
Marcos LIMA

**Innovation
Lille**

CV

Skills & Interests

Expertise

Marketing and Innovation

Qualification

Scholarly Academic

Academic Degrees

Ph.D. UFBA, Brazil, Communication Technologies, 2003.

MSc UFBA, Brazil, Innovation Management, 1999.

Other Universität Klagenfurt, Austria, Specialization in International Marketing, 1995.

Bachelor UFBA, Brazil, Business Administration, 1994.

Work Experience

Director of the International Marketing & Business Development MSc Programme, SKEMA Business School (August, 2018 - Present), Lille, France.

Consultant, Akteos and CERAN Terres Neuves Intercultural Management (2011 - Present), Paris, France.

Associate Professor, EMLV Business School - PULV (2009 - July, 2018), Paris, France.

Lecturer, Skema Business School (2009 - 2018), Paris, France.

Knowledge Management Consultant, Amadeus, Sophia Antipolis (2008 - 2009), Nice, France.

Director, Bahia Technology Park Project (2004 - 2007), -, Brazil.

Creation, Clicom consulting company (1999 - 2004), -, Brazil.

Marketing Department Coordinator, FTE (1999 - 2003), -, Brazil.

Project Coordinator, Federation of Industries (1997 - 1999), Bahia, Brazil.

Manager, ISC Health Research Center (1995 - 1997), -, Brazil.

Intellectual contributions

Articles in Journals

APPIO, F. P., & Paroutis, S. (2019). Understanding Smart Cities: Innovation Ecosystems, Technological Advancements and Societal Challenges. *Technological Forecasting and Social Change*, 142, 1-14.

ALBERTINI, T., Fabiani, T., LAMETA, N., & LIMA, M. (2019). A Framework for Evaluating the Effectiveness of Entrepreneurial Teaching in Higher Education. *Marché et Organisations* (34).

LIMA, M., BAUDIER, P., ALAWAMLEH, K., & SEGUIN, B. (in press, 2019). Motivations intrinsèques et extrinsèques des utilisateurs de systèmes de covoiturage. *Technologie et Innovation*.

Motta, G., & LIMA, M. (2018). Always On: tensions between the libertarian ideal and the surveillance and control potential in a hyperconnected society. *RASI - Revista de Administração, Sociedade e Inovação*, 4 (1), 5-15.

LIMA, M., Baudier, P., & Boufaden, N. (2018). Perception de l'usabilité des outils d'innovation : le biais du genre dans l'utilisation du Business Model Canvas. *Innovations : Revue d'économie et de Management de l'Innovation / Journal of Innovation Economics and*

Management, 3 (57), 59-84.

APPIO, F., LIMA, M., & PAROUTIS, S. (2018). Understanding Smart Cities: Innovation Ecosystems, Technological Advancements, and Societal Challenges. *Technological Forecasting and Social Change*.

LIMA, M., & Baudier, P. (2017). Business Model Canvas Acceptance among French Entrepreneurship Students: Principles for Enhancing Innovation Artefacts in Business Education. *Innovations : Revue d'économie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 2 (23), 159-183, doi: <https://doi.org/10.3917/jie.pr1.0008>.

LIMA, M., & DALMAS, M. (2017). Entreprise libérée et organisation agile. Deux approches complémentaires de la compétitivité organisationnelle. *Recherche et Cas en Sciences de Gestion* (17), 11-24.

LIMA, M., & DALMAS, M. (2017). Inov'On ou les Dilemmes d'une Entreprise Libérée. *Recherche et Cas en Sciences de Gestion* (17), 63-78.

LIMA, M., & Matelly, S. (2016). The influence of the state on the strategic choices of defence companies: the cases of Germany, France and the UK after the Cold War. *Innovations : Revue d'économie et de Management de l'Innovation / Journal of Innovation Economics and Management*, 2 (20), 61-88, doi: <https://doi.org/10.3917/jie.020.0061>.

Dalmas, M., & LIMA, M. (2016). Génération Y, Génération postmoderne? Les enjeux pour la GRH. *Management & Avenir* (8), 151-174, doi: <https://doi.org/10.3917/mav.090.0151>.

LIMA, M., Fabiani, T., & Namaci, L. (2014). A Netnographic Study of Entrepreneurial Traits: Evaluating classic typologies using the crowdsourcing algorithm of an online community. *Independent Journal of Management and Production*. *Independent Journal of Management & Production*, 5 (3), 693-709.

Amaral, M., L., M., & Cerqueira Lima, M. (2010). Uma Proposta de Avaliação de Maturidade em Parques Científicos, Tecnológicos e de Inovação. *Revista Locus Científico - Anprotec*, 3 (4), 34-50.

