



Christine Coisne, PhD

Associate Professor - Speciality: Management
 Director of MSc Strategy, Consulting & Digital Transformation

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Professor **Christine Coisne** is a full-time faculty member who joined EDHEC Business School in 1990 and was Deputy Director of the EDHEC BBA Program from 2002 to 2008, doubling student flows and holding responsibility for international and domestic program development. The EDHEC BBA program is now ranked in the top Bachelor’s programs in Business Studies in France.

Professor Coisne’s initial teaching and research area focuses on managing global organizations. She teaches management classes at undergraduate, graduate and executive level. Her academic interests lie at the crossroads of strategy, culture and international business and her research work deals with managing cultural differences in cross-border mergers and acquisitions.

After completing her Doctorate in Business Administration, Professor Coisne was appointed Head of the MSc in Strategy & Organization Consultancy renamed MSc in Strategy, Consulting and Digital Transformation, which is the largest Business Management MSc program. She became Academic Director for the Business Management Master 1 program in September 2015 to better align program requirements with learning and market demands. Fond of Pedagogical Innovation, she now devotes her time and energy to enhancing MSc students’ learning experience and employability.

EDUCATION

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| 2014 | Doctorate in Business Administration- Summa Cum Laude – Thesis “Leveraging Cultural Differences in Cross-Border Mergers & Acquisitions: the case of a Consulting Firm”- Paris Dauphine University |
| 1999-2002 | PhD (ABD) – Research subject: the cultural due diligence process in international combinations - University of Lille |
| 1998 | Master of Arts in Cross-Cultural Management- « Society in transition: between cultural traditions and new technologies » - University of Lille |
| 1984 | Executive Master’s in Business Administration – University of Lille |
| 1978 | 4-year Bachelor’s Degree in Business and Languages – University of Lille |
| 1977-1978 | Exchange student in Bachelor’s Program in Business Studies – University of Georgia, Terry School of Business, USA |

TEACHING EXPERIENCE

2015- present	Pedagogical innovator: developing flipped classrooms and blended learning in Master Programs
2012-present	Co-instructor for Sorbonne Paris Cité certificate in business administration for PhD students
2010-present	Chief Business Game Coordinator EDHEC Business School
2008-present	Associate Professor of Management, EDHEC Business School
1990-2008	Assistant Professor of Management, EDHEC Business School

PROFESSIONAL NON-TEACHING EXPERIENCE

2014-present	Director of MSc in Strategy, Consulting & Digital Transformation Matching program redesign with learning excellence: introduced 3 new tracks in 2018 - in-house consulting, finance & investment strategies and digital operations – in line with market trends and student needs; developing an intensive strategy track to increase placement in top-tier consulting firms. Student numbers reached 250 in 2018-2019.
2015-2018	Academic director of M1 – Business Management Track Developed a student-centered approach with active and innovative teaching methods (co-construction, learning by doing, simulations); enhanced student learning experience through blended learning and improved stakeholder satisfaction (course evaluations reached 87%); generalized learning goals (knowledge-based & competency-based approach) for sense-making and readability purposes
2002-2008	Deputy Director of Edhec BBA Programme Director of Lille Campus: doubled student flows in 6 years' time As International Relations Coordinator and Member of Catholic University International Relations Committee, reinforced the program's international scope and introduced an International Track As Board Member of Catholic University Library, worked on the merger of different schools' departments As Member of Catholic University Teaching Committee, introduced ECTS credits and trained colleagues
2006-2008	Head of Edhec BBA apprenticeship program: introduced apprenticeship program after obtaining official visa

- 1999-2008 **Head of Languages and International Relations** of Bachelor's programme, Lille Campus, Socrates Coordinator
- 1997-1998 **Head** of Centre for Languages and International Communication for undergraduate, graduate and executive programs, Edhec business school
- 1988-1990 **Development manager** of an Executive Education Firm developing tailor-made management courses for business executives
- 1982-1988 Assistant to Members of the French Parliament - National level

PUBLICATIONS and CONFERENCE PAPERS

C. Coisne (2014) "Leveraging the cross-cultural dynamics of M&A integration: the case of a French-American merger", presented at the 74th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania, 1-5 August

C. Coisne (2014) "Leveraging cultural differences in cross-border M&A: the case of a French-American company", submitted for presentation at the 14th Annual Conference of the European Academy of Management, Valencia, 4-7 June

C. Coisne (2014) "Managing cultural dynamics for performance: reshaping a large consulting company after a merger", presented at the 30th EGOS Colloquium, Rotterdam, 3-5 July

C. Coisne (2013) "Cross-border M&A in search for performance: a cross-cultural management approach", accepted for presentation at the 13th Annual Conference of the European Academy of Management, Istanbul, 26-29 June

C. Coisne (2013) Book chapter entitled « Culture - Addressing culture in mergers and acquisitions » in Understanding Mergers and Acquisitions in the 21st century- A multidisciplinary approach – Killian J. McCarthy and Wilfred Dolfsma, Palgrave Macmillan, UK

C. Coisne (2012) "Leveraging cultural differences for M&A performance: a cross-cultural management approach", presented at the international ISIT-CRATIL conference, Paris, 22-23 November 2012 and published in the conference proceedings

C. Coisne (2012) « La gestion des différences culturelles dans les fusions-acquisitions internationales : une compétence distinctive ? », presented at the XXI AIMS conference, IAE de Lille, 4-6 June 2012

C. Coisne (2011) "Managing Culture in International Mergers and Acquisitions", presented at the First International Conference on Engaged Management Scholarship, Weatherhead School of Management, 2-5 June 2011, Case Western Reserve University (USA), jointly organized by the Executive Doctorate of Business Administration Council: Case Western, Georgia State Universities (USA), Hong-Kong Polytechnic University (PRC), Cranfield University (UK), Dauphine University (Paris).

C. Coisne (2011) “Managing Culture: the weak link in cross-border M&A integration”, presented at the Doctoral Consortium of the First International Conference on Engaged Management Scholarship, Weatherhead School of Management, 1 June 2011, Case Western Reserve University (USA)

C. Coisne (2010) “Cross-cultural integration: the missing process in cross-border M&A” Presented at the Joint Doctoral Consortium of Paris Dauphine- Shanghai Jiatong Universities in Shanghai (China)

RESEARCH INTERESTS

- Cross-cultural management
- International Human Resource Management
- Organizational learning

PROFESSIONAL ASSOCIATIONS

- Founding member of International EDDBA Society, a society which gathers international DBA students and professors
- Member of AIMS
- Member of EGOS
- Member of EURAM

TEACHING SPECIALITIES

- Human Resources Management
- Management Skills
- Cross-Cultural Management
- Business simulations
- A promoter and active contributor to pedagogical innovation: introduced the first flipped classroom in 2014