



Associate Professor Marie STADGE

Academic Department: Organization, Management
and Human Resources

Email: marie.stadge@essca.fr

RESEARCH INTERESTS

- Stratégie de responsabilité sociétale des entreprises (RSE), des organisations (RSO) et des
- Management of organizations, including higher education institutions
- Change management: institutional work of individual and organizational actors, institutionalization

TEACHING DOMAINS

- Strategy
- Management
- CSR and Business Ethics

EDUCATION

Highest degree :

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| 2021 | PhD in Management science
"Understanding the institutionalization of university social responsibility in France: a study of five universities.", Université de Strasbourg, France
<i>Premier Prix de thèse 2022 de l'ADERSE en partenariat avec l'ORSE</i>
<i>Premier Prix de thèse 2022 de l'AIRMAP</i> |
| 2016 | Master of Ethics, European Center for Studies and Research in Ethics, Business Ethics specialization, Université de Strasbourg, France |
| 2000 | Double Master's degree, Marketing specialization, EM Lyon, France |
| 2000 | Double Master's degree, marketing specialization, Kauffrau Technische Universität, Germany |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2022 | Associate Faculty Dean, Strasbourg campus, ESSCA School of Management, France |
| Since 2022 | Associate Professor, ESSCA School of Management, France |
| 2020 - 2022 | Temporary Research and Teaching Assistant, Université de Strasbourg, France |
| 2017 - 2020 | Contractual doctoral student and lecturer, EM Strasbourg, France |

PROFESSIONAL EXPERIENCE

Professional experience

- 2015 - 2017 CSR project manager, EM Strasbourg, France
- 2012 - 2014 Key Account Manager e-commerce, adidas France, France
- 2010 - 2011 Head of Trade Services, adidas France, France
- 2005 - 2009 Business Unit Manager, adidas France, France
- 2003 - 2004 Group Manager "Maybelline New York", Groupe L'Oréal, Germany
- 2000 - 2002 Product Manager "Maybelline New York", Groupe L'Oréal, Germany

GRANTS AND HONORS

- 2022 ADERSE Thesis prize 2022 (partnership with ORSE): "Pour une compréhension de l'institutionnalisation de la responsabilité sociétale des universités françaises. Étude de 5 universités", ADERSE, France
- 2022 Thesis prize: "Pour une compréhension de l'institutionnalisation de la responsabilité sociétale des universités françaises. Étude de 5 universités", Association Internationale de Recherche en Management Public (AIRMAP), France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- STADGE, M. and BARTH, I. (2025). Pour une Responsabilité Sociétale de l'Université intégrée. *Gestion et Management Public*, 13(3), pp. 39-67.
- MZOUGH, N., GROLLEAU, G. and STADGE, M. (2024). Why University Social Responsibility Initiatives Can Backfire and What to Do About It? *Prometheus*, 40(1), pp. 32-46.
- STADGE, M. and BARTH, I. (2022). Processus d'institutionnalisation du management de la responsabilité sociétale des universités françaises. *Gestion et Management Public*, 10(1), pp. 33-54.

Editorially-Reviewed Articles

- STADGE, M. (2024). Présentation du cahier thématique. Transition écologique et sociale : enjeux de responsabilité pour les établissements d'enseignement supérieur et de recherche. *Management et Sciences Sociales*, 37(2), pp. 5-11.

Chapters in book

- STADGE, M. (2020). Processus de Bologne et développement durable: quelles convergences? In: Bonnaire, A.-C., Lips, C. eds. *Construire l'espace européen de l'enseignement supérieur*. 1st ed. Paris: Éditions L'Harmattan, pp. 139-166.

Conference paper (with selection committee)

- STADGE, M. and ROLLAND, B. (2025). Former les étudiants aux enjeux de la transition écologique pour un développement soutenable (TEDS) : quelle est la portée normative du cadrage ministériel ? In: Colloque de l'ADERSE. ISTECH, Paris.
- STADGE, M. and LEMAIRE, M. (2025). Stratégies de prévention des violences sexistes et sexuelles (VSS) dans les Grandes Ecoles françaises : une analyse critique au prisme de la théorie des organisations genrées de J. Acker. In: Colloque AIRMAP 2025. Versailles, Université Paris-Saclay.
- STADGE, M. and ROLLAND, B. (2024). Educating students in the challenges of the ecological transition for sustainable development: how to navigate between ministerial guidelines, institutions'

strategic autonomy and academic freedom? In: 40th EGOS Colloquium - Crossroads for Organizations: Time, Space and People. University of Milano-Bicocca, Milan.

LEMAIRE, M. and STADGE, M. (2023). Management of sexual and gender-based violence (SGBV) at French Business School: a neo-institutional study of an emerging shared challenge. In: 39th EGOS colloquium. Cagliari.

STADGE, M. (2023). Conceptualization of University Social Responsibility: a study of how hybrid organizations manage the objective of sustainable development. In: EURAM Annual Conference. Dublin.

LEMAIRE, M. and STADGE, M. (2023). Les grandes écoles de commerce face aux violences sexistes et sexuelles : #BalanceTaStratégieVSS. In: AIRMAP 2023. Université de Dijon.

STADGE, M. and HELFRICH, V. (2023). Transition écologique et sociale dans les établissements d'enseignement supérieur et de recherche : quelles recommandations tirer de l'analyse longitudinale des évaluations réalisées via le référentiel et le label DD&RS ? In: Conférence de l'ADERSE. La Rochelle.

