

Prof. Michel BERNASCONI



Michel Bernasconi is Distinguished Professor in Entrepreneurship and Innovation at SKEMA Business School. He is currently the director of the Global Entrepreneurship Initiative. He had previously other management positions at SKEMA: Associate Dean for the Grande Ecole Programme (1994-1999), director of Executive Education (2003-2004), director of the department strategy and Entrepreneurship (2010-2013) and Director of the Faculty and Research (2012-2015)

Michel Bernasconi is a specialist in innovative and high-tech start-ups. As a researcher, he explores entrepreneurship from different perspectives: new business creation, coaching and incubation, and the relationship between the entrepreneur and ecosystems of innovation. Building on these three complementary aspects, his research has been published in books and academic reviews in France, the UK and the USA. As a guest researcher he spent two academic years in North America: one at San José State University (1992-1993), at the heart of Silicon Valley 1992-1993), the other one in HEC Montréal (2002-2003). He was part of various European programs on innovation and incubation and acted as an expert for the European Union on entrepreneurship education. He has been President of the French "Academy of Entrepreneurship and Innovation", a research association (2008-2010).

He developed at SKEMA a set of activities on entrepreneurship. He initiated the MSC in Entrepreneurship and Innovation, developed incubators on the French campuses, and recently launched a partnership with a Chinese Incubator (Xian Jiaotong-Skema) in Suzhou. He was the founder and the director of the High-Tech Entrepreneurship Center who develop numerous projects in Entrepreneurship.

He has extensive experience in teaching entrepreneurship, intrapreneurship and new business creation, in particular in Executive Education. More specifically, he is in charge of the program « Coup de Pousse», a successful seminar on intrapreneurship dedicated to big companies which last from more than 10 years.

He is a member of Angels Bay Invest, an investor club that invests in Innovative companies.

Michel Bernasconi graduated from SKEMA Business School (1975). He holds a Doctorate in Business Strategy from the University of Aix-en-Provence (1985) and a HDR (2007).

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