

MATHIEU Valérie
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BIOGRAPHY

Valérie Mathieu is an associate professor in marketing at IAE Aix-Marseille Graduate School of Management. She holds a doctorate and an HDR in management from IAE Aix-Marseille Graduate School of Management. Her fields of interest focus on product service systems, B2B Services, customer orientation, entrepreneurship and innovation. She has been used to teaching in different parts of the world (USA at Arizona State University and Owen Business School, Europe at Helsinki University of Technology and Kozminski University in Warsaw and Asia at University Putra Malaysia). She has also worked with several companies and Corporate Universities to design and deliver dedicated programs to their executives (Accor, Alcatel, EDF, SNCF, Groupama, Ortec...). Before being the academic director of the Executive Master in General Management, she was the academic director of the Master of Science in Services Management and Marketing. She is currently the Associate Dean in charge of Corporate Relations, Continuing Education and Alumni (since 2020).

EDUCATION

2002: Habilitation à Diriger des Recherches (HDR). Université Aix-Marseille 3, IAE

1994: Doctorate in Management. Université Aix-Marseille 3, IAE

1996: ITP (*International Teachers Program*). London Business School

Language	Read	Speak	Written
FRENCH	X	X	X
ENGLISH	X	X	X

ACADEMIC ACTIVITIES

Since September 2022: Academic Director of the Executive Master in General Management (IAE Aix)

Since September 2020 : Associate Dean for corporate relations, continuing education and alumni (IAE Aix)

Courses currently given at Aix Marseille Graduate School of Management – IAE

Entrepreneurial Project (MBA)

Stratégie service dans l'industrie (M2)

Globalisation des services (M2)

Entrepreneuriat (M1)

Past academic positions

1995-2022: Academic Director of the MSc Management and marketing of services, IAE Aix-Marseille.

1997-2013: member of the board, IAE Aix-Marseille.

1998-2006: coordinator of the International Research Seminar in Services Management Activities, Université Aix-Marseille 3 IAE, La Londe Les Maures, France

1997-1998 : Academic Director of the DESS Certificat d'Aptitudes à l'Administration des Entreprises, IAE
Aix-Marseille

SCIENTIFIC ACTIVITIES

- Mathieu V. (2023), Product-service systems - Elgar Encyclopedia of Services – Elgar Encyclopedias in the Social Sciences Series
- Mathieu V. (2022), A customer-oriented Manager for B2B Services - Principles and implementation - ISTE WILEY
- Mathieu V. (2021), Le Manager orienté client dans les services B2B - Principes et mise en oeuvre - ISTE Editions LTD
- Guérin AM., Mathieu V., Ricard A. (2019), L'initiation à l'entrepreneuriat ne concerne pas que les startups en herbe , The Conversation.
- Mathieu, V. (2004), Les stratégies orientées service dans l'industrie : entre service payant et service support à la relation client, *Décisions Marketing*, 33, janvier-mars, 19-28.
- Ramus V., Gallardo E., Zaeh F., de Loynes C. et Mathieu V . (2003). *Orientación service des entreprises industrielles*, Ministère de l'économie, des finances et de l'industrie, DIGITIP, série Etudes, juin.
- Mathieu V. (2001), "Service strategies within the manufacturing sector : benefits, costs and partnership", *International Journal of Service Industries Management*.
- Mathieu V. (2001), Product services: from a service supporting the product to a service supporting the client, *Journal of Business and Industrial Marketing*, vol.16, n°1, p. 39-58, 2001.

Other Communications

Interview for Professional Journals : Le Monde, Les Echos.

IMPACTS & OTHERS
