BRUNETTO Gérald
Assistant Professor

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BIOGRAPHY

Gérald BRUNETTO has a PhD in Business Administration (AMGSM-IAE, 2012 - best International Management Thesis prize - ATLAS/AFMI-FNEGE), a general engineering degree and "Agrégation Externe d'Economie et Gestion"(computer science) and "Capet Externe d'Economie et Gestion" (computer science) (national teaching competitive exam).

He's Professor at IAE d'Aix since January 2012 and Director of the Msc ISDBC since 2013, where he has set up innovative courses in ERP (SAP), Business Intelligence, Predictive Analysis and digital transformation.

His research activities focus on corporate mergers and acquisitions, business process intelligence and AI applied to business reengineering.

EDUCATION

2007:   Obtaining the first price of FNEGE/AIM-Robert Reix 2007 rewarding the best thesis in information systems.

2006:   PhD in management science, presented on 14th november 2006 at the IAE of Montpellier, with the highest mention. Title : *« information systems integration during mergers »*

2002 :   Agrégation Externe d'Economie et Gestion option D (computer science)" National teaching competitive exam

2001 :   Capet Externe d'Economie et Gestion Option D (computer science) national teaching competitive exam

2001 :   Master of Research in management science

1999 :   IT Engineer Degree

Merci de finaliser la section par les langues parlées, une ligne par langue parlée

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X
GERMAN	x	x	x

ACADEMIC ACTIVITIES

Merci de commencer par indiquer les cours enseignés à l'IAE puis vous pouvez organiser comme vous voulez

<u>Courses currently given at Aix Marseille Graduate School of Management – IAE</u>

Business Intelligence & Information system (Creation of the course)

ERP SAP : financial and accounting modules (Creation of the course)

integrated systems ERP SAP FI/CO/SD/MM modules (Creation of the course)

Business Process Management (Creation of the course)

<u>Past academic positions (optional)</u>
2008-2011 : Associate Professor at the IAE Of Toulouse University
2001-2008 : Professor of Computer Science (Professeur Agrégé)

SCIENTIFIC ACTIVITIES

G.Brunetto, « *IS facing mergers: configurational approach and construction of a typology of IS integration»,* article in Journal of Global Information Management

G.Brunetto, "Integrating information systems during mergers : integration modes typology, prescribed vs constructed implementation process", article in Business Process Management Journal

G.Brunetto*, " Contribution of dynamic relational capacities to the evaluation of the modes of governance of the sourcing partnership* " article in Technology Analysis and Strategic Management

G.Brunetto, " *The contribution of conceptual change to the construction of a cognitive conflict model for training in financial accounting in an ERP / SAP context. ",* in International Journal of Human Computer Studies

Research in progress with Professor Michael Scott Morton (MIT Sloan School of Management, Boston), "The contribution of conceptual change to the construction of a cognitive conflict model for training in financial accounting in an ERP / SAP context."

Conference & Congress

33rd European Group for Organizational Studies from 6-8 July 2017 in Copenhagen (Denmark), *"IT & Multilingualism : a key resource to companies"*, G.Brunetto

40th Annual Congress of the European Accounting Association from 10-12 May 2017 in Valencia (Spain), *"The Corporate Multilingual Capital : Measurement & Reporting",* G.Brunetto

IUT Paris Descartes: As a scientific organizer, I worked on the development of the themes of the ERP Days "Enterprise, Research and Pedagogy" of June 05, 2015, under the theme "IT integration and process management: towards a Erp of practices? "

23rd Annual Congress of Internation Association of Strategic Management (AIMS) 26-28/05 2014, *"Apport des capacités dynamiques relationnelles à l'évaluation des modes de gouvernance du partenariat sourcing*", S.Baile et G.Brunetto

19th Annual Congress of Information System Assocation 20/21/05 2014 : ERP Track Chair, G.Brunetto

3rd Conference of Atlas/AFMI at HEC Montréal, 8-9 july 2013, "L'apport de l'approche configurationnelle à la construction d'un modèle d'intégration des systèmes d'information dans un contexte post-fusion d'entreprises", G.Brunetto et S.Baile

34th Annual Congress of the European Accounting Association from 20-22 April 2011 in Roma, (Italy), *"How to audit Information systems based on ERPs ? a study of the new main risks and strategies",* G. Brunetto

33rd Annual Congress of European Accounting Association (EAA) 18-22 mai 2010 Faculty of Business Administration of Istanbul University (Turquie), *« How to integrate accounting information systems ? the case of mergers",* G.Brunetto 22 p.

