



Isabelle Mari, PhD

Associate Professor - Speciality: Management & Strategy

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Isabelle MARI is associate professor in Management & Strategy at EDHEC Business School. Her primary teaching areas are Management, Leadership & Corporate governance. She has taught to different publics (undergraduates, graduates). When she was in charge of Management, Strategy & Economics department for the Bachelor programme, she developed a specialization in Human Resources Management. She has been responsible of Management & Strategy department for the Bachelor and Master programmes. Her research interests relate to trust, corporate governance and family firms. She is interested in family firms with multiple branches and how they can sustain trust over time and generations. She has taught in a family business programme for executives, written case studies and presented her research in international conferences on this topic.

EDUCATION

2018	PhD in Business Administration , Jönköping International Business School, Sweden. Developing Trust among Family Owners in Multiple Branches Family Firms, Supervisors: Professor Leif MELIN, Professor Mattias NORDQVIST, and Professor Lloyd STEIER
2014	MBTI 1&2 certification
1994	DEA (Research Master) in Management, I.A.E. University of Nice Sophia Antipolis
1993	Master in Business Economy, University of Nice Sophia Antipolis

TEACHING EXPERIENCE

Sept 2018 – Aug 2019	Visiting researcher at the University of Adolfo Ibanez, Santiago, Chili and the University of Melbourne, Melbourne, Australia
Sept 2014 – Aug 2018	Associate Professor of Management & Strategy , EDHEC Business School, Nice, France

Courses coordinated and taught: Management, Professional project development, Leadership, Corporate governance & Corporate Social Responsibility

- Sept 2013 - Aug 2014 **Associate Professor of Management & Strategy**, EDHEC Business School, Nice, France
Head of Management & Strategy Courses for Espeme (Edhec Bachelor programme)
- Sept 2006 - Aug 2013 **Assistant Professor of Management & Strategy**, EDHEC Business School, Nice, France
Head of Management & Strategy Courses for (Edhec Master Programme) & Espeme (Edhec Bachelor programme)
- Aug 2005 - Aug 2006 **Assistant Professor of Management & Strategy**, EDHEC Business School, Nice, France
Head of Management & Strategy department – Espeme (Edhec Bachelor Programme)
- Aug 2004 - July 2005 **Visiting researcher** at the Australian Graduate School of Management, Sydney, Australia
- 2001 - July 2004 **Assistant Professor of Management & Strategy**, EDHEC Business School, Nice, France
Head of Management & Strategy department – Espeme (Edhec Bachelor Programme)
- 1999 - 2001 **Adjunct faculty, Department of Management & Strategy**, Edhec (Edhec Master Programme) & Espeme (Edhec Bachelor programme), EDHEC Business School, Nice
- 1996 – 1999 **Assistant Professor of Accounting Management**, University of Nice Sophia Antipolis

PUBLICATIONS

Articles

J-L. Arregle, I. Mari, 2010, Avantages ou désavantages des entreprises familiales ?, *Revue Française de Gestion*, 200, 87-109.

J-L. Arregle, M. Hitt, and I. Mari, 2019, A missing link in family firms' internationalization research: Family structures, *Journal of International Business Studies*, 1-17.

Chapter in Books

I. Mari, 2010, The Dynamics of Trust across Cultures, in Saunders MNK, Skinner D, Gillespie N, Dietz G and Lewicki R (eds) *Organizational trust: a cultural perspective*, Cambridge University Press.

Research reports

I. Mari, M-J. Parada and L. Melin, 2011, Strategizing in a Context of Colliding Logics: Building Legitimacy among Actors through Sense-Making, in Netz J, Ek Lopes M, Brundin E and Nordqvist M, *In Search of Practice*, JIBS Research Report Series No 2011-1.

Case studies

I. Mari, 2016, Corporate Governance: Christophe BONDUELLE at the family-owned business, *CCMP*, 11p (G1889).

I. Mari, 2015, The Bonduelle Family Enterprise, *The Case Centre (ECCH)*, 16p (315-320-1).

Conference presentations

I. Mari, 2015, *Maintaining Identity-Based Trust over Generations in Multiple Family Branches Family Firms: A Group- Based Approach*, EIASM, 11th Workshop on Family Firms Management Research, May 28-30, Lyon, France.

I. Mari, 2014, *Understanding How Trust Can Be Maintained over Generations in Family Firms: A Group Identification- Based Trust Approach*, EIASM, 10th Workshop on Family Firms Management Research, May 22-24, Bergamo, Italy.

I. Mari, 2012, *How Family Leaders Develop Trust among Family Owners in Family Firms: Applying Convention Theory*, Fourth seminar of the Nordic Research Network on Trust Within and Between Organizations, November 6-7, Chalmers University of Technology, Sweden.

I. Mari, 2012, *How Family Leaders Develop Trust among Family Owners in Family Firms: Applying Convention Theory*, EIASM, 8th Workshop on Family Firms Management Research, May 31-June 2, Jönköping, Sweden.

