



Muriel WALAS

**DIGITALISATION Academy
Sophia-Antipolis**

CV

Skills & Interests

Teaching Skills

E-learning, Blended learning, Project mode learning in MSc application of the teaching on real company projects

Languages

French, English

Expertise

Project management and Digital Project Management - Digital Marketing

Qualification

Practice Academic

Academic Degrees

Other ESCP Europe - Benchmark Group, PARIS, Fully-qualified in Digital Marketing, 2014.

Doctorat University of Nice-Sophia Antipolis/INRIA, Nice, France, Data Processing, 1995.

Master CERICS (Teaching and Research Center for Data Processing), N.C, 1990.

Master University of Nice-Sophia Antipolis, Nice, France, Diplôme d'Etudes Approfondies, 1990.

Master IAE Aix-en-Provence, Aix-en-Provence, France, DESS, CAAE, 1985.

Other INSA (National Institute of Applied Sciences), N.C, Engineer diploma in Computer Sciences, 1984.

Work Experience

Scientific Director of the MSc Digital Marketing, SKEMA Business School (January, 2014 - Present), Sophia Antipolis, France.

Associate Professor, SKEMA Business School (2009 - Present), Sophia-Antipolis, France.

Director of the MSc 'Web-Marketing and International Project Management', SKEMA Business School (2009 - December, 2013), Sophia Antipolis, France.

Director of MSc programme/In charge of Project management Dept., SKEMA Business School (2010 - 2011), Sophia Antipolis, France.

Head of the Major 'Marketing and Project Management', SKEMA Business School (2003 - 2008), Sophia Antipolis, Paris, France.

CEFYB Project Manager (SKEMA Business School E-learning for Your Business), SKEMA Business School (2005), N.C, France.

Head of continuous education 'Web-Marketing and E-Project Management, SKEMA Business School (2002 - 2003), N.C, France.

Head of option E-Business, SKEMA Business School (1999 - 2002), N.C, France.

Head of Domains in IT, Quantitative Methods and Project Management with e-learning modules, SKEMA BS (1998 - 2000), N.C, France.

Head of the Avenir ESC Commission for NT (New Technologies), ESC Lille (1997 - 1998), Lille, France.

Head of Working Group in Information Systems of Avenir ESC, ESC Lille (1997 - 1998), N.C, France.

Head of Data Processing Department, N.C (1996 - 1998), N.C, France.

Professor of Quantitative Methods, ESC Lille (1994 - 1996), Lille, France.

Supervision Engineer and Business Engineer, ICONÉ (1988 - 1989), N.C, France.

Project Manager, ICONÉ (1987 - 1988), N.C, France.

Development Engineer, ICONÉ (1985 - 1986), N.C, France.

INTELLECTUAL CONTRIBUTIONS

Articles in Proceedings

WALAS, M., WALAS, A., & SCOTTO, P. (2017). Processus de maintien de la légitimité par la philanthropie d'entreprise dans un contexte de nouveau rapport à l'information et aux valeurs. Cas des Caisses d'Épargne. *XXVIème conférence annuelle de l'Association Internationale de Management Stratégique*.

Books, Monographs, Compilations, Manuals

de Fombelle, A., Schmid, S., Scotto, P., Stella-Caumel, A., Thyrault, V., Walas, M. (2013). *Outils statistiques pour le management - Approche par étapes* Pearson Education.

Chapters, Cases, Readings, Supplements

Walas, M., Jones, T., & Bossard, F. (2019). ARECO, Survie ou stratégie de croissance pour cette strat-up innovante devenue une PME leader sur un jeune marché. Under Review, In *ccmp* (Ed.), *N/C*.

Walas, M., Schmid, S., & Stella-Caumel, A. (2019). ReBonDir, De la définition d'une problématique à la prise de décision : comment développer une analyse statistique selon un processus jalonné en étapes ? In *ccmp* (Ed.), *N/C*.

WALAS, M. & Scotto, P. (2018). Application de l'analyse systémique au cas Griesser - Maîtrise des risques. VII-50-42. In AFNOR (Ed.), *Maîtrise des risques*. (pp. 20).

Scotto, P. & Walas, M. (2017). Qu'est-ce que le leadership au sein de l'AIEA (L'Agence Internationale de l'Energie Atomique) ? Le challenge d'une définition « authentique » pour pouvoir la mettre en œuvre. Under Review, In Editions EMS (Ed.), *Cas sur le Leadership*.