11th International Conference on Enterprise Information Systems 6-10 Mai 2009 Milan (Italie) 3rd International Workshop on Human Resource Information Systems, *"Building and managing the virtualized enterprise"* G.Brunetto 14 p

IBM – JAM E-Conférence (21-23 avril 2009) "Smarter Planet" "Towards a development of computing ecosystems : Green IT and Virtualization of computing architectures » G.Brunetto, 26 pages

9th International Conference on Enterprise Information Systems (ICEIS), 12-16 Juin 2007 à Funchal, Madeire (Portugal) : «

Information systems integration and mergers : integration paths and integration modes typology », Research paper, 8 pages.

14th European Conference on Information Systems (ECIS), Université de Göteborg (Suède), 12-14 juin 2006 : « Integrating information systems during mergers : integration modes typology, prescribed vs constructed implementation process », Research paper, 12 pages.

29ème Congrès de l'Association Francophone de Comptabilité (AFC), 28-30 mai 2008 à l'ESSEC- Paris, *« Quels sont les impacts des PGI sur le processus d'audit ? Le cas de l'auditeur légal »,* G.Brunetto et V.Massot, 42 pages.

15ème Conférence Internationale de Management Stratégique (AIMS), Annecy 15-17 juin 2006 :
« Fusion d'entreprise et intégration des systèmes d'information » 25 pages.

11ème Colloque de l'Association Information et Management (AIM), Université du Luxembourg, 8 et 9 juin 2006 : « Les systèmes d'information lors de fusion d'entreprises : étude des modes d'intégration et des processus de mises en œuvre » 16 pages.

Journées du CNRS (GDR-TICS Groupement de Recherche « Technologies de l'Information et de la Communication et Société »), Faculté Jean Monnet, Université de Paris XI, Sceaux, déc. 2002 :
« Etude du processus d'intégration des systèmes d'information lors de fusion d'entreprises » 20 pages.

16ème Journées Nationales des IAE à l'Université Paris V – Sorbonne, 10-12 septembre 2002 :
« Etude du processus d'intégration des systèmes d'information lors de fusion d'entreprises » 12 pages.

7ème colloque de l'Association Information et Management (AIM), Hammamet (Tunisie), 29 mai - 1er juin 2002 : *« Contribution à l'étude du processus d'intégration des systèmes d'information lors de fusion d'entreprises »* 8 pages.

IMPACTS & OTHERS

My teaching & research activities have evolved in several phases, continuously improving the quality of my teaching approach in terms of both content and form:

- First of all, by taking up cross-disciplinary management courses with the IT and IS dimension (IAE Aix): strategy, finance, financial accounting, management control, HR. This cross-disciplinary approach to teaching has enabled me to build up the versatility of management skills needed for practical, comprehensive teaching of information systems in Masters 1 & 2 (IS being cross-disciplinary by definition) within different Msc courses at IAE Aix. This acquisition of business pedagogical skills (also acquired through my professional experience in companies) has enabled me to cross-fertilize my skills as a management researcher to teach, beyond the IS dimension alone, in French and English. This experience, nurtured since 2012, enables me to offer IAE d'Aix a portfolio of courses based on digital technology and adapted to the specificities of IAE d'Aix's programs: finance, management control, auditing, HR, etc.

