



Associate Professor Azadeh SHOMALI

Academic Department: Strategy, Entrepreneurship
and International Business

Email: azadeh.shomali@essca.fr

RESEARCH INTERESTS

- Management of Technological and Business Model Innovation
- Digital Transformation

EDUCATION

Highest degree :

- | | |
|------|---|
| 2020 | Doctorate/PhD, Management Sciences, Strategic and Innovation Management, Université Grenoble Alpes, France
<i>Capacités organisationnelles et processus d'innovation des modèles d'affaires dans l'économie numérique : le cas des entreprises manufacturières établies.</i> |
| 2015 | MPhil, Management Sciences, Strategic and Innovation Management, Université Grenoble Alpes, France |
| 2013 | Master of Science, Industrial Engineering, Institut National Polytechnique de Grenoble, France |
| 2011 | Master of Business Administration, Sharif University of Technology, Iran |
| 2007 | Bachelor of Sc., Industrial Engineering (Railway Operations & Management), Iran University of Science and Technology, Iran |

PROFESSIONAL EXPERIENCE

Academic experience and positions

- | | |
|-------------|---|
| Since 2025 | Associate Professor, ESSCA School of Management, France |
| Since 2021 | Entrepreneurship Program coordinator for the Angers and Bordeaux campuses, ESSCA School of Management, France |
| 2021 - 2025 | Assistant Professor, ESSCA School of Management, France |
| 2018 - 2019 | Adjunct Lecturer, Institut National Polytechnique de Grenoble, France |
| 2018 - 2018 | Invited student, Ecole Polytechnique Fédérale de Lausanne (EPFL), Switzerland |
| 2015 - 2015 | Adjunct Lecturer, Grenoble School of Management, France |

Professional experience

- | | |
|-------------|--|
| 2017 - 2018 | Consultant on Digital Innovation, bioMérieux, France |
| 2010 - 2012 | Internal Consultant, MAPNA Group, Iran |
| 2006 - 2010 | Economic Analyst, METRA - Consulting Engineers Company, Iran |

GRANTS AND HONORS

2022	Best Paper Award: 3rd Edition of MASCIK Workshop : "Governance of digital innovation platforms in B2B manufacturing firms", MASCIK, France
2018	IDEX International Mobility scholarship, Ecole Polytechnique Fédérale de Lausanne (EPFL) , Switzerland
2016	Doctoral contract scholarship, Université Grenoble Alpes, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

SHOMALI, A. and ALEXIEV, A. (2024). Resourcing strategies for mutual dependence in social venture–corporate collaborations: Reaffirm, reach out, and rally. *Revue de l'Entrepreneuriat*, 23(1), pp. 19-43.

SHOMALI, A. and PINKSE, J. (2016). The consequences of smart grids for the business model of electricity firms. *Journal of Cleaner Production*, 112(5), pp. 3830-3841.

Conference proceedings

SHOMALI, A., PARMENTIER, G. and GANDIA, R. (2021). Organizational capabilities and process of business model innovation for digital offers. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

SHOMALI, A. (2016). Innovative output and systemic innovations: The influence of firm's boundary setting. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

Conference paper (with selection committee)

TORNIKOSKI, E. and SHOMALI, A. (2025). Rethinking Entrepreneurial Agency: The Role of Critical Creativity in Systemic Transformation. In: RENT Conference. European Institute for Advanced Studies in Management, Enschede.

SENOU, O. and SHOMALI, A. (2025). Generative AI in the banking sector: Adoption strategies and challenges. In: ISPIM. Bergen.

VALDEMARIN, S., SALOMONE, V. and SHOMALI, A. (2025). Supporting Startups Developing their International Network: The Role of Entrepreneurial Support Systems. In: Conférence annuelle d'Atlas AFMI. La Rochelle.

SALOMONE, V., VALDEMARIN, S. and SHOMALI, A. (2024). The role of Entrepreneurial Support Systems in the Development of International Network of Startups. In: 4e édition du MASCIK. Angers et Lyon.

SHOMALI, A. and ALEXIEV, A. (2024). The Process of Premature Scaling When Implementing Experimentation in Established Organizations. In: SMS 44th Annual Conference. Istanbul.

SHOMALI, A. and ALEXIEV, A. (2023). Pathways for social ventures to scale up social innovations when collaborating with large firms: Reaffirm, reach out, and rally. In: World open innovation conference. Bilbao.

SHOMALI, A. and ALEXIEV, A. (2023). Collaborations between corporates and social ventures: how social ventures scale-up their social innovation? In: AIMS GT innovation. Toulouse School of Management.

SHOMALI, A., GABAY-MARIANI, L. and ALEXIEV, A. (2022). The contribution of corporate-startup sustainability collaborations to organizational adaptation. In: 3rd Edition of MASCIK Workshop. ESSCA School of Management, Angers.

SHOMALI, A. (2022). Governance of digital innovation platforms in B2B manufacturing firms. In: 3rd Edition of MASCIK Workshop. ESSCA School of Management.

SHOMALI, A. (2022). Process of IoT- based Business Model Innovation in manufacturers. In: ISPIM International Conference, Innovating in a Digital World. Copenhagen.

SHOMALI, A. (2022). Organizational Capabilities for business model innovation in established firms. In: Business Model Conference. Lille.

SHOMALI, A., PARMENTIER, G. and GANDIA, R. (2019). Unpacking the process of business model reconfiguration for developing digital offers. In: Business Model Conference. New York.

SHOMALI, A., PARMENTIER, G. and GANDIA, R. (2017). Dynamic capabilities for business model. In: Business Model Conference. Venise.

SHOMALI, A. and PINKSE, J. (2015). The Consequences of Smart Grids for the Business Model of Electricity Firms. In: DRUID Conference. Rome.

Research / consulting reports

SHOMALI, A. (2023). Participation au Livre blanc Make Sense rédigé par Sylvia Garzon et Louna Thomas : Se lancer dans la collaboration avec des entrepreneurs sociaux. France.

Presentation in a research seminar

SHOMALI, A., ALEXIEV, A. and VISHWANATHAN, P. (2023). The Contribution of Corporate-Startup Sustainability Collaborations to Organizational Adaptation. In: Business, Society & Responsibility Research Seminar. University of Amsterdam.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2022 Ad-hoc reviewer, Technovation

Since 2022 Ad-hoc reviewer, Journal of Business Models

Since 2015 Ad-hoc reviewer, M@n@gement

Service to the academic discipline

Reviewing activities for an academic conference

Since 2022 Ad-hoc reviewer: Business Model conference

Since 2015 Ad-hoc reviewer, Academy of Management (AOM), United States of America

Organisation/facilitation of webinars, seminars, roundtables

2025 - 2025 Facilitator for the Art Thinking seminar, Symposium on "Social Innovation and Social Entrepreneurship, Participatory Research and Educational Innovations," Nantes University Scientific Days Journées scientifiques de Nantes Université, Nantes Université, France

Participation in a research consortium

Since 2024 Social innovations and their role in improving the sustainability of cities. With ISRTV and ECN Nantes, France