

Hervé COLAS

Professor
Strategy & Entrepreneurship Department

Education - 1999, Doctorat, Sciences de gestion, Université de Paris - Dauphine, France

Rites et symboles dans les organisations - Lectures d'une expérience de conseil en finances communales, sous la direction de PESQUEUX Yvon

- 1988, MSc in Management, Grande Ecole Program, HEC, Paris, France
- 1986, Master of Science, Mathematical economics, Université de Paris X - Nanterre, France

Honors and Awards - 2003, Award for the originality of the approach and conclusions of its research
EISB-EFMD, SDA Bocconi, Milan, Italy

Teaching Areas at RMS - Entrepreneurship
- Research Methodology

Teaching Languages - French
- English

Main courses taught at RMS - Méthodologie de la recherche, Sup de Co Cycle Master
- Créativité entrepreneuriale, Sup de Co Cycle Master
- Research methodology, Sup de Co Cycle Master

A. RESEARCH ACTIVITY

Areas of research - Entrepreneurs
- Representation

Membership of Scientific Organizations

- Since 2004, Member of the Academy of Management
- 2007-2008, Member of the Executive Committee of the EISB (Entrepreneurship Innovation and Small Businesses)
- 1997-2003, Member of Discours Représentation Interaction dans les Stratégies D.R.I.S.S.

Conference organization / Track chair / Workshop coordination

- COLAS Hervé, LEMARIE Gérard, 2010, *Conference organization*, Sartre à RMS : de la philosophie au management, Reims Management School, Reims, France.
- COLAS Hervé, KLETZ Pierre, 2010, *Co-Track Chair 'Lifelong learning and graduate programs'*, IFSAM (International Federation of Scholarly Association of Management) 2010 Conference, Paris, France.
- COLAS Hervé, PENOT-LACASSAGNE Olivier, 2009, *Conference organization*, Baudrillard is back, Reims Management School, Reims, France.
- COLAS Hervé, 2008, *Atelier sur les biens de luxe et de goût*, Reims Management School, Reims, France.
- COLAS Hervé, 2005, *Entrepreneurship as a project for life*, 5th Day of research Académie de l'Entrepreneuriat, Reims, France.

Research Programs Participation

- 2005-2007, SPAN: Strategic Planning Action Network (in cooperation with Université de Reims Champagne-Ardenne (URCA))

Research Laboratories Participation

- Since 2009, Member of REPOSE EA 3315 (Recherches, Etudes et Propositions d'Outils de Normes et de Solutions pour les Entités) Research Laboratory (Université de Reims Champagne-Ardenne) URCA

- 2004-2008, Member of EUROP (Université de Reims Champagne-Ardenne) URCA

Editorial Participation and Scientific Reviewing

- Since 2005, Reviewer for AIMS (Association Internationale de Management Stratégique) Conference
- 2006 - 2008, Reviewer for AOM (Academy Of Management) Divisions: management consulting, entrepreneurship, critical management studies
- 2006, Reviewer for AGRH (Association francophone de Gestion des Ressources Humaines) Conference
- 2006, Reviewer for the PhD Award AIMS (Association Internationale de Management Stratégique)
- 2003 - 2007, Reviewer for Society and Business Review (Emerald)

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- COLAS Hervé, MASSUE Marie Laure, LAGUECIR Aziza, 2010, *Des modes d'utilisation du plan d'affaires : apports de la théorie de l'activité*, Revue de l'Entrepreneuriat, (Vol 9, n° 1) : pp.50-81.
- COLAS Hervé, MASSUE Marie Laure, LAGUECIR Aziza, 2010, *Unexpected Utilizations of Information Technology: off Interaction between Users and EDI*, Problems and Perspectives in Management, (Vol 8, issue 3) : pp.148-159.
- COLAS Hervé, KUTTEN Florence, 2007, *Why use a pictorial performance in a seminar on entrepreneurship*, Aesthesis - International Journal of Art and Aesthetics in Management and Organizational Life, (Vol 1) : pp. 34-35.
- COLAS Hervé, 2006, *Motivations intrinsèques de l'entrepreneur-créateur : entre découverte et correction du monde*, Management & Sciences Sociales, (n° 1).
- COLAS Hervé, 2005, *In search of new organizational values: the irruption of beauty in an entrepreneurial creation*, Corporate Governance, (Vol 5, issue 2) : pp. 78-88.