Secondly, i have moved towards Master1 and Master2 level teaching, with the creation of numerous courses in French and English: IS Audit & Security, ERP/SAP courses, IS Management, Business Intelligence, Process and Integrated Systems Management, Human Resources Information Systems. These new courses have given IAE Aix-en-Provence an innovative pedagogical dimension, both in form (practice of digital tools prized by professionals) and in content (differentiation from other training courses offered by other business schools). This has resulted in the recognition of these courses through student evaluations, national and international rankings of the Masters courses in which I have taught them, and a teaching dynamic with my other teacher-researcher colleagues. This development has also been supported by courses aimed at initial and continuing training.

- In terms of training creation, over the last few years I have developed a number of innovative courses at the IAE Aix en Provence:
o The introduction of highly innovative SAP ERP teaching, notably through the development of courses/DD using SAP software, the world's leading enterprise software, with applications in Finance, HR, Accounting/Controlling/Auditing (Master2). This has enabled many M2 students at IAE d'Aix to combine the business aspects of their discipline with digital tools.
Thanks to my course design and teaching, IAE d'Aix is the only IAE in France to integrate SAP software into its Master2 sandwich courses, on Ecc6 and S/4Hana versions.

o The introduction of new courses in Business Intelligence and Big Data, with a cross-disciplinary approach combining statistics, management and digital (Master2). These new courses are particularly in demand from Master2s who rely on business data concepts (Finance, Controlling, Auditing, Human Resources, Marketing).

- Lastly, I have taken on the role of Pedagogical Director for the Electives, a pedagogical program specific to the IAE d'Aix, which involves defining a personalized pedagogical path for each of the IAE's 800 students, i.e. 99 courses in total for 8 date slots (8 dedicated weeks) spread over the academic year.
My role is to :
o Organize the courses (99 courses) and their pedagogical content (99 syllabuses: interest for the students, absence of redundancy, quality and innovation of the proposed teaching).
o Organize schedules: 8 weeks over the whole year
o Set up a course selection system, with each student choosing 3 courses per range: 100% response rate
o Set up a database of wishes and a computer program (created by myself in Excel VBA) to create a sorting algorithm maximizing the satisfaction rate of each student with regard to the wishes expressed: 100% of wishes granted, including 90% of n°1 wishes.
o Manage external contributors (68 professionals to be managed pedagogically over 2021-2022)
o Manage international professors (31 foreign professors to be managed over 3 international seminars, corresponding to 3 elective slots)

Skills :

ERP
- SAP FICO® certification
- SAP S4HANA & ECC 6 FI/CO/SD/MM/PP/RH modules :
- ABAP Customizing under SAP Ecc6-S4Hana
- Others ERP for small and medium-sized businesses : Sage Line 100, SAP Business One, Microsoft Dynamics, Open ERP

BUSINESS INTELLIGENCE
- SAP Business Objects Xi 3.1 and 4: Webi, Deski, Designer, Universe Builder.

PROCESS MODELING AND IS DESIGN
- Urbanization (under IBM Websphere), BPM, Igraphx.
- UML 2.0 methods, MERISE/2
- AGL: IBM Rational Rose, Visual Paradigm, WinDesign
- Databases: Oracle, SQL Server, Access, MySQL

VIRTUALIZATION
- Vmware ESX Vsphere architectures, Xen architectures

IS AUDIT and ERP AUDIT
- SAP AIS
- EBIOS method (information system security audit), MEHARI method
- ISO 2700x standards, CMMI, COSO, COBIT, AMDEC standards

PROJECT MANAGEMENT AND IS ARCHITECTURE
-CAPM/PMP certification, MsProject

DEVELOPMENT AND PROGRAMMING
- ERP/PGI: ABAP language under SAP Ecc6 and R/3
- Programming: Assembler, Java, C, C++, C#, Delphi, Visual Basic, Cobol,
- Network scripting: VBS, WSH, Bash Linux
- Web programming: PHP, XML, Internet development tools

NETWORKS and TELECOMS
- Network security: VPN, VLAN, Firewall, cryptography and cryptanalysis.
- TCP/IP (Ipv4, Ipv6), Routing, Server Administration (Microsoft and Linux)

Excel VBA and Access/Excel Macros (all versions)

Linux, Windows Server and Windows Client environments