

Coordonnées

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Principales compétences

Stratégie marketing

Négociation

Anglais

Publications

Le Monde - Tribune du 19 janvier 2022

Acteur Public - Interview du 17 décembre 2021

Intervention au Forum économique breton

« Fonds vert » : la négociation locale au cœur du changement

Animation Table Ronde RSE & Entreprises à Mission

Irena DESCUBES

Associate Professor chez Rennes School of Business
Rennes et périphérie

Résumé

I am interested in developing new collaborative networks while applying the contemporary principles of negotiation that I have taught for almost twenty years.

The EMBA programme that I have been heading is ranked among Top 50 by QS in Europe, Top 100 Worldwide by Financial Times and AMBA accredited. It is also ranked n°1 French Executive Programme in MOCI (Le Moniteur du Commerce International).

I have been in constant contact with executive managers ever since I have started my professional career.

My publications can be found in journals such as Management International, Journal of Marketing Management or Journal of Organizational Change Management.

My work is currently driven by my interest in impact of anthropic activities on biodiversity, sustainable economic transition, and societal change (that all need to be negotiated and accepted by all involved parties if they are deemed to succeed and to be sustained).

I am proficient in English and French. My mother tongue is Czech and I am currently learning Spanish.

I am open to getting involved in new ventures, including in the corporate sphere.

Expérience

Rennes School of Business

20 ans 5 mois

Research Associate Professor & Executive MBA Programme Director
septembre 2021 - Present (1 an 11 mois)

Rennes & worldwide mobility

Executive MBA Programme Director of the in-house programme & its international spin-off in collaboration with East China University of Science and Technology (ECUST)

Development & Intellectual Contribution to high-level Executive programmes (21st Century Leadership with Estonian Business School, Kozminski University and University of St. Gallen) and programmes for Top Management in Corporate Executive Programmes (Biomérieux, Beaumanoir, Samsic, ...)

Research projects with LIGER, Czech Post, La Feuille d'Erable, ...

Visiting Professor at the University of Economics in Prague (Czech Republic), the Rovaniemi Polytechnic (Finland), l'Université Internationale de Rabat (Morocco), l'Ecole Supérieure de la Logistique Industrielle, Coëtquidan-Ecole Spéciale militaire de St. Cyr (France) and Shih Chien University (Taiwan), ...

Assistant Professor

octobre 2012 - septembre 2021 (9 ans)

Rennes & worldwide

Development of syllabi and teaching at the MSc and EMBA levels, coaching of junior full-time and adjunct lecturers, supervision of MSc, EMBA and DBA graduating theses, chairing juries for academic admissions. Active in academic and practitioner research

Sabbatical years

2006-2007 "Villagetour": a family journey across 23 European and Asian countries

2019-2020 Shaping "Abundances", a shareholder foundation for biodiversity

Temporary Head of Executive Education, Management of a team dedicated to the development, sales and delivery of a full portfolio of executive educational programs for 6 months

Senior Lecturer

mars 2003 - octobre 2012 (9 ans 8 mois)

Rennes & Worldwide

Chambre de commerce et d'industrie Rennes

Head of a Capital Fundraising Campaign

mars 1999 - décembre 1999 (10 mois)

Ducker Research Europe
Senior Market Research Analyst
février 1998 - avril 1999 (1 an 3 mois)
Paris-France

Conducted ad hoc "B to B" automotive industry studies in Central and Eastern European countries (size of existing and potential markets, segmentation and structure of these markets, business intelligence services, brand image, customer satisfaction)

Carnot Croissance
Marketing and Sales Manager
juin 1996 - décembre 1997 (1 an 7 mois)
Paris et périphérie

Import of technical woven and non-woven textile products from Central Eastern Europe to France and Great Britain

Olga Havel Foundation Inc
Head of International Department
juillet 1993 - mai 1994 (11 mois)
Prague, Czech Republic

Performed a representative role on behalf of the First Lady at international events, designed fundraising & cause-related marketing schemes in collaboration with foreign companies established in the Czech Republic

Formation

Vysoká škola ekonomická v Praze
Doctor of Philosophy - PhD, Économie de gestion · (octobre 2008 - octobre 2012)