Motta, G., LIMA, M., & Wanderley, Y. B. (2007). O uso do Sistema Panteon para a pesquisa qualitativa em análise organizacional. *Diálogos Possíveis*, 2 (6), 25-38.

Motta, G., & LIMA, M. (2007). Indicações para a gestão da qualidade em serviços turísticos para consumidores da terceira idade: uma análise qualitativa com a interface Panteon. *Caderno Virtual de Turismo*, 1 (7), 52-62.

Articles in Proceedings

Lima, M., & Hastenreiter, H. (2008). Challenges and Opportunities in the Creation of a Sustainable Technology Park in an Immature Local System of Innovation: the case of TecnoVia, Brazil. *Triple Helix VII - 7th Biennial International Conference on University, Industry & Government Linkages*.

Lima, M., Cabrol, C., Marchande, N., & Hastenreiter, H. (2008). Defying Conventional Wisdom by Creating Technology Parks in Immature Systems of Innovation: The Case of Sophia Antipolis and Tecno Via. *IFBAE*.

Lima, M., Almeida, E.C., & Ramacciotti, R.L. (2006). Implantação do TecnoVia Parque Tecnológico: lições da experiência norte-americana. *XVI Seminário Nacional de Parques Tecnológicos e Incubadoras de Empresas*.

Books, Monographs, Compilations, Manuals

Laperche, B., LIMA, M., Seulliet, E., & Trousse, B. (Ed.). (2019). *Les écosystèmes d'innovation: regards croisés des acteurs clés*. 5-7, Rue de l'Ecole Polytechnique 75005 Paris: L'Harmattan.

LIMA, M., & Fabiani, T. (2016). *Réussir mes études des cas: outils et mises en situation*. France: Dunod.

LIMA, M., & Nivet, B. (2015). *L'entreprise et son environnement: entreprendre, apprendre, s'adapter*. US: Amazon Create Space.

LIMA, M., & Fabiani, T. (2014). *Teaching with cases : a Framework based approach*. US: Amazon Create Space.

Lima, M. (2010). *Inserção de um agente indutor da relação universidade-empresa em um sistema de inovação fragmentado, 2nd Edition*. US: Amazon Create Space.

Chapters, Cases, Readings, Supplements

LIMA, M., & Seulliet, E. (2019). Évolution des écosystèmes d'innovation : des origines de la métaphore écologique à une nouvelle génération. In Laperche, Lima, Seulliet, Trousse (Ed.), *Les Écosystèmes d'Innovation : Regards Croisés des Acteurs Clés* (pp. 35-46). Paris: L'Harmattan.

Fabiani, T., & LIMA, M. (2012). Subway France - cible et positionnement. *CCMP*. CCMP.

Fabiani, T., & Lima, M. (2010). Scaglia: Lancement d'une bière identitaire. *ref. M1696*. CCMP.

Lima, M., & Fabiani, T. (2010). Scaglia's Local Identity Beer. *ref. M1696 GB*. CCMP.

Conference Presentations

Albertini, T., FABIANI, T., & Lima, M. (2011). *Customer Language Proficiency: an empirical method for small businesses*. Global 2011 Research Symposium on Entrepreneurship, Marketing and Entrepreneurship Education, Rio de Janeiro, Brazil.

Lima, M., Fabiani, T., Jouini, N., & Namaci, L. (2011). *Using Social Media and Active Learning Principles To Empower Creative and Critical Thinking In Business Schools: The Case of Organixis*. Brazilian Congress on Society, Business and Innovation, Volta Redonda, Brazil.

Amaral, M.G, Magacho, L.A.M, & Lima, M. (2010). *Towards a Quantitative Model for Maturity Assessment in Technology Parks*. Triple Helix VIII - International Conference on University-Industry-Government Linkages, Madrid, Brazil.

Amaral, M.G., Magacho, L.A.M, & Lima, M. (2009). *Uma proposta de avaliação de maturidade em parques científicos, tecnológicos e de inovação - PCTIs*. XIX Seminário Nacional de Parques Tecnológicos e Incubadoras de Empresas, Florianópolis, Brazil.

Other Research

2019: LIMA, M., *50 ans de Sophia Antipolis : un écosystème d'innovation fait et à faire*. Le premier mars 2019, 1500 sophipolitains (chercheurs, salariés et étudiants) se sont réunis pour former un monumental « logo humain » pour fêter les 50 ans de la Technopole de Sophia Antipolis. Derrière ce symbole, quelles leçons tirer de l'expérience du plus grand parc technologique de l'Europe et quelle vision pour son avenir ? [Teaching and Learning Scholarship]