

# Maître de conférences Sea Mathilda BEZ

Département de rattachement: Management  
Stratégie

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Nationalité:

## FORMATION

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*Diplôme le plus élevé :*

2017	Doctorat, Université de Mtp (et Paris-Dauphine)
2013	Master 2 Politique générale et stratégie des organisations, Paris Dauphine
2012	Master 2 Economie Gestion, Ecole Normale Supérieure (ENS), Cachan

## ACTIVITÉS DE RECHERCHE

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### Activités académique

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2023 - 2023 Organisation du Diheco workshop à Montpellier, "DiHECO" (projet européen Horizon 2020)

### Activités académiques/Institutionnelles

#### Implication au sein d'une société savante/association académique

Scientific Evaluator of Innovation Management Dissertation Award Evaluation, ISPIM,, ISPIM

### Activités liées à l'éducation

#### Membre d'un jury de thèse

External reviewer Kronberger M. (Driving continuous innovation through Corporate Venture Capital, EBS Business School, Tobias Gutman., European Business School (EBS)

Suffragante au jury de thèse d'Ibrahim Tanko Gampine (sous la co-direction de Jean D. Kabongo – University of South Florida et de Jean-Michel Plane – Université Paul Valéry Montpellier 3) : « La Digitalisation des Pratiques de Ressources Humaines et la Performance des Entreprises dans un Environnement Dynamique »

### Activités liées à la recherche ou l'édition

#### Activités liées à la recherche

2022 - 2022 External reviewer in PhD committee - Kronberger Markus. (2022), Driving continuous innovation through Corporate Venture Capital, EBS Business School,, European Business School (EBS)

Assistant Program Chair pour la conférence annuelle, World Open Innovation Conférence (WOIC)

Evaluateur pour plusieurs conférences en stratégie et management, AOM

Evaluateur pour plusieurs conférences en stratégie et management, AIMS

Evaluateur pour plusieurs conférences en stratégie et management, WOIC

Assistant Program Chair – Annual World Open Innovation Conference

Track chair at 3rd IEEE-TEMS 2023 Digital Ecosystems for Sustainable Society for the Track 6 "Digital Healthcare and Platforms"

### Editeur de revue

Evaluateur pour plusieurs conférences en stratégie et management et pour certains journaux, JBIM

### Organisation d'une conférence

Comité d'organisation du World Open Innovation Conference,, Etats-Unis d'Amérique

### Activités professionnelles

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Project Steering Committee pour le projet "DiHECO" (projet européen Horizon 2020), "DiHECO" (projet européen Horizon 2020)

## PUBLICATIONS SCIENTIFIQUES

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### 01 Article revu par les pairs dans un journal issu des listes HCERES, FNEGE, ABS

MORINIERE, A., I. GEORGESCU, S. M. BEZ - "Do Google Reviews matter for doctors? Unpacking online emotional accountability" - 2025, *Critical Perspectives on Accounting*

BEZ, S. M., I. NARBON-PERPINA, A. PUNDZIENE , R. SERMONTYTE-BANIULE - "What entrepreneurial decisions enable the breeding of digital platform unicorns?" - 2025, *Strategic Entrepreneurship Journal*

BEZ, S. M., I. GEORGESCU, M. FARAZI - "TripAdvisor of healthcare: Opportunities for value creation through patient feedback platforms" - 2023, *Technovation*

PUNDZIENE, A., N. GERULAITIENE, S. M. BEZ, I. GEORGESCU, J. CARRABINA BORDOLL, L. VILUTIENE - "Value capture and embeddedness in social-purpose-driven ecosystems. A multiple-case study of European digital healthcare platforms" - 2023, *Technovation*

BEZ, M., F. LE ROY - "Johanna Gast. Unpacking the management of Oligo-coopetition strategies in the absence of a moderating third party" - 2021, *Industrial Marketing Management, Elsevier*

BEZ, M., T. SERAN LUU - "Open Innovation's "Multiunit Back-End Problem": How Corporations Can Overcome Business Unit Rivalry" - 2021, *California Management Review, University of California Press*

