

<i>Individual information (CV)</i>	
Name and academic title	<b>Dr. Julien GRANATA</b>
Professor of	Strategy and Organizational Theories
Grade held in the institution	Assistant Professor
Field of expertise	Strategy, Coopetition, Entrepreneurship, Management, Wine Industry, Collective Strategy, Social Innovation
Teaching department	Entrepreneurship & strategy
Function/mission held in the institution	Head of the Entrepreneurship and Strategy Department Entrepreneurship and innovation coordinator Scientific council member
Mail, tel., fax	Email: <a href="mailto:j.granata@montpellier-bs.com">j.granata@montpellier-bs.com</a> Tel.: +33 (0)650980613 Fax: +33 (0)467451356
<i>1. Education &amp; diploma</i>	
Year & Diploma	<b>2010:</b> PhD in Management Sciences (University of Montpellier I, France) <b>2004:</b> Master in Management Sciences (University of Montpellier I, France)
Bio	<b>Dr. Julien Granata</b> is head of the Entrepreneurship and Strategy Department at Montpellier Business School. He received the 2010 AREA 'Association of Agro-alimentary Economic Researches' PhD Award for his doctoral work on SMEs collective strategies in the wine industry. He's member of the AREA association board. He is also involved in the <i>Labex Entrepreneurship</i> and associated at the <i>Montpellier Research in Management</i> laboratory. From 2009-2012, he was dean of the Employer Groups Federation in the Languedoc-Roussillon region (CRGELR). He has co-organized several academic and professional conferences. He participates at several international conferences (ICSB or EIASM) and received a best paper award at the <i>Academy of Wine Business Research Conference</i> . These researches, in the field of coopetition strategy and entrepreneurship in the wine industry, have been published in several academic journals and books.
<i>2. Professional experience</i>	
Date & position held	<b>Since Oct. 2014:</b> Head of Entrepreneurship and Strategy Department <b>Since Sept. 2014:</b> Member of Montpellier Business School scientific council <b>From Sept. 2013 to sept. 2014:</b> Entrepreneurship and innovation coordinator at Montpellier Business School (PEPITE-LR) <b>2013:</b> IRC member (employees council) <b>Since 2012:</b> Assistant Professor at Montpellier Business School <b>2009:</b> Dean of the Employer Groups Federation of Languedoc-Roussillon (CRGELR) <b>2006:</b> Head of Human Resources and Training for the Languedoc-Roussillon Cooperative Federation (FRCALR) <b>2004:</b> Research assistant in Entrepreneurship at Groupe Sup de Co Montpellier Business School <b>2001:</b> Owner-manager of tourism structure
<i>3. IC: discipline based scholarship</i>	
<b>3.1 Publications</b>	
Papers	Granata J., Da Fonseca M-C., Marquès P. & Géraudel M. 2015. Dynamique d'évolution d'une stratégie collective entre PME : le cas des vigneron du Pic Saint-Loup, <i>Management International</i> , forthcoming.
	[4]

