



Associate Professor Marie JOACHIM

Academic Department: Strategy, Entrepreneurship
and International Business

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INFORMATION

Marie JOACHIM holds a PhD from Paris Dauphine University. She works on customers' participation to strategic management.

Her research focuses on online communities, customers' participation, value creation and capture.

She is an Assistant Professor of Strategic Management and Entrepreneurship.

She is a Visiting Research Fellow at the University of Surrey, Centre for Digital Economy.

Received a PhD within the last 5 years

RESEARCH INTERESTS

- Customer strategy

TEACHING DOMAINS

- Strategic management

EDUCATION

Highest degree :

2019	PhD, Management Sciences, Strategic Management, University Paris Dauphine-PSL, France <i>L'orchestration des clients comme ressources</i>
2015	Master (France), Business administration, Strategic Management, University Paris Dauphine-PSL, France
2014	Bachelor of Arts, Politics and International Relations, University of Kent, United Kingdom

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2025	Associate Professor, ESSCA School of Management, France
Since 2021	Visiting Research Fellow, University of Surrey, United Kingdom
2019 - 2025	Assistant Professor, ESSCA School of Management, France
2018 - 2018	Visiting Research Fellow, Copenhagen Business School, Denmark

Professional experience

2014 - 2015	Consulting activity, Strategy and Operations department, KPMG, France
2013 - 2013	Regulation Services. Work on the transposition of a specific directive regulating

PROFESSIONAL EXPERIENCE

Professional experience

energy distribution in the EU, ERDF ERDF, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

JOACHIM, M., CASTELLÓ, I. and PARRY, G. (2024). Moving Beyond “Facts are Facts”: Managing Emotions and Legitimacy After a Fake News Attack. *Business and Society*.

JOACHIM, M. and LASZCZUK, A. (2020). Redesigning business models to leverage members' participation in online communities: The case of the French gambling industry. *Systèmes d'Information et Management*, 25(4), pp. 29-58.

Editorially-Reviewed Articles

LASZCZUK, A. and JOACHIM, M. (2017). Festivals de musiques actuelles en France : une diversité payante. *The Conversation* July.

Conference proceedings

YANG, Y., ABDALLA MIKHAEL, C. and JOACHIM, M. (2025). When the Crowd Takes Over: Decentralized Problem Formulation Under Uncertainty. In: *AOM Meeting*. Copenhagen: Proceedings - Academy of Management (AOM).

JOACHIM, M., CERTA, L. and CASTELLÓ, I. (2024). Keeping the Fight Alive in Violent Online Contexts: Moral Energy Replenishment to Debunk Fake News. In: *AOM Annual Meeting*. Chicago: Proceedings - Academy of Management (AOM).

CASTELLÓ, I., JOACHIM, M. and PARRY, G. (2022). Emotional Regulation and Institutional Maintenance: Debunking Fake News with Emotions. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

JOACHIM, M. and ABDALLA MIKHAEL, C. (2020). Being a Good Host: Transforming Value Creation Into Value Capture in Firm-Hosted Online Community. In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

JOACHIM, M. (2017). Customers' Role in Strategic Management: a Source of Competitive Advantage? In: *AOM Annual Meeting*. Proceedings - Academy of Management (AOM).

Conference paper (with selection committee)

JOACHIM, M. (2025). “One too many” red pills to swallow: depolarization in the online manosphere. In: Workshop on Digital Data for Research in Management and Organization Studies. Università Commerciale Luigi Bocconi, Milan.

JOACHIM, M. (2024). Keeping the fight alive in violent online contexts: energy replenishment rituals to debunk fake news. In: CSR COM Conference: CSR Communication for a World in Crisis. Bath University.

JOACHIM, M. and CASTELLÓ, I. (2021). From fear to empathy: dismantling mistrust of vaccines through emotional mirroring strategies. In: 37th EGOS Colloquium. Vrije Universiteit Amsterdam.

JOACHIM, M. (2021). Emotional Regulation and Institutional Maintenance: Debunking Fake News with Emotions. In: Webinar Disrupting Fake News: Vaccines and Emotions, Deep Fakes and Other Controversies. Oxford, Online.

JOACHIM, M. (2019). Out of control: absorbing external uncertainty with firm-hosted online customers' communities. In: 14th Workshop on Organization Studies.

JOACHIM, M. (2018). Channelling strategic value of online customers communities. In: Strategic Management Society (SMS) Conference. Paris.

JOACHIM, M. (2018). Exploring the Demand-Side Strategy: a Value Creation Perspective. In: Conférence AIMS. Montpellier.

JOACHIM, M. (2017). Customers, Role in Strategic Management: a Source of Competitive Advantage? In: Conférence AIMS. Lyon.

Research / consulting reports

JOACHIM, M., CASTELLÓ, I., COLLEONI, E., O'MEARA, N., CERTA, L., HARRACÁ, M. ... PARRY, G. (2022). Fighting Fake News: Online Disinformation in Covid Times. London: The British Academy, United Kingdom.

Published Case Studies

CARTON, G. and JOACHIM, M. (2017). La Foodtech en France : quelles stratégies de croissance pour Foodora, Deliveroo et Uber Eats ? Paris. CCMP.

ISAAC, H. and JOACHIM, M. (2016). Sosh : communauté de clients au coeur de la stratégie. Paris. CCMP.

ISAAC, H. and JOACHIM, M. (2016). Uber : de l'écosystème à la plateforme de logistique urbaine (. Paris. CCMP.

Practice-oriented contributions

JOACHIM, M. (2025). Note#47 Organiser l'action publique pour lutter contre la désinformation vaccinale. Observatoire de l'Éthique Publique, France.

JOACHIM, M., CASTELLÓ, I. and PARRY, G. (2024). Cómo las emociones, combinadas con los hechos, pueden ayudar a las organizaciones a enfrentarse a las 'fake news'. Madrid: Marketing News, Spain.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2023 Ad-hoc reviewer, Business and Society

Since 2023 Ad-hoc reviewer, Management International

Since 2023 Ad-hoc reviewer, Revue Internationale PME (RIPME)

Since 2023 Ad-hoc reviewer, Bridge Reviewer Program, Academy of Management Review

Service to the institution

Active participation in an event organised by the institution

2024 - 2024 Webinar: the role of emotions in countering fake news, ESSCA School of Management, France

Service to the academic discipline

Reviewing activities for an academic conference

Since 2023 Ad-hoc reviewer, annual conference, European Group for Organizational Studies (EGOS), Belgium

Since 2021 Reviewer, annual conference, Association Internationale de Management Stratégique (AIMS), France

Since 2017 Reviewer, annual conference, Academy of Management (AOM), United States of America

Scientific committee of an academic conference

- 2022 - 2022 Session Chair: ST-AIMS 10 (2/3) : Orchestrer et valoriser les ressources pour de nouveaux BM face aux grands défis sociétaux et environnementaux (GT BMRC), Association Internationale de Management Stratégique (AIMS), France
- 2021 - 2021 Special track: Business Models et nouvelles pratiques de valorisation des ressources et compétences (avec Vanessa Warnier, Xavier Weppe et Guillaume Do Vale), Association Internationale de Management Stratégique (AIMS), France
- 2020 - 2021 Organization committee 30ème conférence Organization committee: Le management stratégique à l'épreuve des grands défis mondiaux, Annual conference, Association Internationale de Management Stratégique (AIMS), France

Membership in an academic association

- Since 2021 Professional affiliation, European Group for Organizational Studies (EGOS), Belgium