LE ROY, F., S. M. BEZ, J. GAST - "Unpacking the Management of Oligo-Coopetition Strategies in the Absence of a Moderating Third Party" - 2021, *Industrial Marketing Management*

SERAN LUU, T., M. BEZ - "Open Innovation's œMultiunit Back-End Problem: How Corporations Can Overcome Business Unit Rivalry" - 2020, *California Management Review, University of California Press*

BEZ, M. - "La coopération technologique : pourquoi et comment partager sa technologie avec son concurrent ? " - 2018, *Innovations*

### 02 Communication à une conférence académique avec comité de lecture

BEZ, S. M., H. CHESBROUGH - "Get Results from Open innovation" - 2025, *Annual World Open Innovation Conference (WOIC)*, Berkeley, Etats-Unis d'Amérique

BEZ, S. M. - "When your competitor is your best partner for engaging with start-ups" - 2025, *Annual World Open Innovation Conference (WOIC)*, Bilbao

BEZ, S. M., A. MORINIÈRE, I. GEORGESCU - "Emotional capitalism and digitalization: Exploring the implications of online patient evaluation for medical professionals" - 2023, *EGOS colloquium (European Group for Organizational Studies)*, Cagliari

BEZ, S. M., A. PUNDZIENE, R. S. BANIULE, I. NARBON-PERPINA - "What Entrepreneurial Decisions Enable the Breeding of Digital Platform Unicorns?" - 2023, *IEEE-TEMS*, Kaunas, Lituanie

BEZ, S. M., I. GEORGESCU, M. FARAZI - "Democratizing Healthcare: Opportunities for Value Creation through Patient Feedback Platforms" - 2022, *Annual EURAM conference (European Academy of Management)*, Winterthur

BEZ, S. M., A. RADZIWON, A. PUNDZIENE, T. GUTMANN - "Breaking Internal Silos with Inside-In Open Innovation: a Friction Based View" - 2022, *World Open Innovation Conference*, Eindhoven

BEZ, S. M., F. LE ROY - "Open Coopetition: Open Innovation and Coopetition" - 2022, *World Open Innovation Conference*, Eindhoven

BEZ, M. - "How to Produce and Realize Value in Digital Healthcare Platforms" - 2021, Lituanie

BEZ, M. - "Conversation on Business Models and Cognition: Fear of Looking Foolish." - 2021, *Etats-Unis d'Amérique*

BEZ, M., I. GEORGESCU, F. SALEH - "Patient feedback platform: An understudied free outside-in opportunity for hospitals" - 2021, *Pays-Bas*

BEZ, M., I. GEORGESCU - "A Platform to "Grade Your Doctor": from a Threat to a Dynamic Capability Tool" - 2021, Lituanie

BEZ, S. M., I. GEORGESCU, M. FARAZI - "Patient feedback platform: An understudied free outside-in Open Innovation opportunity for hospitals" - 2021

SERAN LUU, T., S. M. BEZ - "Managing Open-Innovation between Competitors: A Project-Level Approach" - 2019, *Rome, Italie*

BEZ, M., H. CHESBROUGH - "Fear of Looking Foolish" - 2019, *Rome, Italie*

BEZ, M., H. CHESBROUGH - "Implementing Open Innovation in collaboration with competitors: A novel additional mode to attract startups" - 2019, *Boston, Etats-Unis d'Amérique*

BEZ, M., H. CHESBROUGH - "Implementing Open Innovation via Open Co-opetition: A novel additional mode to engage with startups" - 2018, *Barcelone, Espagne*

BEZ, M., H. CHESBROUGH - "Open Coopetition" - 2018

BEZ, M., L. GNYAWALI - "Symposium: Coopetition and innovation" - 2018, *Chicago, Etats-Unis d'Amérique*

BEZ, M., F. LE ROY - "Managing coopetition: rethink the resolution of the paradox of knowledge sharing" - 2018, *Montpellier, France*

BEZ, S. M., F. LE ROY - "Managing coopetition: implement knowledge transparency between competitors" - 2018, *Chicago, Etats-Unis d'Amérique*

LE ROY, F., H. CHESBROUGH, S. M. BEZ - "Looking for the historical origins of coopetition: back to Antique Romans traders" - 2018, *Montpellier, France*

