

Matilde GUILHON

Professeur assistant

Académie : Transformation

Centre de recherche : Knowledge, Technology and Organization

Campus : Paris

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Domaines d'enseignement

Stratégie; stratégies de plateformes; écosystèmes; transformation organisationnelle

Formation

2024	PhD, Management Stratégique, ESCP Business School, France
2020	Master Recherche, Université Paris 2 Panthéon-Assas, France
2019	Grande Ecole de commerce, Sciences de Gestion, Management, ESCP Business School, France

Expérience Professionnelle

Positions académiques principales

Depuis 2025	Professeur assistant, SKEMA Business School, France
2024 - 2025	Chercheur postdoctoral, University of Bologna, Italie
2024	Visiting PhD Student, MIT Sloan School of Management, Etats-Unis d'Amérique

Autres affiliations académiques

Depuis 2025	Responsable de programme - MSc Strategic Management Consulting, SKEMA Business School, France
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Autres expériences professionnelles

2021 - 2024	Chercheur-consultant, Square Management, France
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Contrats de recherche, prix et distinctions

Prix et distinctions

2025	Prix Solennel de Thèse de la Chancellerie des Universités de Paris, France
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Contrats de recherche

2025	Chaire Sonepar - Nouvelles Stratégies de Plateformes, ESCP Business School, France
2024	Bourse de recherche - visiting MIT Sloan, ESCP Business School, France
2021	Bourse de recherche doctorale offerte par Square Management, France

Publications

Articles académiques revus

MURATBEKOVA-TOURON, M., DUPAS AMORY, T., GARCIA QUEVEDO, D., GLASER, A., GUILHON, M., GENESTE, S. et LESPERANCE, C. (2025). When Bouncing Back Is Harmful: Exploring the Dark Side of Resilience in PhD Management Students. *Academy of Management Learning and Education*, 24(2), pp. 175-196.

Actes d'une conférence

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Claims and Category Creation in Retail Banking. *Academy of Management Proceedings*, 2024(1).

GUILHON, M. (2023). Category Reappropriation: Incumbents' Response to Category Emergence in the Retail Banking Industry. *Academy of Management Proceedings*, 2023(1).

Présentations dans des conférences

GUILHON, M. et COEURDEROY, R. (2025). Categories and Categorization in Platform Ecosystems: Extension and Future Research Directions. Dans: European Group for Organizational Studies Colloquium. Athens.

GUILHON, M. (2025). Category appropriation: leveraging the threat of category emergence as a source of strategic differentiation. Dans: Strategic Management Society. San Francisco.

GUILHON, M., DELLA ZASSA, P., TOGNAZZO, A. et RUSSO, M. (2025). Learning Under Tensions: Organizational Resilience and Post-Crisis Adaptation in a Italian University Hospital. Dans: European Group for Organizational Studies Colloquium. Athens.

GUILHON, M. (2025). Category appropriation: leveraging the threat of category emergence as a source of strategic differentiation. Dans: Strategic Management Society 45th Annual Conference. San Francisco.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. Dans: Strategic Management Society. Istanbul.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. Dans: Academy of Management Annual Meeting. Chicago.

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. Dans: European Group for Organizational Studies Colloquium. Milan.

Présentations dans des séminaires de recherche

GUILHON, M. (2024). Friends or Foes: Incumbents' Parallel Identity Claims and Category Creation in Banking. Dans: SCOPES Paper Development Workshop. Barcelona.

GUILHON, M. (2023). Category Appropriation: Incumbents' Response to Category Emergence in the European Retail Banking Industry. Dans: Aalto University Paper Development Workshop. Helsinki.

GUILHON, M. (2023). Doctoral project. Dans: Medici Summer School in Management Studies. Boston.

GUILHON, M. (2022). Doctoral project. Dans: AIMS Annual Conference. Annecy.

GUILHON, M. et COEURDEROY, R. (2022). Categories and categorization in the digital platform era. Dans: Wharton Corporate Strategy & Innovation Conference. Philadelphia.

GUILHON, M. et COEURDEROY, R. (2022). Categories and categorization in the digital platform era. Dans: EGOS Annual Colloquium. Vienna.

Presse et réseaux sociaux

GUILHON, M. et COEURDEROY, R. (2023). Why banks are moving towards the banking-as-a-platform model. *LSE BUSINESS REVIEW*.

GUILHON, M. (2022). Limitations to Open Banking regulations in Europe. *THE BANKER*.

GUILHON, M. et COEURDEROY, R. (2022). Dancing in the dark: Regulatory reforms and incumbents' evolution towards new value creation models in the process of open banking. *ESCP IMPACT PAPERS XXX*, pp. 139-145.

Activités Professionnelles

Autres activités professionnelles

Depuis 2025 Chercheur externe, McKinsey & Company, France