

Svetlana SERDUKOV

Professor
Strategy & Entrepreneurship Department
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Education - 2006, Doctorat, Management, HEC Paris, France

Les représentations sociales des dirigeants, le cas des dirigeants Kazakh, sous la direction de RAMANANTSOA Bernard

Honors and Awards - 2007, Best Paper Award for 'Development of company managers' business knowledge in transition economy: Sensemaking and Social Representation Theory Perspectives' presented at the 2nd Workshop on organisational change and development in transitional countries, Vilnius, Lithuania

Teaching Areas at RMS - Strategy

Teaching Languages - English
- French

Main courses taught at RMS - Business policy and strategy, International MBA
- Strategic management 1, Executive MBA
- Stratégie générale des entreprises, MS Services

Course Coordination at RMS - Business policy and strategy, International MBA
- Strategic management 1, Executive MBA
- Stratégie générale des entreprises, MS Services

A. RESEARCH ACTIVITY

Areas of research - Identity
- Top managers

Membership of Scientific Organizations

- Since 2011, Member of EURAM (European Academy of Management)
- Since 2006, Member of AOM (Academy of Management)
- Since 2005, Member of EGOS Association (European Group for Organization Studies)
- 2005-2007, Member of IMDA (International Management Development Association)

Editorial Participation and Scientific Reviewing

- Since 2009, Ad-hoc reviewer for AMLE (Academy of Management Learning and Education)
- Since 2008, Ad-hoc reviewer for 'Organization Science'
- Since 2006, Reviewer for AOM (Academy Of Management) conference

B. PUBLICATIONS / COMMUNICATIONS

Peer-Reviewed Articles

- SERDUKOV Svetlana, 2008, *Development of business knowledge among company managers in a transition economy from the perspective of sensemaking and social representation theory*, EBS Review, (n° 24) : pp. 37-48.

Chapters in Books

- SERDUKOV Svetlana, 2009, *Development of company managers' business knowledge in a transition economy: sensemaking and social representation theory perspectives*, in ROUET Gilles, TEREM Peter (eds), *Elargissement et politique européenne de voisinage*, Brussels : Bruylant, pp.353-368.

Peer-Reviewed Proceedings

- SERDUKOV Svetlana, *From the chaos of transition economy to 'normalized' managerial practices: The role of group interaction in creating meaning in managerial work*, EURAM (European Academy of Management) 11th annual conference: 'Management Culture in the 21st Century', Estonian Business School (EBS), Tallinn, Estonia, June 01 - June 04 2011.
- SERDUKOV Svetlana, *Globalization or Americanization of European Business Schools? French Management Education on the Crossroad*, 26th EGOS Colloquium (European Group of Organizational Studies), Lisbon, Portugal, June 29 - July 04 2010.
- SERDUKOV Svetlana, *How to become strategist: the role of social interactions*, Academy of Management, Chicago, USA, August 06 - August 12 2009.
- SERDUKOV Svetlana, *Strategizing in the Transition Economy: Interpreting Events and Breaking the Limits*, 25th EGOS Colloquium (European Group of Organizational Studies), Barcelona, Spain, July 01 - July 05 2009.
- SERDUKOV Svetlana, *Top managers' strategizing beyond organizational boundaries: the role of group interactions in developing strategic practice in a transition economy*, Academy of Management Conference, Anaheim, USA, August 07 - August 15 2008.
- SERDUKOV Svetlana, *Exploring Senior Managers Sensemaking Role in Practice: the Case of Strategizing in the Transition Economy*, Conference IAMB 2008 (International Academy of Management and Business), San Diego, USA, January 28 - January 30 2008.
- SERDUKOV Svetlana, *Development of company managers' business knowledge in transition economy: Sensemaking and Social Representation Theory Perspectives*, 2nd Workshop on organisational change and development in transitional countries, Vilnius, Lithuania, October 18 - October 19 2007.
- SERDUKOV Svetlana, *The dynamics of collective sensemaking of managerial practices in transition economies*, Academy of Management Annual Meeting, Philadelphia, USA, August 03 - August 08 2007.
- SERDUKOV Svetlana, *From the chaos of transition economy to 'normalized' managerial practices. The role of group interaction in creating meaning in managerial work*, 23rd EGOS Colloquium 'Beyond Walz - Dances of Individuals and Organization', Vienna, Austria, July 05 - July 07 2007.
- SERDUKOV Svetlana, *Le rôle d'interaction et de représentations communes dans l'évolution d'un groupe d'entrepreneurs au Kazakhstan en période de transition*, 23e Colloque Annuel du CCPME (Conseil Canadien de la PME et de l'Entrepreneuriat), Trois Rivières, Canada, September 28 - September 30 2006.
- SERDUKOV Svetlana, KUZNETSOVA Olga, *Higher education reform in Kazakhstan: connecting business, businessman and business education*, 13th Annual World Business Congress IMDA (International Management Development Association), Maastricht, The Netherlands, July 14 - July 18 2004.
- SERDUKOV Svetlana, RAMANANTSOA Bernard, *The constitution of the business elite in post - communist countries. Social representatins theory perspective*, 20th EGOS (European Group for Organizational Studies) Colloquium - The organization as a set dynamic relationship, Lubiana, Slovenia, July 01 - July 03 2004.
- SERDUKOV Svetlana, *La valeur intrinsèque de la méthode d'accès aux représentations sociales des dirigeants d'entreprises par l'analyse de leurs discours*, Conférence Internationale de l'AOM (Academy of Management) et de l'ISEOR (Institut de Socio-Economie des Entreprises et des Organisations) - Traversée des frontières entre méthodes de recherche qualitatives et quantitatives, Lyon, France, March 18 - March 20 2004.

