



Sylvaine Castellano

Management and Strategy Department

PSB - Paris School of Business

59 Rue nationale

Paris

France

E.mail: s.castellano@psbedu.paris

DIPLOMAS

2010
Doctorate, Business Administration, Management, Université du Luxembourg, Luxembourg

2003
Master of Science in Human Resources and Change Management, University of Central Florida, USA

2001
French University Master, Economy, Economie, University Lumière Lyon 2, France

CERTIFICATES

2002-2003
Certificate of Coaching & Development Te, University of Central Florida, USA

RESEARCH DOMAINS

Organizational Dynamics

CAREER

2018
Academic Dean, PSB Paris School of Business, France

2018
Academic and Research Dean

2017-2018
Research Dean, PSB Paris School of Business, France

2017-2018
Dean of Research, PSB Paris School of Business, France

2010
Associate Professeur, PARIS SCHOOL OF BUSINESS, France

2010-2016

Research team manager, Strategy and Management, PSB Paris School of Business, France

TEACHING EXPERIENCE

2018-2019

Other, PSB Paris School of Business, France

2016-2019

Wine Business Wine Business, PSB Paris School of Business, France

2016-2019

Research Methodology, PSB Paris School of Business, France

2016

Research Methodology, PSB Paris School of Business, France

2013-2015

Strategic Management, MBA ESG, France

2012-2012

Localization activities in the luxury sector, PSB Paris School of Business, France

2011-2014

Sport & Strategy, PSB Paris School of Business, France

2010-2018

Corporate Strategy, PSB Paris School of Business, France

2010-2016

Intercultural Management, PSB Paris School of Business, France

2010-2016

Wine Business, PSB Paris School of Business, France

2010-2015

Marketing Fundamental, PARIS SCHOOL OF BUSINESS, France

SCIENTIFIC ARTICLE

- [1] DUTOT, V., S.CASTELLANO, "Investigating the influence of E-Word-of-Mouth on E-reputation", *International Studies of Management & Organization*, 2017, vol. 47, no. 1, pp. 42-60
- [2] DUTOT, V., S.CASTELLANO, "Integrating Entrepreneurship into the design classroom: case studies from the developing World", *Journal of the Knowledge Economy*, 2017
- [3] CASTELLANO, S., "Legitimacy: The missing link to investigate the dynamics of entrepreneurial teams in successful Champagne Houses", *International Journal of Entrepreneurship and Small Business*, 2017
- [4] CASTELLANO, S., "Unveiling the sustainable facet of the conventional entrepreneur - A cognitive approach", *International Journal of Entrepreneurship and Small Business*, 2017
- [5] CASTELLANO, S., "Signalling legitimacy in global contexts: the case of small wine producers in Bulgaria", *European Business Review*, 2017
- [6] CASTELLANO, S., I.KHELLADI, "How French Wine Producers Use Open Innovation to Gain and Manage Their Legitimacy", *Journal of the Knowledge Economy*, 2016, vol. 7, no. 1, pp. 155-171
- [7] CASTELLANO, S., P.DAVIDON, I.KHELLADI, "Creativity techniques to enhance knowledge transfer within global virtual teams in the context of knowledge-intensive enterprises", *Journal of Technology Transfer*, x 2016, vol. 10.1007/s10961-016-9509-0, pp. 10.1007/s10961-016-9509-0
- [8] CASTELLANO, S., V.DUTOT, "Designing a Measurement Scale for E-Reputation", *Corporate Reputation Review*, 2015, vol. 18, no. 18, pp. 294-313