		<p>Granata J. &amp; Le Roy F. 2014. Le management de la coopétition en PME: le cas des vignerons du Pic Saint-Loup, <i>Finance Contrôle et Stratégie</i>, 17-1.</p> <p>Dana L-P. &amp; Granata J. 2013. Evolution de la coopétition dans un cluster: le cas de Waipara dans le secteur du vin, <i>Journal of Small Business &amp; Entrepreneurship</i>, Vol. 26, Issue 4, pp. 429-442.</p> <p>Dana L-P., Granata J., Lasch F. &amp; Carnaby A. 2013. The evolution of co-competition in the Waipara wine cluster of New-Zealand, <i>Wine Economics &amp; Policy</i>, Vol. 2, Issue 1, pp. 42-49.</p>
Papers in reviewing or submission process	[2]	<p>Granata J., Geraudel M., Gundolf K., Gast J. &amp; Marques P. 2015. Organisational Innovation and Coopetition between SMEs: A Tertius Strategies Approach, <i>International Journal of Technology Management</i>, Special Issue on Coopetition and Innovation, (first round).</p> <p>Granata J., Marques P. &amp; Gundolf K. 2015. Coopetition in the French Wine Industry: Managing Paradoxical Tensions. <i>Industrial Marketing Management</i>, (first round).</p>
Book	[1]	<p>Granata J. &amp; Marques P. 2014. <i>Coopétition. S'allier avec son concurrent et gagner</i>. Pearson, Village Mondial, Paris.</p>
Book chapters	[6]	<p>Granata J. 2014. Qu'est-ce que la coopétition ?. In Granata &amp; Marques (eds), <i>Coopétition. S'allier à ses concurrents pour gagner</i>. 1-16. Pearson, Paris.</p> <p>Granata J. 2014. Sideways. L'odyssée amicale des vignerons du Pic Saint-Loup. In Granata &amp; Marques (eds), <i>Coopétition. S'allier à ses concurrents pour gagner</i>. 17-54. Pearson, Paris.</p> <p>Granata J. &amp; Garcia K. 2014. Marathon Man. Lorsque le tout collaboratif guide l'innovation chez Raidlight-Vertical. In Granata &amp; Marques (eds), <i>Coopétition. S'allier à ses concurrents pour gagner</i>. 55-90. Pearson, Paris.</p> <p>Granata J. 2014. Fondements d'un état d'esprit coopétitif. In Granata &amp; Marques (eds), <i>Coopétition. S'allier à ses concurrents pour gagner</i>. 191-201. Pearson, Paris.</p> <p>Geraudel M., Granata J. &amp; Missonier A. 2013. Les innovations en management stratégique. In Jaouen &amp; Le Roy (eds), <i>L'innovation managériale</i>. 121-142. Dunod, Paris.</p> <p>Fourcade C., Granata J. &amp; Yami S. 2008. Relations interorganisationnelles et interpersonnelles dans la construction de stratégies collectives: le cas des petites entreprises agroalimentaires. In Gundolf K. &amp; Jaouen A. (eds), <i>Les relations interorganisationnelles des PME</i>. 343-352. Lavoisier, Paris.</p>
<b>3.2 Other written contributions</b>		
PhD Thesis		<p>Granata J. 2010. <i>Déterminants, modalités et performance des stratégies collectives en PME: le cas du syndicat de producteurs de vin du Pic Saint-Loup</i>. Phd dissertation (University of Montpellier I, France).</p>
Master Thesis		<p>Granata J. 2004. <i>Stratégies collectives agglomérées des PME</i>. Master dissertation (University of Montpellier I, France).</p>
Conference papers	[19]	<p>Granata J., Geraudel M., Gundolf K., Gast J. &amp; Marques P. 2015. Organisational Innovation and Coopetition between SMEs: A Tertius Strategies Approach, <i>15th European Academy of Management Conference (EURAM)</i>, June 17-20, Varsaw, Poland.</p> <p>Granata J., Geraudel M. &amp; Nicolosi A. 2015. Evolution of the drivers of coopetition: The case of Pic Saint-Loup SMEs, <i>Interdisciplinary European Conference on Entrepreneurship Research Conference (IECER)</i>, February 25-27, Montpellier, France.</p> <p>Riviezzo A., Garofano A., Granata J. &amp; Kakavand S. 2014. What Actually Means Terroir? An Investigation Among Wine Producers in Italy and France, Contemporary Trends and Perspectives in Wine and Agrifood Management, <i>Conference of the Academy of Business (EMAB)</i>, January</p>

16-17, Lecce, Italy.

Granata J. & Marais M. 2014. Development of a territorial social innovation for meeting corporate flexicurity challenges in France: the key role of multilateral forms of governance. ***Third international conference of the Réseau International de Recherche sur les Organisations et le Développement Durable (RIODD)***, February 25-28, Schoelcher, Martinique.

Riviezzo A., Garofano A., Granata J. & Kakavand S. 2014. Terroir and wine differentiation. A cross-case analysis on French and Italian wine producers' perceptions. ***Academy of Wine Business Research Conference (AWBR)***, June 28-30, Geisenheim, Germany.

Granata J. & Geraudel M. 2013. The structuration of cooperative process over time: the case of wine industry entrepreneurs in south of France. ***International Council for Small Business Conference (ICSB)***, June 19-22, Ponce, Puerto Rico.

Granata J. 2013. The multiplication of cooperative strategies in south of France wine industry. ***Academy of Wine Business Research Conference (AWBR)***, June 12-15, St. Catharines, Canada.

Granata J. 2012. The multiplication of collective strategies to overcome their limits. ***European Institut for Advanced Studies in Management (EIASM)***, September 13-14, Katowice, Poland.

Granata J. & Dana L.P. 2012. The evolution of cooperation in wine sector: the Waipara case study. ***European Institut for Advanced Studies in Management (EIASM)***, September 13-14, Katowice, Poland.

Granata J. & Le Roy F. 2012. Rendre la stratégie de coopération performante en PME : le rôle central de son management. ***Congrès International Francophone en Entrepreneuriat et PME (CIFEPME)***, October 24-26, Brest, France.

Granata J. 2012. Economic, psychological and sociologic drivers of SME cooperation and their evolution. ***International Council for Small Business Conference (ICSB)***, June 10-14, Wellington, NZ.

