des pratiques de GRH innovantes du secteur du jeu vidéo*,
AGRH 2006
Organising to industrialise creativity in the game industry, EGOS 2006

RESEARCH INTERESTS

Management of innovation and creativity in organizations
Management of user communities and user toolkits for innovation
Management of Serious game in organizations
Management of social network in organizations
Conception and marketing in virtual world

PROFESSIONAL ASSOCIATIONS

Member of AIMS and EGOS
Member of International VR Photography Association

TEACHING SPECIALITIES

Marketing and management of innovation
Social web in firm
Business Plan

OTHER PERSONAL INFORMATION

Languages spoken, written and read: French, English
Hobbies, passions : Panoramic photography and mountain sports