

## **Aura Parmentier Cajaiba**

Assistant Professor – Management & Organization  
Université Nice Sophia Antipolis

*I am a strategy and organization researcher and professor. My research is practice-based oriented I am currently focusing on practices at work for elaborating capabilities. I value interactions with practitioners to elaborate academic knowledge. I carry out research project in innovative settings and responsible innovation. I am also passionate by qualitative methodologies, and I have a deep understanding of multilevel, longitudinal, and ethnographic research design.*

### **UNIVERSITY DEGREES**

- 2010 *PhD in Strategic Management* – Université de Grenoble
- “La création de compétences fondamentale : une application à l’homologation dans l’industrie du Biocontrôle”* (With distinction)
- Finalist of the Best Doctoral Thesis Award (FNEGE-AIMS) 2011.**
- 2005 Master Degree: Innovation Management and Research - I.A.E Grenoble
- 2001 Bachelor Project Management - IUP Ingénierie Economique - Université de Grenoble

### **TEACHING**

- Since Sept-2011 **Associate Professor** (Maître de Conférences) - Université Nice Sophia Antipolis – Gredeg Research Center - UMR CNRS 7321
- Disciplines taught*

Introduction to Management	L1	<i>French</i>
Organization theory	L2	<i>English</i>
Quality & organizational audit	M2	<i>French</i>
Innovation Management	M1 & M2	<i>French</i>
Research seminars	M2	<i>English</i>
  - Pedagogical responsibilities*

Referent First year economy and management (300 students)  
Course coordinator Introduction to Management: 2 courses and associated tutorials.
- 2010 / 2011 Substitute professor Full time (ATER) IAE – University of Grenoble
- 2007 / 2009 Substitute Professor Part time (Vacations) - IUT 2 – Université de Grenoble

## PUBLICATIONS

- Peer reviewed:

Parmentier Cajaiba A. (2013) “*Recherches collaboratives et constructivisme pragmatique : éclairages pratiques*”, **Recherches Qualitatives** (Classement Essec 2)

Avenier M.J. & Parmentier Cajaiba A. (2012) “*The Dialogical Model: Developing academic knowledge for and from practice*” **European Management Review** (CNRS 2)

- Book chapter

Parmentier Cajaiba A. “Le dialogue comme vecteur d’actions et de connaissances orientées stratégie » in *Stratégie Organisationnelle et Complexité : Dialoguer afin de...*, Ed. Fabbe-Costes, N. and Gialdini L. to be published in *Economica* (2<sup>nd</sup> Semester 2017)

- Under review:

Article

Parmentier Cajaiba A., Cajaiba Santana G. (2<sup>st</sup> R&R) “*Visual mapping: Displaying the Unseen*” **Organizational Research Methods** (AERES A / CNRS 2)

- Work in progress:

Parmentier Cajaiba A., Cajaiba Santana G. & Lazaric N. (in preparation for 2017) “A perspective on routine creation: A case from the bio-tech industry” Target Journal: **Journal of Evolutionary Economics** (CNRS 2)

Corbett Etchevers, I. & Parmentier Cajaiba A. Cajaiba Santana, G. “*A bricolage Perspective on Strategizing Tools: A Comparative Case Study*”, Target **M@nagement** (CNRS 2)

Parmentier Cajaiba A. “L’élaboration de compétences : des artefacts pour coordonner entre les niveaux individuel et organisationnel » Target: **Revue RGRH** (CNRS 2)

Parmentier Cajaiba A. & Cajaiba-Santana G. (in preparation for 2018) “*New capability and networks: strengthening a missed link*” Target journal: **European Management Journal** (CNRS 2)

Parmentier Cajaiba A. (in preparation for 2018) “*Competence elaboration: from practice to practices*” Target journal: **Journal of Small Business Management** (CNRS 2)

- Conference papers:

“*An institutional perspective on routine emergence: A case from the bio-tech industry*”, EGOS July 2015, co-authored with N. Lazaric and G. Cajaiba Santana

“*Routines, Capabilities and Networks: Strengthening a Missed Link*”, Academy of Management, August 2015, co-authored with G. Cajaiba Santana. *ACAD MANAGE PROC* 2015 2015:1 17151; doi:10.5465/AMBPP.2015.17151abstract

“*New capability and networks: strengthening a missed link*”, Dauphine Strategy Workshop, Paris, June 10-11<sup>th</sup> 2014. Co-Authored with Giovany Cajaiba Santana.

“*Research diary mapping: Enhancing reflectivity in process research*”, Academy of Management Annual Meeting, Lake Buena Vista 2013, **Nominated for the Newman Award - RM Division**. *ACAD MANAGE PROC* 2013 2013:1 14536; doi:10.5465/AMBPP.2013.14536abstract

“*Research diary mapping: Enhancing reflectivity in process research*”, European Academy of Management Istanbul, 2013.