Chapters in Books

- COLAS Hervé, 2011, *Consulting, rites phatiques et pratique de mauvaise foi dans les organisations*, in COLAS Hervé, LEMARIE Gérard, RIOT Elen (eds), *Imagination, création, management : regards sartriens*, Reims : EPURE, pp.99-115.
- COLAS Hervé, ROZIN Philippe, 2007, *Perspectives en peinture et perspectives en management*, in DEROY Xavier (eds), *Formes de l'agir stratégique*, Brussels : De Boeck, Collection Méthodes & Recherches, pp.177-202.
- COLAS Hervé, 2004, *La dimension phatique des rites en entreprise*, in DRISSE Mounoud (eds), *La stratégie et son double*, Paris : L'Harmattan.
- COLAS Hervé, 2003, *Qui est entrepreneur ?*, in PESQUEUX Yvon (eds), *Points de vue sur les sciences de gestion*, Paris : L'Harmattan, pp.133-183.
- COLAS Hervé, 2001, *La méthode des portraits et l'interprétation participante en sciences de gestion*, in DRISSE E. (eds), *Le management stratégique en représentation*, Paris : Editions Ellipses.

Books coordination

- COLAS Hervé, RIOT Elen, LEMARIE Gérard, 2011, *Imagination, création, management : regards sartriens*, Reims : EPURE.
- COLAS Hervé, SALERNO Francis, 2007, *Marketing - Analyses et perspectives*, Paris : Vuibert, 410 pages.

Non-Refereed Articles

- COLAS Hervé, 2009, *Art et management : ou comment revisiter notre perception organisationnelle*, RMS-Network's Chorus, (n° 29) : pp.21.
- COLAS Hervé, LAGUECIR Aziza, 2008, *Le business plan revisité et rhabillé*, Expansion Management Review, (n° 130) : pp.104-115.
- COLAS Hervé, 2007, *Les organisations, corps perméables*, Expansion Management Review, (n° 127).

- COLAS Hervé, 2006, *La recherche au sein du Groupe Reims Management School*, Chorus Contact , (n° 19).

Peer-Reviewed Proceedings

- COLAS Hervé, LAGUECIR Aziza, *Banning of images: questions arising in the fields of management*, European Academy of Business in Society (EABIS) Conference - Mandel Foundation Israel - Yale University - 'Practical wisdom for management from jewish tradition', Ben-Gurion University of the Negev, Beersheva, Israël, July 04 - July 05 2011.
- COLAS Hervé, *Consulting, rites phatiques et pratique de mauvaise foi dans les organisations*, Colloque : Sartre à RMS - De la philosophie au management, Reims Management School, Reims, France, November 04 - November 05 2010.
- COLAS Hervé, MASSUE Marie Laure, LAGUECIR Aziza, *Utilizations of EDI: an Activity Based Perspective*, RIRL 2010 The 8th International Conference on Logistics and SCM Research, BEM Bordeaux Management School, Bordeaux, France, September 29 - October 01 2010.
- COLAS Hervé, MASSUE Marie Laure, LAGUECIR Aziza, *Utilizations of an Accounting Information System: Double Shaping Between Users and EDI*, The American Accounting Association (AAA) Annual Meeting, San Francisco, USA, July 30 - August 04 2010.
- COLAS Hervé, MASSUE Marie Laure, LAGUECIR Aziza, *Unexpected utilizations of EDI: an activity theory approach*, The Annual Conference of European Accounting Association, Istanbul, Turkey, May 19 - May 21 2010.
- COLAS Hervé, LAGUECIR Aziza, *Does Business Plans really matters for entrepreneurs?*, The American Accounting Association Annual Conference, Anaheim, USA, August 03 - August 06 2008.
- COLAS Hervé, LAGUECIR Aziza, *Modes d'utilisation des Business Plans*, AIMS (Association Internationale de Management Stratégique), Nice, France, May 28 - May 31 2008.
- COLAS Hervé, LAGUECIR Aziza, *What are Business Plans done for?*, Research Forum - The Annual Conference of European Accounting Association, Rotterdam, Netherlands, April 23 - April 25 2008.
- COLAS Hervé, *Managerial Labor: from a representation of labor to a labor of representation*, Academy of Management, Philadelphia, USA, August 03 - August 08 2007.
- COLAS Hervé, *How to teach creation of new business for large numbers of students: a sympathetic approach*, Academy of Management, Philadelphia, USA, August 03 - August 08 2007.
- COLAS Hervé, *Intrinsic motivations in creative entrepreneurship: between discovery and correction*, EURAM 2007 (European Academy of Management), May 18 2007.
- COLAS Hervé, *The Entrepreneur in the Knowledge Economy: Old Lessons for the new Economy*, EURAM 2007 (European Academy of Management), Paris, France, May 16 - May 19 2007.
- COLAS Hervé, *Le travail managérial : d'une représentation des activités à un travail de représentation*, 27e Congrès de l'AGRH (Association de Gestion des Ressources Humaines), Reims Management School, Reims, France, November 16 - November 17 2006.
- COLAS Hervé, KUTTEN Florence, *Speaking about entrepreneurship while using a pictorial performance*, 3rd Art of Management and Organization Conference, Cracovia, Poland, September 05 - September 08 2006.
- COLAS Hervé, *The business creation plan: cognition or ritual acculturation?*, International Partnership of Business Schools Conference (IPBS), Boston, USA, July 08 - July 09 2005.
- COLAS Hervé, *Le business plan de création d'entreprise : un outil cognitif, un rite et une rhétorique de la délibération*, Journée de la recherche Les approches cognitives en sciences de gestion : transversalité des objets et méthodes innovantes, Université Evry - Val d'Essonne, Evry, France, September 30 2004.
- COLAS Hervé, *The entrepreneur in the knowledge economy: old lessons for the new economy*, 34th EISB - EFMD: Turku School of Economics and Business Administration, Turku School of Economics and Business Administration, Turku, Finland, September 01 2004.
- COLAS Hervé, *Intrinsic motivations in creative entrepreneurship: between discovery and correction*, 33rd conference EISB - EFMD - (Entrepreneurship, Innovation and Small Business), SDA Bocconi, Milan, Italy, September 10 - September 12 2003.
- COLAS Hervé, *Is entrepreneurship a contagious sickness?*, Colloque ASAC-IFSAM, Brisbane, Australia, July 01 2002.
- COLAS Hervé, *Lecteur et auteur : un face à face pour une relation scientifique*, Association ASAC/IFSAM - Congrès joint - Faisons le point, Montreal, Canada, July 01 2000.
- COLAS Hervé, *Business creation for a large students population: a sympathetic approach*, Académie de l'Entrepreneuriat - 1er colloque, Lille, France, June 01 1999.
- COLAS Hervé, *Methodology of portrait in management science*, 8e Conférence de l'Association Internationale de Management Stratégique (AIMS), séance semi plénière "Reconstruction méthodologique : écrire, raconter, interroger, dessiner...", Ecole Centrale de Paris, Chatenay Malabry, France, May 26 - May 28 1999.