I. Mari, 2012, *How Family Leaders Develop Trust among Family Owners in Family Firms: Applying Convention Theory*, Third seminar of the Nordic Research Network on Trust Within and Between Organizations, May 8-9, Harstad University College, Norway.

I. Mari, 2011, *Understanding the Dynamics of Trust and Control in Family Firms: Applying Convention Theory*, First seminar of the Nordic Research Network on Trust Within and Between Organizations, May 24-25, University of Eastern Finland, Joensuu, Finland.

I. Mari, M-J. Parada and L. Melin, 2010, *Strategizing in a Context of Multiple Conflicting Logics: Building Legitimacy among Actors*, 26th EGOS Colloquium, July 1-3, Lisbon, Portugal.

I. Mari, M-J. Parada and L. Melin, 2010, *Strategizing in Family Firms: Making Sense in a Context of Colliding Logics*, EIASM, 6th Workshop on Family Firms Management Research, June 6-8, Barcelona, Spain.

I. Mari, 2010, *Understanding the Dynamics of Trust and Control in Pluralistic Contexts: A Comparison of Institutional Theory and Conventional Theory*, EIASM, 5th Workshop on trust within and between organizations, January 28-29, 2010, Madrid, Spain.

J-L. Arregle, M. Nordqvist, I. Mari, and L. Melin, 2009, *An Additional Role of the Board for Family-owned Firms: Mitigating Conflicts among Family-Owners*, Paper, presented at EIASM, Fifth Workshop on Family Firms Management Research, June 7-9, Hasselt, Belgium.

I. Mari, V Petit, JL Arregle, 2008, “*Managerial legitimacy of top executives: a way to reconsider executive power in corporate governance*”, 24th EGOS Colloquium, PhD Pre-Colloquium Workshop, 10-12 July, Amsterdam, The Netherlands.

I. Mari, 2008, “*Understanding Trust in Corporate Governance Relationships in Family Businesses’ Strategy Making*”, 24th EGOS Colloquium, PhD Pre-Colloquium Workshop, 7-9 July, Amsterdam, The Netherlands.

I. Mari, 2007, “*Creating, Maintaining or Repairing Trust through Multicultural Norms of behaviour in the Family Firm*”, 23rd EGOS Colloquium, 5-7 July, Vienna, Austria.

I. Mari, 2007, “*Family Firms’ Corporate Governance System and Trust: New Research Perspectives*”, EIASM Family Firm Management Research Workshop, 3, 4 & 5 June, Jönköping, Sweden.

I. Mari, 2006, “*The Dynamic of Trust in Ceo, Board of Directors and Shareholders Relationships in Family Firms’ Strategy Decision Making: Applying Convention Theory*”, 22nd EGOS Colloquium, 6-8 July, Bergen, Norway.

JL Arregle, A.Hall, I. Mari, L. Melin, M. Nordqvist, P. Very, 2006, “*Strategy-Making in Social Capital Contexts: Evidence from European Family Firms Cases*”, EIASM workshop on Family Firms, Edhec Business School, June, Nice, France.

JL Arregle, A.Hall, I. Mari, L. Melin, M. Nordqvist, P. Very, 2005, “*Family Involvement in Strategy processes as a Competitive Advantage: Evidence from European Family Firms*”, EIASM workshop on Family Firms, Jönköping International Business School, June, Jönköping, Sweden.

JL.Arregle, K. Affes, M. Marchesnay, L. Lassaâd, I.Mari, 2003, « *Les stratégies des firmes familiales* » (Family Firms’ Strategies), Association Internationale de Management Stratégique, June, Tunis, Tunisia.

I. Mari, 1999, « *La dynamique des organisations en réseau : une construction en spirale, source de création de valeur* » (The Network organizations’ dynamic: building spiral value creation), proceedings, 2nd conference on La métamorphose des organisations, October, Nancy, France.

I. Mari, 1998, « *La valeur au cœur des organisations en réseau : une analyse en terme de quasi-rente* » (The value at the heart of network organizations: a quasi-rent analysis), 14th Annual National Conference, Instituts d’Administration des entreprises, April, Nantes, France.

I. Mari, 1996, « *Quelques pistes sur les leviers de la création de valeur au sein des organisations en réseau* » (Some propositions about value creation levers in network organizations), 2nd International Conference on Networks Management, September, Lausanne, Switzerland.

Position paper

V. Petit, et I. Mari. *La légitimité des équipes dirigeantes : une dimension négligée de la gouvernance d'entreprise*, EDHEC publications, janvier 2009.

RESEARCH INTERESTS

- Trust
- Social Identity and Self-categorization Theory
- Economy of Conventions
- Family firms
- Corporate Governance

PROFESSIONAL ASSOCIATIONS

- Member, JIBS' Centre for Family Enterprise & Ownership (CeFEO).
- Member, FINT (First International Network of Trust)

TEACHING SPECIALITIES

- Leadership
- Management and Team-Building Skills
- Corporate governance
- Family business