- [9] CASTELLANO, S., A.MAALAOU, A.SPRINGUEL, "Expanding location advantages from agglomeration: a legitimacy perspective of global location portfolios in the electric vehicle industry", *International Journal of Entrepreneurship and Innovation Management*, November 2015, vol. 19, no. 5/6, pp. 343-362
- [10] CASTELLANO, S., I.KHELLADI, "Influence du territoire sur la légitimité et le prix: le cas du secteur viti-vinicole français", *Revue d'Économie Régionale & Urbaine*, December 2015, vol. 5, no. 4/5, pp. 801 - 828
- [11] CASTELLANO, S., "L'IMPACT DE LA PERSONNALISATION BASÉE SUR LE PROFIL ET LA LOCALISATION SUR LE COMPORTEMENT DU CLIENT DANS UN CONTEXTE DE TÉLÉPHONIE MOBILE", *Revue Française de Marketing*, 2014
- [12] CASTELLANO, S., A.MAALAOU, I.SAFRAOU, "Linking intuition and entrepreneurial intention: a comparative study among French and US student entrepreneurs", *International Journal of Entrepreneurship and Innovation Management*, 2014, vol. 18, no. 1
- [13] CASTELLANO, S., "The influence of social networks on E-reputation: How sportspersons manage the relationship with their online community", *International Journal of Technology and Human Interaction*, 2014
- [14] CASTELLANO, S., V.DUTOT, "Une analyse de l'e-réputation par analogie ou contraste avec la réputation : une approche par les médias sociaux", *Revue Française du Marketing*, 2013
- [15] MAALAOU, A., S.CASTELLANO, I.SAFRAOU, "An exploratory study of seniorpreneurs: a new model of entrepreneurial intentions in the French context", *International Journal of Entrepreneurship and Small Business*, 2013, vol. 20(2):148-164
- [16] CASTELLANO, S., A.MAALAOU, I.SAFRAOU, "Back to the future: adoption and diffusion of innovation in retro-industries", *European Journal of Innovation Management*, 2013, vol. 16
- [17] CASTELLANO, S., "Signalling legitimacy for SMEs transition environments-the case of the Bulgarian IT Sector", *Journal for East European Management Studies*, 2012
- [18] CASTELLANO, S., A.MAALAOU, "Développement durable et santé publique. Vers un nouveau modèle d'une santé égalitaire", *La Revue des Sciences de Gestion*, 2012
- [19] SAFRAOU, I., S.CASTELLANO, A.MAALAOU, "Singularité du processus entrepreneurial chez les séniors : un entrepreneuriat social et solidaire", *La Revue des Sciences de Gestion*, 2012
- [20] MAALAOU, A., S.CASTELLANO, I.SAFRAOU, "L'entrepreneuriat des seniors", *Revue Française de Gestion*, 2012, vol. 8
- [21] CASTELLANO, S., "The impact of Globalization on LegitimacySignals - The case of Organizations in Transition Environments", *Baltic Journal of Management*, 2011
- [22] CASTELLANO, S., A.MAALAOU, J.SCHREMPF, "Le développement durable comme mode de prévention des risques énergétiques : une approche par les capacités d'absorption. Le cas de la voiture électrique chez Renault.", *Management et Avenir*, 2011
- [23] CASTELLANO, S., A.MAALAOU, J.SCHREMPF, "What came first : the resources or the stakeholders expectations ? The case of the electric car", *Journal of Euromarketing*, 2011
- [24] CASTELLANO, S., "Innovative medical tourism - Healing the patient or seducing the consumer ? A european focus", *Journal of Euromarketing*, 2011

BOOK

- [25] CASTELLANO, S., V.DUTOT, *L'e-réputation - Comprendre, apprendre et ne plus (trop) en dépendre*, KAWA, 2015

CHAPTER

- [26] DUTOT, V., S.CASTELLANO, "E-reputation in Web Entrepreneurship" in *Key Challenges and Opportunities in Web Entrepreneurship.*, Capatina, A. and Rancati, E Eds, IGI Global Disseminator of Knowledge, chap. 5, pp. 103-131, 2017
- [27] CASTELLANO, S., A.MAALAOU, "Valeurs entrepreneuriales et organisation : entre querelles et