STADGE, M. (2022). Understanding the institutionalization of university social responsibility in France: implications for practice and research. In: 38th EGOS colloquium. Vienna.

STADGE, M. and BARTH, I. (2022). Manager l'université : dépasser les tensions en élaborant un projet stratégique avec et pour les parties prenantes. In: 11th AIRMAP colloquium. Rabat.

STADGE, M. and BARTH, I. (2022). Responsabilité sociétale de l'université : de la nécessité stratégique à la mise en œuvre, cas de 5 universités. In: 18th ADERSE colloquium. Paris.

STADGE, M. and BARTH, I. (2020). Responsabilité sociétale des universités françaises : définition et facteurs d'institutionnalisation. In: 9th AIRMAP colloquium.

STADGE, M. and BARTH, I. (2019). Logiques institutionnelles orientant l'élaboration des stratégies RSU : le cas d'une université française. In: Ecocampus 4 colloquium. Poitiers.

STADGE, M. (2019). Responsabilité sociétale des universités et processus de Bologne : même combat ? In: CEAHE International Conference - The Construction of European Area of Higher Education, 20 years after the launch of the Bologna process. Banska Bystrica.

STADGE, M. and BARTH, I. (2019). Processus d'institutionnalisation des stratégies de développement durable et de responsabilité sociétale des universités. In: 8th AIRMAP colloquium. Paris.

STADGE, M. and BARTH, I. (2018). La responsabilité sociétale d'une université européenne : développement du concept à partir de l'étude des représentations des parties prenantes. In: IAE France doctoral workshop. Paris.

STADGE, M. (2017). Platform CforCSR®, a training and certification tool in Corporate Social Responsibility. In: AACSB Impact Conference. Phoenix AZ.

Invited in Academic Conferences

SIMON, A., STADGE, M., BONNET, M. and FABRE, C. (2024). Une approche holistique de la Responsabilité Sociétale des Universités (RSU). In: Symposium Responsabilité Sociétale des Universités, 20e congrès de l'ADERSE. Bordeaux.

Editorial activities

Editorial board of scientific journals

2023 - 2024 Guest editor: special issue dedicated to University Social Responsibility, Management et Sciences Sociales

Reviewer for an academic or professional publication

Since 2022 Ad-hoc reviewer, Management et Sciences Sociales

Since 2022 Ad-hoc reviewer, Gestion et Management Public

Since 2022 Ad-hoc reviewer, Vie & Sciences de l'Entreprise

Service to the academic discipline

Active member of a recognised scientific or academic association

Since 2022 Co-coordinator of the USR (University Social Responsibility) research axis at ADERSE, with Professor Marc Bonnet (Jean Moulin Lyon 3 University) and Professor Blandine Rolland (University of Haute Alsace), ADERSE, France

Service to the institution

Active participation in an event organised by the institution

2023 - 2023 Round table 'Evolution of skills for taking sustainability into account', 2nd edition of 'Implementing sustainability in organisations', ESSCA School of Management, France

Service to the academic discipline

Participation in assessment committees

2024 - 2024 Dissertations reviewer for the ADERSE 2024 thesis prize, ADERSE, France

Membership in an academic association

Since 2023 Professional affiliation, active membership, European Academy of Management (EURAM), Belgium

Since 2022 Professional affiliation, active membership, European Group for Organizational Studies (EGOS), Belgium

Since 2022 Professional affiliation, active membership, ADERSE, France

Since 2019 Professional affiliation, active membership, Association Internationale de Recherche en Management Public (AIRMAP), France

Organisation/facilitation of webinars, seminars, roundtables

2024 - 2024 Animation de 3 ateliers RSU, colloque 2024, ADERSE, France

2022 - 2022 Assessment and perspectives of USR (University Social Responsibility)", with Marc Bonnet, Zahir Yanat, Blandine Roland et Jocelyn Husser., ADERSE, France

Organising committee of a conference

Since 2023 Co-direction of the workshop "Social Responsibility of Higher Education and Research Institutions", ADERSE, France

Since 2023 Member of the organizing committee of the research seminar "Assessment and perspectives of USR" (University Social Responsibility), ADERSE, France

2019 - 2019 Member of the organizing committee of the "Augustin Cournot Doctoral Days", Augustin Cournot Doctoral School, international scientific conference for doctoral students in economics and management, École doctorale Augustin Cournot, France

Service to professional community

Participation in professional events, roundtables

- 2022 - 2022 Interview for the 2022 ARCES (Association of Communication Managers in Higher Education) conference: "Responsible communication in higher education, and if it was time?" (M. Stadge/I. Barth). La Rochelle University, June 2 and 3, 2022., Association des responsables communication de l'enseignement supérieur (ARCES), France
- 2022 - 2022 Speaker at the annual conference of the DGS (Directors of operations) of Higher Education and Research institutions: "Ecological and social emergencies: university administration as spectator or pilot". University of Rennes 1, June 23 and 24, 2022., Direction Générale de la Santé (DGS), France

Practice-oriented contributions

- 2022 - 2022 Interview by News Tank Education & Research: "University Societal responsibility: causes of delay, levers for change (I. Barth/M. Stadge)". Paris, interview n°246053 published on March 23, 2022., News Tank Education & Recherche, France