



Full Professor Alexandre BOHAS

Academic Department: Strategy, Entrepreneurship
and International Business

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RESEARCH INTERESTS

- Internationalisation of Firms
- International acquisitions
- Global Leadership
- Cultural industries

TEACHING DOMAINS

- Experiencing the intercultural without traveling-
- International Business
- Corporate Political Activity
- International business simulation

EDUCATION

Highest degree :

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| 2007 | PhD in International Political Economy, Université Panthéon-Sorbonne - Paris 1, France
<i>La firme Disney : analyse du capitalisme culturel d'Hollywood</i> |
| 2004 | M.A. International relations, Université Panthéon-Sorbonne - Paris 1, France |
| 2003 | Exchange Abroad Program, California State University, United States of America |
| 2002 | Diploma of Sciences-Po, Sciences Po Bordeaux, France |

PROFESSIONAL EXPERIENCE

Academic experience and positions

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| Since 2021 | Professor, ESSCA School of Management, France |
| Since 2019 | Research coordinator for Aix-en-Provence campus, ESSCA School of Management, France |
| Since 2019 | Associate researcher, CERGAM, France |
| 2017 - 2021 | Associate Professor, ESSCA School of Management, France |

Professional experience

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| 2015 - 2017 | Global Strategic Analyst - Corporate Development, Michelin Group, France |
| 2014 - 2015 | European Key Account Manager, Michelin Group, France |
| 2011 - 2013 | European Business Intelligence Manager, Michelin Group, France |

PROFESSIONAL EXPERIENCE

Professional experience

- 2008 - 2010 Account Manager, Michelin Group, France
- 2008 - 2008 Project Manager, Public Affairs, Michelin Group, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- BOHAS, A. and LIU, L.A. (2025). How relationship shapes the market: an ethnographic study of French tire industry. *Review of Social Economy*, 83(3), pp. 347-373.
- BOHAS, A., GROLLEAU, G. and MZOUGH, N. (2024). The Advantages of Being Disadvantaged. *Kyklos*, 77(3), pp. 759-775.
- BOHAS, A. and MESCHI, P.X. (2023). In vino vanitas: Social dynamics and performance of Chinese château acquisitions in the Bordeaux vineyards. *Journal of International Business Studies*, 54(2), pp. 306-331.
- BOHAS, A., MORLEY, M.J. and KINRA, A. (2021). Perlmutter revisited: Revealing the anomic mindset. *Journal of International Business Studies*, 52(9), pp. 1695–1723.
- BOHAS, A. (2019). Das Auto. A case for anomic globalization through Volkswagen's 'Made in Germany' label. *Journal of Political Power*, 12(1), pp. 66-85.
- BOHAS, A. (2015). Neopluralism and Globalization: The Plural Politics of the Motion Picture Association. *Review of International Political Economy*, 22(6), pp. 1188-1216.
- BOHAS, A. (2015). Transnational Firms and the Knowledge Structure: The Case of the Walt Disney Company. *Global Society*, 29(1), pp. 23-41.
- BOHAS, A. (2006). The Paradox of Anti-Americanism: Reflection on the Shallow Concept of Soft Power. *Global Society*, 20(4), pp. 395-414.

Editorially-Reviewed Articles

- BOHAS, A. (2013). L'insuffisance de l'exception culturelle face à la marchandisation mondiale. Les négociations transatlantiques sur un futur accord de libre-échange. *Passage au Crible*, (91).
- BOHAS, A. (2013). Volkswagen ou le triomphe du Made in Germany. La permanence paradoxale des identités nationales dans la mondialisation. *Passage au Crible*, (90).
- BOHAS, A. (2012). Universal Studios: Hollywood in the Era of Global Entertainment. *InaGlobal - La revue des médias* July.
- BOHAS, A. (2011). Disney: A Cultural Capitalism of Global Entertainment. *InaGlobal - La revue des médias* May.
- BOHAS, A. (2011). The MPA or the Global Diplomacy of Hollywood Majors. *InaGlobal - La revue des médias* January.
- BOHAS, A. (2010). L'investissement numérique dans les droits de l'Homme. Le refus de la firme transnationale Google face à la censure de la Chine. *Passage au Crible*, (18).

Scholarly Books

- BOHAS, A. (2023). *The Political Economy of Disney*. Chinese ed. Basingstoke: Palgrave Macmillan, 224 pages.
- BOHAS, A. (2016). *The Political Economy of Disney. The Cultural Capitalism of Hollywood*. 1 ed. Basingstoke: Palgrave Macmillan, 224 pages.