LE ROY, F., S. M. BEZ, H. CHESBROUGH - "Open Coopetition: a research program" - 2017, *San Francisco, Etats-Unis d'Amérique*

BEZ, M., F. LE ROY - "The Mirror Organization : A Specific Project Structure for Open Innovation Between Competitors" - 2017, San Francisco, Etats-Unis d'Amérique

LE ROY, F., H. CHESBROUGH, S. M. BEZ - "Open Coopetition" - 2017, San Francisco, Etats-Unis d'Amérique

BEZ, S. M., F. LE ROY, S. DAMERON, D. GNYAWALI - "Unconventional Strategy: Why Enabling a Competitor can be Beneficial for Innovation" - 2017, Houston, Etats-Unis d'Amérique

BEZ, S. M., F. LE ROY, S. DAMERON - "Managing coopetition: Is transparency a fallacy or a mandatory condition? A case study in the pharmaceutical industry between Sanofi and BMS" - 2017, Lyon, France

BEZ, S. M., F. LE ROY, S. DAMERON - "La coopétition technologique : stratégie contrainte ou stratégie proactive ? Le cas du Groupe Total dans l'exploration et la production de pétrole" - 2017, Lyon, France

### 03 Chapitre d'ouvrage

BEZ, S. M., F. LE ROY - "Open Innovation and Coopetition: toward Coopetitive Open Innovation", in Chesbrough H., Radziwon A., Vanhaverbeke W., West J., (eds), *The Oxford Handbook of Open Innovation* - 2024, *Oxford University Press*

BEZ, S. M., F. LE ROY - "Open Innovation and Coopetition: toward Coopetitive Open Innovation" - 2023, *Oxford University Press*

BEZ, M., F. LE ROY, S. DAMERON - "Barriers in Searching for Alternative Business Models: An Essay on the Fear of Looking Foolish" - 2021

### 04 Ouvrage de recherche

DARWIN, S., H. CHESBROUGH, C. DE MARCO, S. M. BEZ - "Solving ongoing innovation challenges : Embraer, Dell, Mitsubishi" - 2019

BEZ, S. M. - "Les stratégies de coopétition et leur management: partager, protéger et/ou capturer des connaissances" - 2019

DARWIN, S., H. CHESBROUGH, C. DE MARCO, S. M. BEZ - "Solving real business model challenges due to digitalization" - 2018

DARWIN, S., H. CHESBROUGH, S. M. BEZ - "Managerial Takeaways: What We Learned From the Academic Sessions at WOIC 2018" - 2018

DARWIN, S., H. CHESBROUGH, S. M. BEZ - "Solving Digital Business Challenges" - 2017

### 05 Vulgarisation scientifique (vidéos, apparition/discours médiatique...) en lien avec la recherche

BEZ, S. M., I. GEORGESCU, M. FARAZI - "How Tripadvisor for Hospitals and Clinics can Improve Healthcare" - 2023

DARWIN, S., H. CHESBROUGH, S. M. BEZ, C. DE MARCO, D. COBBEN - "Opening Up for Managing Business and Societal Challenges: Takeaways from WOIC 2019 industry sessions" - 2020, *World Open Innovation Conference*

DARWIN, S., H. CHESBROUGH, S. M. BEZ, C. DE MARCO, D. COBBEN - "Opening Up for Managing Business and Societal Challenges: Takeaways from WOIC 2019 industry sessions" - 2020

BEZ, M., F. LE ROY, H. CHESBROUGH - "Open-Coopetition" - 2018

## 09 Cas d'étude

BEZ, S. M., Y. COMMANDRÉ - "DANONE : Entre fonds activiste et entreprise à missions, quel modèle de gouvernance ?" - 2023, *Centrale de Cas et de Médias Pédagogiques (CCMP)*

CHESBROUGH, H., S. M. BEZ, A. MORO - "Engaging with Startups 2.0: Involving Competitors – A Telefónica Perspective" - 2023, *Harvard Business Review Case Studies*

## 22 Article dans une revue professionnelle

BEZ, M., H. CHESBROUGH - "Competitor Collaboration Before a Crisis" - 2020, *Research Technology Management*