Walas, M. & Jones, T. (2017). Success story : Analyse d'une start-up innovante devenue leader. Under Review, *N/C*.

Walas, M. & Scotto, P. (2017). Présentation d'une méthode d'analyse dynamique des risques projet via l'analyse systémique. In AFNOR (Ed.), *Maîtrise des risques - III-50-40*. AFNOR.

Jones, T., Walas, M., & Ehret, B. (2016). A Success Story: Analysis of an innovative start-up which became the market leader. *Ref 0102G01. CCMP. CCMP*.

WALAS, M. & Scotto, P. (2016). Analyse statique des risques projet via la méthode ARPEGE – Application à l'entreprise Griesser - VII-50-40. *Maîtrise des Risques*. <http://www.bivi.maitrise-risques.afnor.org/>: AFNOR.

Walas, M. & Scotto, P. (2015). As all things hang together, systemic analysis is a requirement for sustainable performance when facing complexity. *The Performance of Projects and Project Management - Sustainable Delivery in Project Intensive Companies*. Editions Gower.

Walas, M. (2009). BANQAZUR, analyse statistique et comparative de trois filiales dans le secteur bancaire.. *ref. Q0044. CCMP*.

Walas, M., Schmid, S., & Henriët, E. (2009). DERMAKORE ou le Tsunami Café. *ref. H0541. CCMP*.

Walas, M., Schmid, S., & Thyrault, V. (2009). Wedding planner. *ref. Q0046. CCMP*.

Walas, M. (2009). AREVA : Analyse des risques et du développement durable dans le projet EPR European Pressurized Reactor. *ref I0092. CCMP*.

Conference Presentations

WALAS, M., WALAS, A., & SCOTTO, P. (2017, June). *Processus de maintien de la légitimité par la philanthropie d'entreprise dans un contexte de nouveau rapport à l'information et aux valeurs. Cas des Caisses d'Épargne*. XXVIème conférence annuelle de l'Association Internationale de Management Stratégique, LYON, France.

Scotto, P., Walas, M., & Debay, M. (2013). *L'esprit du samouraï au service du management*. 1er Congrès "Philosophie(s) du Management", -, France.

Bonnotte, D., Kaminska-Labbé, R., & Walas, M. (2009). *Paving the way to greener health care institutions in France*. IAMOT, 18th International Conference on Management of Technology, Orlando, Florida, United States of America.

Bonnotte, D., Kaminska-Labbé, R., & Walas, M. (2008). *Comment transformer des contraintes de développement durable en des opportunités de création d'entreprises innovantes ? Le cas Aquariolis*. Euromot, Sophia Antipolis, France.

WALAS, M. (2003). *E-learning, how to be efficient in the training*. FORMA-PRO, Le Cannet, France.

WALAS, M. (2002). *Internet/Intranet project management*. Net Expo Conference, N.C, Unknown.

WALAS, M. (2000). *Pedagogical Innovation in Information System Education*. AIM (Association Information et Management), Montpellier, France.

WALAS, M. (2000). *EFYB: A WEB tool for the Integration of New Technologies in Teaching and Communication*. Forum of the Pedagogical Innovations in Training and Management, Paris, France.

WALAS, M. (2000). *Experimentation of New Technologies in Education*. PREAU, Paris, France.

WALAS, M. (1998). *WEBINTEC: A WEB tool for the Integration of New Technologies in Teaching and Communication*. 6th Forum of the Pedagogical Innovations in Training and Management, Paris, France.

WALAS, M. (1997). *Study of Technological Solutions for Pedagogical Evolutions APCYBER*, Nice. CAPCYBER, Nice, France.

Professional Service

Reviewer: Conference Paper

2004 – 2005: CAIS (Communication for the Association for Information System), N.C, Unknown (International).

Reviewer: Reviewer for a Journal

2009: European Journal of International Management (International).

Professional Memberships

Founding member of e-novalis (association to promote New Technologies in small-medium companies), N.C

Member of the jury for the Telecom Valley Prize, N.C

Reviewer AIS (Association for Information Systems), N.C

ISIA Scientific Comity (Institut Supérieur en Informatique et en Automatismes, MS Ecole des Mines), 2000-2010