“*Toying with regulation: ‘Strategizing tools’ as organizational bricolage*”, EGOS, Montréal, 2013, Co-authored with I. Corbett Etchevers.

“*Competence construction: an artifaction of practice*” British Academy of Management, Cardiff, 2012 – **Strategy as Practice Best Developmental Paper Award**, co-authored with Avenier MJ.

“*Outside-inside strategizing: nature and roles of artifacts in two heavily regulated environments*” First Dauphine Strategy-as-Practice Workshop, Université Paris Dauphine, 2012.

“*Compétences fondamentales : l’expérience et la création d’artefacts comme moteur de leur construction*” AIMS, Nantes, 2011.

“*Research-as-Practice: Practical Insights for Developing Rigorous Conceptual Knowledge for and from Practice*” European Academy of Management, Tallinn, 2011 **EURAM Best Conference Paper Award**, Co-authored with Avenier MJ.

“*Research Diary Visual Mapping: A reflective methodological tool for process and strategy-as-practice studies.*”, 1<sup>st</sup> SAP workshop in North America, Montréal, 2010.

“*Using networks toward managing threats for SMEs growth: an empirical study based on network and resource-based view*” EGOS, Barcelona, 2009.

“*Agraunate : A case study from the growing bio-control industry*”, Strategic Management Society Special Conference: “New frontiers in entrepreneurship”, Catania, 2009.

## RESEARCH ACTIVITIES/SKILLS

Since 2017	<p><i>Project Lead: Valbio, Valuation of biocontrol: actors, practices and interactions.</i></p> <p>Creation of an interdisciplinary team in Management, Linguistics, Sociology, Law, Economics &amp; Geography. Kick Off Meeting: Dec 2017</p>
June 2017	<p><i>Visiting Fellow Macquarie University Sydney – Australia.</i></p>
Since 2016	<p>Euram Conference Standing Track Coordinator “ST 13.03 Strategic practices and processes”</p> <p><b>2018 theme:</b> In the SPP track we aim at bringing together organizational and micro levels of analysis to advance our understanding of strategy in the making (Chia &amp; Holt, 2009). We specifically intend this year to explore the role of everyday practitioners and actions in the (continuous) emergence of strategy. Although the Strategy-as-Practice perspective opened avenue in studying strategy with a practice lens (Whittington, 2003), we still know very little of the emergent side of strategy. This stream emphasized so far the role of discursive practices, tools and socio-material practices at a micro level. It is principally through the discursive practices elaborated by top managers that the doing of strategy has emerged. Even if various calls for delving more into the very essence of strategic processes this kind a research remains scarce (Carter, Clegg, &amp; Kornberger, 2008). We therefore invite contributions to better inform and theorize on the emergent side of strategy processes and practices.</p>
March 2014	<p><i>Workshop “Artifacts, Practice and Knowledge Elaboration: An Interdisciplinary Perspective”. March 7th 2014</i></p>

Since Jan. 2014

Methodology Seminar Coordinator: “Methodology in Social Sciences”

✓ Seminar:

- 2014: Antonio Strati, Alain Fayolle (EM Lyon), Davide Ravasi (Cass Business School), Robert Gephart (University of Alberta)
- 2015: Martha Feldman (University of California Irvine); Tomi Laamanen (University of St Gallen),
- 2016: Paula Jarzabkowski (Cass Business School), Xavier Lecocq (Université de Lille)
- 2017 : Eugenia Cacciatori (Cass Business school) ; Alain Fayolle (EM Lyon)

Since Sept 2012

**Board member of the GREDEG Research center – University of Nice / CNRS**

Nov 2012

*Meet the Editors workshop – Fnege – Coordinator Pr. X. Lecocq IAE Lille.*

May 2012

*Lecturer at the FNEGE doctoral school: CEFAG Entreprise: “Research diary: data collection and interpretation”*

Skills

*Qualitative Analysis and Data interpretation, NVIVO software, Ethnographic methods*

#### LANGUAGES

- **French** – native language
- **English** – fluent
- **Portuguese** – fluent
- **Spanish** – basic conversation

#### PRACTITIONER EXPERIENCE

Oct. 05 - juin 09

**Registration project manager – Agrauxine, Lyon Area** – Registration strategy elaboration, Networking with institutional authorities and main actors in the industrial sector, coordination of registration project between marketing, research team and top management.

2003-2004

**Event project manager - Forum 4i City of Grenoble:** Organization et coordination of an innovation fair (round table – workshops – funding meetings – technological exhibit)

Fév.01 - déc. 03

**Assistant Project manager in economy and innovation.** Economy and innovation department – City of Grenoble (Forum 4I, Urbanism, Innovation projects, European projects)