



### Anne Witte, PhD

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Assistant Dean, Standards and Policies

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Anne E. Witte combines expertise in a range of the humanities and social sciences to provide interdisciplinary instruction to management students at EDHEC Business School where she has held a position as Professor since 1991. Author of recently published materials in peer reviewed journals such as the Journal of Management Enquiry, Management Education, International Journal of Education for Business and Journal of International Business Communication, her current focus involves applying the methods of anthropology to analysing changing consumer, citizen and generational values in a globalizing world. With strong interests in comparative and international approaches to business education, she has been instrumental in the development of international off-shore programmes involving partner institutions in New York and Beijing, multi-media distance-learning platforms and cross-disciplinary projects. She holds two doctoral degrees (one earned in the U.S., the other in France), and serves as Assistant Dean for the International Academic Affairs and Assistant Dean for Standards and Policies. A native New Yorker, she has extensive international teaching and field work experience.

### TEACHING EXPERIENCE (+20 years)

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EDHEC Business School FRANCE, Université of Nice FRANCE, Université of Paris VII FRANCE, Hunter College, New York, USA

- Cross-cultural management
- Globalization and Culture
- Critical Thinking
- Topics in French Business
- Research Methods
- Values and Cooperation

### PROFESSIONAL NON-TEACHING EXPERIENCE

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#### Treasurer

Non-profit environmental project in the Var, FRANCE. Budget 350 000.

#### Event Management

Management of events, communication and treasury for a small trio of musicians offering acoustic concerts throughout the south of France

**Free-lance Translator** – French/German - into English

**Project Manager**

Belvedere Press, New York City, USA - Publisher of priceless reproductions of medieval and Renaissance manuscripts from the Vatican Library and a division of Kraus Reprints, Germany. Led US private and university distribution, public relations and sales campaigns. Travelled throughout the US giving lectures and slide shows about the Vatican Library's efforts to preserve its ancient manuscripts.

**PUBLICATIONS**

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**BOOKS**

*Past and Future Culture*, (2010) South Carolina – Booksurge Publishers.

*Le cours de langue interactif : Outils et méthodes*, Editions Ellipses, Paris, 2002. A full length practitioner's manual on the art of language teaching.

*Interactive Cases for Business English*, Paris: Editions Ellipses, 1999. Full length course using case studies for developing communication skills in the business English classroom.

*Interactive Business English*, Paris: Editions Ellipses, 1996. Full length classroom method on business communication for EFL students.

**CHAPTERS IN BOOKS**

“Bonduelle: Canned, frozen and fresh food innovation, French style” in Gayle Avery editor, *Paradigms of Leadership*, Sage Publications, 2004.

**ARTICLES**

The French Exception: A Survey-by-Survey Account, *Politics & Policy*, Vol. 46,4: 571-603, (Online August 2018) DOI: 10.1111/polp.12267

Mapping the Cooperative Landscape: Spatializing an intangible social capital variable (Online May 4<sup>th</sup>, 2017) World Values Research, Volume 9 (3), pp 1-34.

Witte, Anne (2014) Serious Games: A Seminar Map for International Business Schools, **Business Communication Quarterly** Volume 77, Issue 1, March 2014 pp. 32 - 50. DOI: 10.1177/2329490613516487,

Witte, Anne (2014) Co-operation - The Missing Value of Business Education, **Journal of Management Development** , Vol. 33, Issue 4, pp.357 – 373, DOI : 10.1108/JMD-02-2013-0027

Witte, Anne E. & Daly, Peter, Proverbial Wisdom: - A "Serious" International Business Game, **Journal of International Business Education**, April 2014, Volume 7, Issue 1, pp. 2-13, DOI 10.1108/JIEB-12-2012-0029

Making the Case for a (Post) Cultural Analysis of Organizations, **Journal of Management Inquiry**, April 2012, Vol. 21:2, pp. 141-159), DOI:10.1177/1056492611415279

Understanding International Grading Scales: More Translation than Conversion, *The International Journal of Management Education*, Vol 9, 3, 2011, 49-59. (DOI: 10:3794/ijme.93.319.

The Global Awareness Curriculum in International Business Programs: A Critical Perspective, *The Journal of Teaching in International Business*, 2010, Vol.21, No. 2, pp. 101-131.

Internationalizing the Assessment Criteria to build cross-cultural competency : American and Chinese educational encounters, (with Isabelle Sequeira and Charlotte Fonteyne), *Journal of Teaching in International Business*, Vol. 14, no.4 2003.

Comportement d'affaires: Comprendre les britanniques” dans *Le Guide de la Grande Bretagne*, La Chambre de Commerce Française à Londres, 2002.

Shakespeare et le folklore de l'âne : la métamorphose de Bottom dans *Le Songe d'une nuit d'été* in *Bulletin de la société d'études anglo-américaines des XVII et XVIII*, novembre 2002.

*Les temps du Songe : une lecture du comput shakespearien dans Le Songe d'une nuit d'été*, dans *Lectures d'une œuvre A Midsummer Night's Dream*, Ouvrage collectif coordonné par Christine Sukic, Editions du Temps, Nantes, 2002.