BOHAS, A. (2010). *Disney. Un capitalisme mondial du rêve*. 1 ed. Paris: Éditions L'Harmattan, 250 pages.

LAROCHE, J. and BOHAS, A. (2008). *Canal+ et les majors américaines. Une vision désenchantée du cinéma-monde*. 2e édition revue et corrigée ed. Paris: Éditions L'Harmattan, 200 pages.

LAROCHE, J. and BOHAS, A. (2005). *Canal+ et les majors américaines. Une vision désenchantée du cinéma-monde*. 1 ed. Paris: Pepper, 271 pages.

Books Editor

HOERBER, T., BOHAS, A. and VALDEMARIN, S. [Eds] (2023). *The EU in a Globalized World*. 1 ed. Abindgon: Routledge, pp. 206.

BOHAS, A. [Ed] (2019). *Les Puissants à l'assaut de la culture*. 1 ed. Paris: Éditions L'Harmattan, pp. 172.

Chapters in book

BOHAS, A. (2022). The European Union and Cultural Diversity. The unexpected fate of a 'certain idée' de la culture. In: Hoerber, T., Cabras, I., Weber, G. eds. *The Routledge Handbook of European Integrations*. 1st ed. Abindgon: Routledge.

BOHAS, A. and MORLEY, M.J. (2022). Globalization, Heterarchy, and the Persistence of Anomie. In: Philip G. Cerny (ed.). *Heterarchy in World Politics*. 1 ed. Routledge, pp. 93-103.

BOHAS, A. (2018). La mondialisation de la cause féminine. In: Paris : L'Harmattan (ed.). *L'actualité internationale 2017*. 1st ed. Passage au crible de la scène mondiale, pp. 99-103.

BOHAS, A. (2017). Uber ou l'irrésistible ascension mondiale des firmes digitales. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2016*. 1st ed. Paris: Editions L'Harmattan, pp. 105-109.

BOHAS, A. (2016). La mondialisation d'un fanatisme. Les destructions culturelles de l'État Islamique. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2015*. 1st ed. Paris: Editions L'Harmattan, pp. 23-27.

BOHAS, A. (2013). Une gouvernance brutale d'Internet. La fermeture du site Megaupload. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2012*. 1st ed. Paris: Editions L'Harmattan, pp. 29-33.

BOHAS, A. (2013). L'exceptionnalité des biens culturels. La destruction des mausolées de Tombouctou. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2012*. 1st ed. Paris: Editions L'Harmattan, pp. 35-39.

BOHAS, A. (2013). Une conception trompeuse de la puissance. Le rachat des firmes européennes par la Chine. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2012*. 1st ed. Paris: Editions L'Harmattan, pp. 55-59.

BOHAS, A. (2013). La mondialisation américaine d'Internet. L'échec du sommet mondial de Dubaï. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2012*. 1st ed. Paris: Editions L'Harmattan, pp. 153-157.

BOHAS, A. (2012). Le triomphe de l'American Way of life. L'échec de la voiture indienne, la Nano. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2011*. 1st ed. Paris: Editions L'Harmattan, pp. 29-33.

BOHAS, A. (2010). Coup de force numérique, domination symbolique. Google et la commercialisation d'ouvrages numérisés. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2009-2010*. 1st ed. Paris: Editions L'Harmattan, pp. 23-27.

BOHAS, A. (2010). Une construction mondiale de la rareté. Le projet ACTA d'accord commercial sur la contrefaçon. In: J. Laroche (ed.). *Passage au crible de la scène mondiale. L'actualité internationale 2009-2010*. 1st ed. Paris: Editions L'Harmattan, pp. 61-64.

Conference proceedings

BOHAS, A. and MESCHI, P.X. (2024). Does Celebrity Status of Acquirers Matter in Post-Acquisition International Performance? In: *AOM Annual Meeting*. Chicago: Proceedings - Academy of Management (AOM).

BOHAS, A. and MORLEY, M.J. (2020). The Discontented Manager and the Anomic Mindset: An Interpretive Ethnography in an Automotive MNC. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

Conference paper (with selection committee)

BOHAS, A. (2024). Anomic Globalization: International Managers Against a Pluralized World. In: The 17th Pan-European Conference on International Relations, EISA. Université catholique de Lille.