ACADEMIC COMMUNICATION

- [28] CASTELLANO, S., A.MAALAOUI, I.SAFRAOU, "Les microfondements de la légitimité: une analyse des capacités dynamiques des seniors entrepreneurs" *Micro-fondations des capacités dynamiques*. 2016, Paris Coauthors presented
- [29] CASTELLANO, S., "Designing A Scale Of Measurement For E-Reputation" 2014, Valence, Espagne
- [30] CASTELLANO, S., "Influence Of Nostalgia Proneness On Perception Of Innovation In A Retro Context" 2014, Valence, Espagne
- [31] CASTELLANO, S., "An aesthetic approach to (de)legitimation in creative industries" 2014
- [32] CASTELLANO, S., A.MAALAOUI, "Le rôle de l'entrepreneur institutionnel au sein des logiques territoriales : Le cas du secteur viti-vinicole français" 2013, Rouen Business School, Mont Saint Aignan, France
- [33] CASTELLANO, S., A.MAALAOUI, "Impact de la formation en entrepreneuriat sur l'attitude des étudiantes à la création de projets innovants. Une étude auprès des jeunes issues de grandes écoles de commerce Françaises." 2013, EM Grenoble, France
- [34] CASTELLANO, S., A.MAALAOUI, ""Young" and "Old" go together! Acquiring and spreading knowledge within intergenerational entrepreneur teams. The French case" 2013, Puerto Rico, États-Unis
- [35] CASTELLANO, S., A.MAALAOUI, I.SAFRAOU, "No Country For Old Men Entrepreneurial Intention Among Elderly. The French Case." *Conférence*. 2012, Fort Worth, Texas, États-Unis Coauthors presented
- [36] MAALAOUI, A., S.CASTELLANO, I.SAFRAOU, "Linking Intuition and entrepreneurial Intention : A comparative Study among French and U.S Student entrepreneurs" *Conférence*. 2012 Coauthors presented
- [37] CASTELLANO, S., "How sustainable development as a source of innovation in environments in transition : an institutional approach" *Les défis du management international à l'aube du XXIème siècle*. 2011, ESCP Paris, Paris, France
- [38] CASTELLANO, S., "Signaling legitimacy for SMES in transition environments - The case of the bulgarian it sector" *Management culture in the 21st Century / 11th annual conference - European Academy of Management*. 2011, Estonian Business School, Tallin, Estonie
- [39] CASTELLANO, S., A.MAALAOUI, J.SCHREMPF, "Chicken and egg - Who comes first ? Episode 1 Sustainable Development and Renault's Absorptive capacity. The case of electric car" *Colloque AIMS 2011*. 2011, Audencia, Nantes, France
- [40] CASTELLANO, S., A.MAALAOUI, "What came first : The resources or the stakeholders' expectations ? The case of the electric car" 2011, Barcelone, Espagne
- [41] CASTELLANO, S., "Signaling theory of legitimacy" 2011, Gothenburg University, Goteborg, Suède
- [42] CASTELLANO, S., "Managing Legitimacy in Transition Periods - An Exploratory Study of the Wine Sector in Bulgaria" 2010, Université Nice, Sophia Antipolis
- [43] CASTELLANO, S., "An institutional Approach of Entrepreneurial Activities : the case of Sustainable Development as a source of Innovation in a Multicultural context" 2010, Technion Institute of Technology, Haifa, Israël
- [44] CASTELLANO, S., "Status as Classification System : Application to the French Wine Sector" *European Group for Organizational Studies*. 2009, Barcelona, Espagne
- [45] CASTELLANO, S., "Impact of Change on Organizational Legitimacy : Application to the Bulgarian Wine Sector" *VDSQ*. 2008, Collioure, France
- [46] CASTELLANO, S., "Impact of Institutional Change on Legitimacy Strategies : Application to the Bulgarian Wine Sector" *European Academy of Management*. 2008, Ljubljana, Slovénie
- [47] CASTELLANO, S., "Impact of Institutional change on Organizational Legitimacy : Application to the

Bulgarian Wine Sector" 2008, Nice, France

- [48] CASTELLANO, S., "The Impact of Globalization on Legitimacy Signals : The Case of SMEs in Transition Economies" *3rd Workshop on Organisational Change and Development : Advances, Challenges and Contradictions, Bucharest*. 2008, Bucharest, Roumanie

TEXTBOOK

- [49] CASTELLANO, S., G.LEGROS - "Finance d'entreprise" - 2014, *Dunod*

PRESS ARTICLE

- [50] CASTELLANO, S., A.MAALAOUI, I.SAFRAOU - "Les "seniorpreneurs" ou l'entrepreneuriat des seniors, analyse d'un nouveau phénomène" - 2012, *Les Echos*
- [51] CASTELLANO, S., A.MAALAOUI, I.SAFRAOU - "Les seniorpreneurs : grands oubliés de la présidentielle ?" - 2012, *Les Echos*

SERVICE TO INSTITUTION

2010-2017

Head of Management Department