“Competitive Advantage and Cultural Paradigms: An exercise in Brainstorming for International Communication,” *Business Communication Quarterly* 64,2 2001, pp.55-64.

“Using Scripts in Pronunciation Instruction” in *TESOL Matters*, Aug/Sept 2000.

« Andrew Lang et l'approche anthropologique du folklore, » *Archives internationales de Folklore et d'Ethnologie de l'Europe*, vol. 1, Brussels, 2000, pp. 249-259.

“Considering Graduate Study Abroad? A Focus on France's Schools of Management”, in *JOB*, The University of London Careers Service, December 1999 pp. 2-4.

« Communicative Case Studies for EFL – Lessons for Interactivity, » *The Journal of Language for International Business*, (Thunderbird, The American Graduate School of Management, Arizona) vol. 10 no.2 (1999) pp. 61-69.

« Bottom's Tangled Web: Texts and Textiles in *A Midsummer Night's Dream*, » *Cahiers élisabéthains* 56 (Oct.1999) pp. 25-40.

« Calendar and Calendar Symbols in Apuleius' *Metamorphoses*, Book 11, » *Groningen Colloquia on the Novel*, Vol. VIII, Groningen: Egbert Forsten, 1997, pp.41-58.

« Developing Cultural Competencies for Tomorrow's Global Leaders : The French Model, » in *Developing Cultural Competencies, Proceedings of the Marshall University Multicultural and International Conference*, Ed. Aimée Howley, Huntington, 1997.

## Conferences

Past and Future Culture: Genesis of an Idea, *Center for Global Business Programs, Lubin School of Business, Pace University, April 2010.*

New Ideas in Management: The Postcultural. *The American University of Paris, Paris, February 2010.*

*Le Bloomsbury de Virginia Woolf : Oeuvre littéraire et dialogue avec son temps* : Le Musée de la Piscine, Roubaix – Nord Pas de Calais, Exposition Conversations anglaises : Le groupe de Bloomsbury, Janvier 2010.

**FOREIGN AND FEMALE IN THE WORKPLACE: An anthropological prospective on “otherness”** The Sophia Antipolis Chapter of the European Professional Women’s Network Special Meeting at Edhec Business School with EDHEC Theseus MBA April 2006..

“Using Listening Exercises for Developing Effective Written Communication Skills, Converging within Divergence: Integrating Research, Pedagogy and Practice in a Rapidly Changing World,” The Association for Business Communication, San Diego 2001.

## RESEARCH INTERESTS

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- Cooperation and Trust
- Applied Anthropology
- Cross cultural studies
- Comparative Education
- Contemporary French Civilization
- Critical thinking, critical teaching

## EDUCATION

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1997      **Doctorate in English**  
La Sorbonne Nouvelle, Paris III, Institute for Anglophone Studies  
Research Director : Professor François Laroque

Dissertation Title: *Le Songe d’une nuit d’été de William Shakespeare : Essai de lecture anthropologique* (William Shakespeare’s *A Midsummer Night’s Dream: An Anthropological Reading*)

Concerns: History of Calendar, Shakespeare, Early Modern Culture and Civilization, Applied Anthropology.

1992      **Ph.D. French Language, Literature and Civilization**  
Interdisciplinary Studies (Medieval Studies, Anthropology, Comparative Religion) - The Graduate School of the City University of New York, Department of French, 1992.  
The doctoral thesis involves an interdisciplinary study of a New Year’s feast in twelfth and thirteenth century France through the study of three extant manuscripts. An important part of the analysis concerns the mechanisms of the

medieval calendar, animal symbolism, ancient music and allegory in medieval literature and drama, Applied Methods in Anthropology.

## HONORS

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- 2001 Prix de la Meilleure Recherche, Catégorie “Etude de Cas” : Using Culture to Teach Competitive Advantage, Fondation EDHEC
- 2000 Year 2000 Language Acquisition and Instruction Committee Award, ETS
- 1992 Prix de l’ambassade de France
- 1991 Gilbert Chinard Scholarship (Institut Français de Washington)

## TEACHING MATERIALS / AUTHORED CASES

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*Gender And Work: Task Based Communication and Research/Consulting Activities + Cas pratique: Retaining Female Talent at CSR*, Centrale des Cas et Médias pédagogique H0 568, Paris 2011.

*Self-Assessment: A Value Orientation Exercise*: Case study and pedagogical notes, Centrale des Cas et Médias pédagogiques, Paris, 2002

*The Complexity of NGO Management : A Case for Gorilla Welfare*, Case study, exercises and pedagogical notes, Centrale des Cas et médias pédagogiques, Paris, 2002.

*Using Culture to Teach Competitive Advantage*, (with Isabelle Sequeira) Case study and pedagogical exercises, Centrale des Cas et médias pédagogiques, Paris 2001.

## TEACHING SPECIALITIES

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- Cross Cultural Management
- Critical thinking
- Globalization
- France
- Values change
- Research methods