Non-Refereed Communications

- COLAS Hervé, *Représentation financière et représentation artistique*, Séminaire Groupe CHD (expertise comptable), Château, Blérancourt, France, June 24 2005.
- COLAS Hervé, KUTTEN Florence, *Commentaires sur le rapprochement entre la représentation artistique et la représentation managériale, ainsi que sur les motivations à créer (support plastique ou d'un support managérial) pendant la réalisation d'un tableau de Florence Kuttén*, Innovact, Parc des Expositions, Reims, France, November 07 2004.
- COLAS Hervé, *L'entrepreneur comme figure de l'artiste contemporain*, Reims, France, May 11 2004.
- COLAS Hervé, *Introduction à la conférence : L'entrepreneuriat comme projet de vie*, RMS-URCA, Reims Management School, Reims, France, January 01 2004.

Research Seminars

- COLAS Hervé, *Developing a research agenda for the arts, aesthetics and organizational research field*, Academy of Management 2006 - Knowledge, action and the public concern - Participation au caucus, Atlanta, USA, August 11 - August 16 2006.
- COLAS Hervé, ROZIN Philippe, *Perspective stratégique et perspective picturale*, Journée de recherche stratégie, ECRICOME, Paris, France, March 30 2006.
- COLAS Hervé, *Entrepreneurship, innovation and small business*, EFMD (European Foundation for Management Development), Brussels, Belgium, January 01 2003.
- COLAS Hervé, *DRISSE (Discours, représentations et interactions sociales dans les stratégies organisationnelles)*, (CNAM, HEC Paris, HEC Montréal, ECP, IAE Tours, IAE Poitiers, ESCP-EAP, RMS), France, January 01 1999.

C. PROFESSIONAL EXPERIENCE

Teaching

- 09/1997 - To date, Professor, Reims Management School, Reims, France
- 01/2002 - 06/2005, Lecturer, Ecole Centrale de Paris, Chatenay-Malabry, France
- 01/1993 - 06/1994, Lecturer, Ecole des Mines de Paris, Paris, France
- 10/1991 - 05/1992, Lecturer, ENSAE Ecole Nationale de la Statistique et de l'Administration Economique, Paris, France

Consulting

- 01/1991 - 03/2007, Consultant in finance, SMEs and in local public sector, Soissons - Paris - Reims - Lille, France, CHD Consultants

Company Experience

- 01/2011 - To date, Administrator, Groupe CHD - Avexi, Soissons, France
- 03/2008 - To date, Deputy dean and head of Grande Ecole program, Reims Management School, Reims, France
- 01/2005 - 03/2008, Director of research, Reims Management School, Reims, France
- 01/1991 - 12/1999, Chairman, CHD Consultants, Paris, France
- 06/1990 - 12/1990, Cash management controller (financial direction), Thomson Multimedia, Paris, France
- 01/1989 - 05/1990, Factory controlling management, E W D (Thomson Multimedia), Villingen, Germany

Other activities : Board of Directors, Association Leadership, Guest speaker in professional meetings,...

- 03/2008 - To date, Board member, UFR Droit Université de Reims Champagne-Ardenne (URCA), Reims, France
- 01/2006 - To date, Board member, UFR Lettres et Sciences et Humaines Université de Reims Champagne-Ardenne (URCA), Reims, France