Granata J. 2012. De la proximité géographique interorganisationnelle au management de la proximité intra-organisationnelle: le cas des producteurs de vin du Pic Saint-Loup. ***Proximity Days 7th Edition***, May 21-23, HEC Montreal, Quebec.

Duquesnois F., Gurău C., Granata J. & Le Roy F. 2012. Strategies of small wine producers in a hostile environment: a study of firms in the south of France. ***International Council for Small Business World Conference (ICSB)***, June 10-13, Wellington, NZ.

Granata J. & Le Roy F. 2011. Les stratégies collectives entre PME: Gérer la tension entre compétition et coopération. ***Conférence de l'Association Internationale de Management Stratégique (AIMS)***, June 7-9, Nantes, France.

Granata J. 2011. Manager le paradoxe d'une relation mêlant concurrence et coopération : les effets des mutations environnementales sur les stratégies des PME. ***Atelier de recherche thématique 'Changement stratégique et stratégie de changement'***, May 19, Paris, France.

Dana L-P., Granata J. & Carnaby A. 2011. Co-opetition in the wine sector: the Waipara wine cluster revisited. ***Academy of Wine Business Research Conference (AWBR)***, June 9-10, Bordeaux, France.

Granata J. 2006. Etude exploratoire des stratégies collectives agglomérées dans le secteur vitivinicole. ***18<sup>ème</sup> Journées Nationales des IAE.***, April 3-4, Montpellier, France.

Granata J. 2005. Stratégies d'alliances 'agglomérées': une réponse face à la

	mondialisation? <i>Congrès de l'Association Internationale de Recherche sur le Travail et l'organisation (AIRTO)</i> , June 15-16, Montpellier, France. Granata J. 2005. Spécificités des stratégies d'alliances agglomérées des PME: le cas du secteur viticole. <i>Conférence de l'Association Internationale de Management Stratégique (AIMS)</i> , June 6-9, Angers, France.
<b>3.3 Research activities</b>	
Organizer of conferences & workshops [1]	<b>2005: Journée de recherche sur le thème de La compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation 'Stratégies collectives entre concurrents dans la filière vitivinicole'</b> , June 17, Montpellier, France.
Participating in the organization of conferences & workshops [3]	<b>2006: Latin America &amp; the European Union: opportunities and challenges.</b> 41th Annual CLADEA Assembly, September 10-11, Montpellier, France. <b>2005: Accompagnement des jeunes entreprises: entre darwinisme et assistanat » /Accompanying measures &amp; survival of new firms: Between Darwinism &amp; assistance.</b> International workshop GSCM-Montpellier Business School, May 26, Montpellier, France. <b>2005: European cooperation between (high tech) start-ups across culture borders of nation, region, profession and sector (SURVIE).</b> First Meeting. International workshop, GSCM-Montpellier Business School, March 3-4, France.
Research grants & awards [2]	<b>2013: Best Paper Award Honorable Mention</b> Granata J. 2013. The multiplication of cooperative strategies in south of France wine industry. <i>Academy of Wine Business Research Conference (AWBR)</i> , June 12-15, St. Catharines, Canada. <b>2011: 2010 PhD award of the Association of Agro-alimentary Economic Researches.</b> President of the jury: Luc Guyau, Independent Chairperson of the Council of the FAO (Food and Agriculture Organization of the United Nations)
<i>Other</i> (Working Papers, Research Seminars, Editorial board member of journals, administrative/executive board member of research associations/institutes) [4]	<b>2012: Member of AREA board, Agro-alimentary Economy Research Association</b> <b>2007: Doctoral consortium of ICIER,</b> Groupe Sup de Co Montpellier Business School, Montpellier, France. <b>2006: Annual Doctoral consortium of « l'Association Internationale de Management Stratégique » (AIMS),</b> Genève, Suisse. <b>2006 : Annual Doctoral consortium « Grand Sud »,</b> Gap, France.
Other activities non defined above [5]	<b>2015: Reviewer for the International Journal of Technology Management.</b> <b>2015: Reviewer for the Industrial Marketing Management Journal, Co-opetition special issue.</b> <b>2015: Reviewer for AREA Phd Award (Association of Agro-alimentary Economic Researches).</b> <b>2014: Reviewer for the International Journal of Wine Business Research</b> <b>2014: Reviewer for the Revue Française de Gestion Journal</b> <b>2012: Reviewer for 2012 ICSB Annual Meeting (Wellington)</b>
<b>4. IC: Learning &amp; Pedagogical Scholarship</b>	
<b>4.1 Publications</b>	
Journal articles (PRJ)	
Professional/Trade Journals	
Books (Monographs & Textbooks) [4]	Marques P. & Granata J. 2015. <i>DUT TC 2<sup>ème</sup> année.</i> Dunod, Paris. Marques P. & Granata J. 2015. <i>DUT TC 1<sup>ère</sup> année.</i> Dunod, Paris. Marques P. & Granata J. 2014. <i>DUT GEA 2<sup>ème</sup> année.</i> Dunod, Paris.

