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**Marcos CERQUEIRA LIMA**

**INNOVATION Academy  
Paris**

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**CV**

**Skills & Interests**

**Expertise**

Marketing & 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**

CERQUEIRA LIMA, M., Baudier, P., & Boufaden, P. (in press, 2018). Perception de l'usabilité des outils d'innovation : le biais du genre dans l'utilisation du Business Model Canvas. *Revue innovations, Revue d'Economie et de Management de l'Innovation*.

- CERQUEIRA 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), 159-183.
- CERQUEIRA LIMA, M. & Lima, M. (2016). Génération Y, Génération postmoderne? Les enjeux pour la GRH. *Management & Avenir* (8), 151-174.
- Amaral, M., L., M., & Cerqueira Lima, M. (in press, 2010). Uma Proposta de Avaliação de Maturidade em Parques Científicos, Tecnológicos e de Inovação. *Revista Locus Científico*.
- Motta, G. & Cerqueira Lima, M. (2007). O uso do Sistema Panteon para a pesquisa qualitativa em análise organizacional. *Diálogos Possíveis*, 6, 25-38.
- Motta, G. & Cerqueira 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*, 07, 52-62.

#### **Articles in Proceedings**

- Cerqueira 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*.
- Cerqueira 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. *5th IFBAE*.
- Cerqueira 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**

- CERQUEIRA LIMA, M. & Fabiani, T. (2016). *Réussir mes études des cas: outils et mises en situation* Dunod.
- Cerqueira Lima, M. (2010). *Inserção de um agente indutor da relação universidade-empresa em um sistema de inovação fragmentado, 2nd Edition*.

#### **Chapters, Cases, Readings, Supplements**

- Fabiani, T. & Cerqueira Lima, M. (2010). Scaglia: Lancement d'une bière identitaire. *ref. M1696*. CCMP.
- Cerqueira Lima, M. & Fabiani, T. (2010). Scaglia's Local Identity Beer. *ref. M1696 GB*. CCMP.

#### **Conference Presentations**

- Albertini, T., FABIANI, T., & Cerqueira 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.
- Cerqueira 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, & Cerqueira 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, & Cerqueira 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.