Research Seminars

- SERDUKOV Svetlana, *Research in Business Education*, Research seminar for faculty, Università Cattolica del Sacro Cuore, Piacenza, Italy, April 07 - April 08 2011.

C. PROFESSIONAL EXPERIENCE

Teaching

- 12/2004 - To date, Visiting professor, ESA (Ecole Supérieure des Affaires), Beirut, Lebanon

- 09/2003 - To date, Professor, Reims Management School, Reims, France
- 09/2000 - 06/2003, Lecturer, Hautes Etudes Commerciales, Jouy-en-Josas, France
- 09/1999 - 06/2002, Visiting professor, Supélec (Ecole Supérieure d'Electricité), Gif-sur-Yvette, France
- 09/1998 - 06/1999, Associate professor, KIMEP (non-profit institution of higher education), Almaty, Kazakhstan
- 09/1998 - 06/2003, Visiting professor, CCIP DRI (Chambre de Commerce et d'Industrie de Paris, Digital Rural Informatique), Paris, France

Executive Education

- 09/2010 - To date, Lecturer in 'Project Management' and in 'Strategy', Executives in the MS Services Marketing and Customer Relations, Casablanca, Morocco, Paris Executive Campus
- 08/2010 - To date, Lecturer in 'Strategic management 1', Executive managers, Paris, France, Paris Executive Campus
- 03/2008 - To date, Lecturer in 'Retailing strategy', Chinese retailing companies, Beijing, China, UIBE (University of International Business and Economics)
- 11/2010 - 11/2010, Lecturer in 'Strategy in agricultural sector', Board of Directors of Champagne-Céréales, Reims, France, Reims Management School
- 09/2008 - 06/2009, Lecturer in 'Managing customer service', Middle east managers, Beirut, Lebanon, Executive education of ESA (Ecole Supérieure des Affaires)
- 09/2008 - 06/2009, Lecturer in 'Corporate strategy', Managers in Executive MBA, Beirut, Lebanon, ESA (Ecole Supérieure des Affaires)
- 09/2007 - 06/2009, Lecturer in 'Stratégie de la filière du Champagne' for 'Futurs Leaders du Champagne', Champagne companies managers, Reims, France, Reims Management School
- 09/2003 - 05/2010, Lecturer in strategy, Executive managers, Reims, France, Reims Management School
- 09/2002 - 08/2003, Lecturer in 'Team building' and 'Professional learning', Local managers, Vilnius, Lithuania, Baltic Management Institut

Consulting

- 2007 - 00/2007, Consultant in 'Training program development' for Crédit Agricole du Nord-Est, Index Bank, Kiev, Ukraine
- 01/1999 - 12/2003, Freelance consultant, DEMOS for ETF (European Training Foundation), Paris, France

Company Experience

- 05/2008 - To date, Associate dean, Research director, Reims Management School, Reims, France
- 01/1996 - 12/1997, Senior expert, President Administration, Almaty, Kazakhstan
- 01/1994 - 12/1996, Manager of subsidiaries, Kazconsult, Almaty, Kazakhstan
- 01/1991 - 12/1994, Sales and marketing manager, Tadjico-Southern, Almaty, Kazakhstan
- 01/1989 - 12/1991, PR manager, Intourist-Southern, Almaty, Kazakhstan

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

- 09/2010, Co-Chair of a session 'Building a research culture', with Sudharshan Devanatan, AACSB International Annual Conference, Houston, USA
- 09/2010, Presentation of 'Strategic Analysis of the French Management Education Industry', 1st European Workshop for Research Directors of Business Schools, Glasgow, United Kingdom

D. PROFESSIONAL AND PERSONAL DEVELOPMENT

Continuing education and Self-Development Activities (Training and seminars)

- 10/2009 - 01/2010, Attended workshop on 'Research leadership', European Foundation Management Development -European Academy of Management, Brussels, Belgium