	Marques P. & Granata J. 2014. <i>DUT GEA 1<sup>ère</sup> année</i> . Dunod, Paris.
Book chapters [4]	Marques P., Granata J. & Guieu G. 2015. Stratégie d'entreprise. In Granata J. & Marques P. (eds), <i>DUT TC 2<sup>ème</sup> année</i> , Dunod, Paris. Granata J. & Marques P. 2015. Organisation des entreprises. In Granata J. & Marques P. (eds), <i>DUT TC 1<sup>ère</sup> année</i> , Dunod, Paris. Marques P., Granata J. & Guieu G. 2014. Stratégie d'entreprise. In Granata J. & Marques P. (eds), <i>DUT GEA 2<sup>ème</sup> année</i> , Dunod, Paris. Granata J. & Marques P. 2014. Introduction au management. In Granata J. & Marques P. (eds), <i>DUT GEA 1<sup>ère</sup> année</i> , Dunod, Paris.
<b>4.2 Other written contributions</b>	
Cases	
Conference papers	
<b>4.3 Learning &amp; pedagogical activities</b>	
Organizer of conferences & workshops	
Participating in the organization of conferences & workshops	
Faculty workshop	
Other <i>(Working Papers, Seminars, Editorial board member of journals, administrative/executive board member of pedagogical or teaching associations/institutes, supervision of Master or MBA thesis, presentations with pedagogical content for students or faculty)</i>	
<b>4.4 Other activities or contributions</b>	
Other activities non defined above	
<b>5. IC: Contributions to Practice</b>	
<b>5.1 Publications</b>	
Journal articles (PRJ) [1]	Baffert A. 2015. Coopétition, ou comment s'allier à ses concurrents pour survivre ! <i>Action commerciale</i> , février-mars 2015, n°347, p.7.
Professional/Trade Journals	
Books (Monographs & Textbooks)	
Book chapters	
<b>5.2 Other written contributions</b>	
Conference papers	
Technical or Consultancy reports [1]	Granata J. 2010. <i>Fiche Outil la mutualisation – Développement de l'emploi et des compétences dans le spectacle vivant, le cinéma et l'audiovisuel en Languedoc-Roussillon</i> . Guide COREPS LR, www.coreps-languedoc-roussillon.fr.
<b>5.3 Activities related to practice</b>	
Consulting [10]	<b>2015</b> : consulting for <i>Empleo</i> , M. Ourliac Mathieu, strategic marketing. <b>2014</b> : conference for <i>FIN</i> (Nautism Industry Federation) in <i>CCI Region</i> Industry and Trade Chamber of Languedoc-Roussillon region. <b>2014</b> : consulting for <i>ABAAT groupment</i> , M. Gorbatoff Georges, strategic diagnostic. <b>2014</b> : coach in Strat'Innov program for - <i>Empleo</i> (Béziers), M. Ourliac Mathieu, activity diversification. - <i>Ami Santé</i> (Béziers), M. Cazaud Gilles, strategic diversification projects. - <i>Thermibat</i> (Béziers), M. Inzerillo David, activity launching.

