



Associate Professor Thierry VIALE

Academic Department: Organization, Management
and Human Resources

Email: thierry.vale@essca.fr

RESEARCH INTERESTS

- Human aspects of organizational change
- Economic strategies and Social recognition through economic development
- Social consequences of digitization and online measurement
- History of French marketing/communication industry

TEACHING DOMAINS

- Management
- Organisational theory/behaviour

EDUCATION

Highest degree :

2010	Doctorate/PhD, Management Sciences, Management, HEC Paris, France
1996	MRes, Sociology, Ecole des Hautes Etudes en Sciences Sociales (EHESS), France
1995	MRes in Communication, Université Sorbonne Nouvelle - Paris 3, France

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2020	Associate Professor, ESSCA School of Management, France
2019 - 2020	Senior Lecturer, University of Bristol, United Kingdom
2013 - 2019	Lecturer, University of Bristol, United Kingdom
2011 - 2013	Lecturer, University of Liverpool, United Kingdom
2011 - 2011	Post-Doctorate, Laval University, Canada

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

VIALE, T. and GENDRON, Y. (2025). "Taking wendake beyond wendake": economic development and legal tenacity in the wendat community. *Business and Society*.

BOUILLOUD, J.P., PÉREZTS, M., VIALE, T. and SCHAEPELYNCK, V. (2020). Beyond the Stable Image of Institutions: Using Institutional Analysis to Tackle Classic Questions in Institutional Theory. *Organization Studies*, 41(2), pp. 153-174.

VIALE, T., GENDRON, Y. and SUDDABY, R. (2017). From “mad men” to “math men”: The Rise of Expertise in Digital Measurement and The Shaping of Online Consumer Freedom. *Accounting, Auditing & Accountability Journal*, 30(2), pp. 270-305.

SUDDABY, R., VIALE, T. and GENDRON, Y. (2016). Reflexivity: The role of embedded social position and entrepreneurial social skill in processes of field level change. *Research in Organizational Behavior*, 36, pp. 225-245.

SUDDABY, R. and VIALE, T. (2011). Professionals and field-level change: Institutional work and the professional project. *Current Sociology*, 59(4), pp. 423-442.

Editorially-Reviewed Articles

VIALE, T. (2021). Oser la rencontre avec le monde pour le transformer : plaidoyer pour un désenclavement de la recherche en sciences de gestion. Chapitre 7: Repenser le système. *Breaking Boundaries*, 1(1), pp. 181-187.

Scholarly Books

VIALE, T. (1997). *La communication d'entreprise*. Paris: Editions L'Harmattan.

Conference proceedings

VIALE, T., GENDRON, Y. and SUDDABY, R. (2013). The Institutionalization of The Norm of Digital Measurement: A Foucaultian Analysis. In: *Academy of Management Meeting*. Proceedings - Academy of Management (AOM).

VIALE, T. and GENDRON, Y. (2013). Institutional Portfolios: Analyzing the Role of Individuals in Processes of Institutional Work. In: *Academy of Management Annual Meeting*. Proceedings - Academy of Management (AOM).

Conference paper (with selection committee)

BOUILLLOUD, J.P., VIALE, T., PEREZTS, M. and SCHAEPELYNCK, V. (2018). Institution as locus of permanent tension between instituting and instituted forces: The contributions of Institutional Analysis to the Neo Institutional Theory of organization. In: UCL-ESCP Europe colloquium on Cornelius Castoriadis. Paris.

KLIMECKI, R. and VIALE, T. (2017). Title: Mad Men of the Digital Age: Towards an IT Conception of Control in the Advertising Field. In: 23rd IAMB Conference. Nouvelle Orléans.

VIALE, T., GENDRON, Y. and SUDDABY, R. (2016). From “Mad Men” to “Math Men”: The Rise of Expertise in Digital Measurement and The Shaping of Online Consumer Freedom. In: CRISHYP-ESCP Europe colloquium. Paris.

VIALE, T. and GENDRON, Y. (2015). What have we done with the spirit of our fathers: traditions as a condition of adaptation of First Nations to modernity. In: 33rd Standing Conference on Organisational Symbolism. Nottingham.

VIALE, T., SUDDABY, R. and GENDRON, Y. (2014). Ad Men vs. Digital Experts: Analysis of the Sociological Resources Engaged in a Technological Change. In: University of Edinburgh Business School. Edimbourg.

VIALE, T., SUDDABY, R. and GENDRON, Y. (2013). Institutional Portfolios: Analyzing the Role of Individuals in Technological Change. In: 29th European Group for Organizational Studies colloquium. Montréal.

SUDDABY, R., VIALE, T. and GENDRON, Y. (2013). Institutional Reflexivity: The Role of Individuals and Social Position in Processes of Institutional Change. In: Richard Ivey School of Business, University of Western Ontario.

SUDDABY, R., VIALE, T. and GENDRON, Y. (2012). Institutional Reflexivity: The Role of the

Individual in Institutional Work. In: Meiji University Conference. Tokyo.

SUDDABY, R., VIALE, T. and GENDRON, Y. (2012). Institutional Reflexivity: The Role of the Individual in Institutional Work. In: 1st European Theory Development Workshop in OMT. Grenoble.

BOUILLAUD, J.P. and VIALE, T. (2012). Instituting and Instituted: The Lost Dimensions of Institutions. In: 1st Workshop on Institutions and Institutional Work. Paris.

VIALE, T., SUDDABY, R. and GENDRON, Y. (2011). The social structure of the Internet innovation in the French communication consultancy. In: 27th European Group for Organizational Studies colloquium. Gothenburg.

VIALE, T. and BOUILLAUD, J.P. (2011). When The Consumer Triggers Institutional Change. In: 39th annual conference of Administrative Sciences Association of Canada. Montréal.

VIALE, T. and BOUILLAUD, J.P. (2011). When The Consumer Triggers Institutional Change. In: 11th European Academy of Management. Tallinn.

SUDDABY, R. and VIALE, T. (2010). Professionals and Field Level Change: Institutional Work and the Professional Project. In: Annual Meetings for the Swedish Network for Research on Professions. Gothenberg.

SUDDABY, R. and VIALE, T. (2010). Professionals and Field Level Change: Institutional Work and the Professional Project. In: Asia Pacific Interdisciplinary Research Conference (APIRA). Sidney.

VIALE, T. and SUDDABY, R. (2010). Operationalization of Habitus. Bringing the Individual into Institutional Theory. In: 38th Annual Conference of Administrative Sciences Association of Canada. Regina.

VIALE, T. and SUDDABY, R. (2010). Elements of Reflection About an Operationalization of Habitus. In: 6th New Institutionalism Workshop. Lyon.

VIALE, T. (2009). Bridging the Gap Between Macro and Micro Levels of Institutional Analysis Through the Theory of Field and Habitus. In: 9th European Academy of Management Conference. Liverpool.

VIALE, T. (2008). How to Objectify the Resources of Institutional Entrepreneurs. In: 4th New Institutionalism Workshop. Bergamo.

VIALE, T. (2008). Contribution of Habitus and Field theory to organisational change analysis. In: Academy of Management/Organizational Development and Change Division & ISEOR. Lyon.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2011 Ad-hoc reviewer, Academy of Management Journal

Since 2011 Ad-hoc reviewer, Accounting, Auditing & Accountability Journal

Since 2011 Ad-hoc reviewer, Acta Sociologica

Since 2011 Ad-hoc reviewer, Organization Studies

Since 2011 Ad-hoc reviewer, Qualitative Research in Organizations and Management