BOHAS, A. (2024). Exploring World Politics Beyond the State System: Spaces, Relations and Struggles. In: The 17th Pan-European Conference on International Relations, EISA. Université catholique de Lille.

BOHAS, A. (2024). Reconsidering the Structural Power at the Digital Age. In: The 17th Pan-European Conference on International Relations, EISA. Université catholique de Lille.

BOHAS, A. and MESCHI, P.X. (2023). Guns, Lands and Raison d'Etat: The Impact of Inter-State Military Assistance and Home-Country State on Foreign Subsidiary Termination in Africa. In: EIBA Conference: The changing global power balance challenges for European firms. Lisbonne.

BOHAS, A. and MESCHI, P.X. (2020). My Château in Bordeaux. Reconsidering M&A Private-Interest Motives and Performance. In: 10e Conférence Atlas-AFMI. Poitiers.

BOHAS, A. (2018). An Anomic Globalization: Volkswagen or the "Made in Germany" Label in Global Capitalism. In: AIB 2018 Annual Meeting. Minneapolis, MN.

BOHAS, A. (2017). Constructing Trade Relations: The Power of Narratives in Trade. In: Interim Conference of the IPSA Research Committee 36 on the Power of Narrative. Pavia.

BOHAS, A. (2017). Trade, Globalization and Neopluralism. In: ISA Convention. Baltimore.

BOHAS, A. (2017). Anomic Globalization: A Questioning of Cosmopolitanism. In: ISA Convention. Baltimore.

BOHAS, A. (2016). Anomie and Globalisation. In: World Congress of IPSA. Poznan.

BOHAS, A. (2015). Volkswagen or the Globalisation of the 'Made in Germany. In: Pan-European Conference of EISA. Sicily.

BOHAS, A. (2015). Interconnectivity, Power and Trade, Pan-European. In: Conference of EISA. Sicily.

BOHAS, A. (2014). The Transnational Diplomacy of MPA: The Rise of Polyarchal Politics. In: World International Studies Conference. Francfort.

BOHAS, A. (2006). La diplomatie globale d'Hollywood. In: Colloque international de l'Observatoire des Mutations des Industries Culturelles. Saint Denis.

BOHAS, A. (2005). The Paradox of Anti-Americanism. In: World International Studies Conference. Istanbul.

BOHAS, A. (2003). A New Middle Age: A Post-Westphalian Approach to the European Union. In: Undergraduate Conference on the European Union, Scripps College. Claremont.

Published Case Studies

BOHAS, A. and MESCHI, P.X. (2020). The Tire Maharajahs: Competing with Chinese Exporters and Tire Multinationals for Industry Leadership in India. London. Ivey Publishing.

Practice-oriented contributions

BOHAS, A. (2025). Disney cambia su política de inclusión y diversidad. Madrid: Marketing News, Spain.

BOHAS, A. and MESCHI, P.X. (2024). Vignobles bordelais : les investisseurs chinois les ont-ils vraiment négligés ? Conflits : revue de géopolitique, France.

BOHAS, A. and MESCHI, P.X. (2024). Vignobles bordelais : les investisseurs chinois les ont-ils vraiment négligés ? The Conversation, France.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

Since 2017 Member, Chaos International, Centre d'Etudes et de Recherches Transnationalistes

Since 2007 Member, InaGlobal - La revue des médias

Reviewer for an academic or professional publication

2025 - 2025 Reviewer, Africa Journal of Management

2022 - 2022 Reviewer, Foreign policy analysis

2022 - 2022 Reviewer, International Studies Quarterly

Service to the institution

Active participation in an event organised by the institution

Since 2020 Comité d'organisation des Journées automnales du management international (JAMI), ESSCA School of Management, France

2018 - 2018 Intercultural management and business in the Mediterranean Sea, ESSCA School of Management, France

Service to the academic discipline

Membership in an academic association

Since 2018 Professional affiliation, Academy of International Business (AIB), United States of America

Since 2007 Professional affiliation, The International Studies Association, United States of America

Since 2007 Professional affiliation, European International Studies Association (EISA), Czech Republic

Since 2007 Professional affiliation, UC Davis Alumni Association, United States of America

PhD Supervision

2024, Doctoral Advisory Committee

M. E. F. VIANA, Defended, From politics to box office: the impact of international political events on the success of foreign films in the US, Fundação Getúlio Vargas

2021, Doctoral Advisory Committee

A. GHODS, Defended, The new venture legitimacy, reconceptualization, measure and impacts on the