	<p>- <i>Paul Mas</i> (Montagnac), internationalization strategy.</p> <p><b>2013:</b> coach in Strat’Innov program for</p> <p>- <i>G.Nesis</i> (Montpellier), M. Gorbatoff Georges, strategic diagnostic.</p> <p>- <i>Oc’intrage</i> (Béziers), M. Pascal Laurent, strategic diagnostic &amp; security conformity analysis (french “document unique d’évaluation”) &amp; human resources analyze.</p> <p>- <i>Toutburo</i> (Béziers), M. Pages Jean, strategic diagnostic.</p>
Organizer of conferences & workshops [3]	<p><b>2011:</b> <i>Forum des Groupements d’Employeurs</i>, organized by CRGE Languedoc-Roussillon, December 9, Lattes, France. (Organizer)</p> <p><b>2010:</b> <i>Forum des Groupements d’Employeurs</i>, organized by CRGE Languedoc-Roussillon, December 10, Montpellier, France. (Organizer)</p> <p><b>2009:</b> <i>Forum des Groupements d’Employeurs</i>, organized by CRGE Languedoc-Roussillon, December 9, University Montpellier 1, France. (Organizer)</p>
Participating in the organization of conferences & workshops [2]	<p><b>2015:</b> Social Entrepreneurship conference in <i>Montpellier Business School</i></p> <p><b>2014:</b> Territory economic development issues at <i>Béziers Agglomération Méditerranée</i> council of economic development.</p>
Faculty workshop [2]	
<i>Working Papers, Seminars, Editorial board member of journals, administrative/executive board member of professional or practice oriented associations/institutes, media reports, TV columns &amp; reports, TV interviews, Radio interviews, interviews in daily/weekly magazines, short articles/columns in daily/weekly newspapers/magazines.</i>	<p>Granata J. 2014. Innovation stratégique dans le secteur du vin français. <i>Délégation de la chambre de commerce et d’industrie de la République Dominicaine</i>, 13 may, Montpellier Business School, France.</p> <p>Granata J. 2013. Analyse de clusters en France et à l’étranger : les facteurs clés de succès. <i>Les Workshops de Béziers Méditerranée Expansion « Faire évoluer son entreprise en temps de crise : le rôle des clusters industriels »</i>, 15 november, Béziers, France.</p> <p>Granata J. 2005. Stratégies collectives entre concurrents dans la filière vitivinicole. <i>Journée de recherche sur le thème de La compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation</i>, 17 June, ESC Montpellier, France.</p>
<b>5.4 Other activities or contributions</b>	
Other activities non defined above	<b>2014 :</b> Expert of <i>Béziers agglomeration Méditerranée</i> economic development council
<b>6. Teaching</b>	
Courses taught	<p><b>2015 :</b> Spécialisation Start-up, innovation &amp; leadership, M2, Montpellier Business School</p> <p><b>2014-15 :</b> Stratégies de coepetition et alliance manager, M2, Montpellier Business School</p> <p><b>2012-15:</b> Organizational Theory, M1, Montpellier Business School</p> <p><b>2013-15:</b> Strategy, MBA, Montpellier Business School</p> <p><b>2014:</b> Théorie de l’effectuation, Spécialisation Small Business, M2, Montpellier Business School</p> <p><b>2012-14:</b> Strategic Management, M1, GSCM Montpellier Business School</p> <p><b>2012-13:</b> Management Introduction, M1, GSCM Montpellier Business School</p> <p><b>2012-13:</b> Sustainable Development, L3 Bachelor, GSCM Montpellier Business School</p> <p><b>2008-11:</b> Wine sector study, DUT, University of Montpellier 2.</p> <p><b>2009-11:</b> Psycho-sociology of organizations, DUT, University of Montpellier 2.</p> <p><b>2009-11:</b> Economic problematic, DUT, University of Montpellier 2.</p> <p><b>2010-11:</b> Economy, DUT, University of Montpellier 2.</p>

	<p><b>2010-11:</b> Theory of organizations, DUT, University of Montpellier 2.</p> <p><b>2010-11:</b> Marketing, DUT, University of Montpellier 2.</p> <p><b>2010-11:</b> Strategy &amp; Quality, DUT, University of Montpellier 2.</p> <p><b>2008-10:</b> Selling Study and Research, DUT, University of Montpellier 2.</p> <p><b>2008-10:</b> Financial analyze and project management, DU, University of Montpellier 2.</p> <p><b>2009-10:</b> Competencies sharing with employers groups, Master 2, ISEM, University Montpellier 1.</p> <p><b>2008-09:</b> Anticipating competencies management on a territory, Master 2, ISEM, University Montpellier 1.</p> <p><b>2006-08:</b> Project management, Master, ESCAIA Montpellier.</p> <p><b>2006-08:</b> Strategic Human Resources Management, Master, ESCAIA Montpellier.</p> <p><b>2006-07:</b> Wine industry analyze: globalization and strategy, Licence, University of Montpellier 2.</p> <p><b>2006-07:</b> Wine industry analyze: globalization and strategy, DUT, University of Montpellier 2.</p> <p><b>2004-06:</b> Organization Management, Master, EIM4, GSCM.</p> <p><b>2005-06:</b> Collective Strategies, Master, EIM4, GSCM.</p> <p><b>2005-06:</b> Strategic Management, Master, Graduate, GSCM.</p> <p><b>2004-05:</b> Collective Strategies, MBA Full Time, GSCM.</p> <p><b>2004-05:</b> Research methodology in Management, MBA Full Time, GSCM.</p>
<b>7. Additional personal information</b>	
Language skills	French (native), English (basics).
Computer skills	Word, PowerPoint, Excel & NVivo.
Other	Karate Contact practice & poesies writing.