

VINCIANE SERVANTIE

Associate Professor | Strategy Area

Joined the School in 2002

ACADEMIC BACKGROUND

- 2010 Ph.D. in Management, Université de Montesquieu. Bordeaux, France
- 2004 MBA, University of los Andes, School of Management. Bogota, Colombia.
- 1996 - 2000 Bachelor's degree in Business Administration, Double degree Toulouse School of Management, France / University of los Andes, School of Management. Bogota, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Socio Environmental Entrepreneurship
- Sustainable Business Model and with impact
- Graduation Project
- Corporate Environment Analysis

Undergraduate

- Sustainable Business Model
- Entrepreneurship and Innovation
- Business Planning
- Management Consulting (ConsultAndes)
- International Marketing

ACADEMIC ACTIVITIES

- 2020 - to date Vicedean for academic affairs, Universidad de los Andes, School of Management. Bogota, Colombia.
- 2012 - to date Director of Consultandes Program, Universidad de los Andes, School of Management. Bogota, Colombia.
- 2017 - 2019 Chair of Strategy Area. Universidad de los Andes, School of Management. Bogota, Colombia.
- 2017-to date Associate Professor, Universidad de los Andes School of Management. Bogota, Colombia.
- 2010 - 2017 Assistant Professor, Universidad de los Andes School of Management. Bogota,

Colombia.

- 2008 - 2009 Part Time Profesor, Toulouse School of Management, France.
- 2007 - 2008 Part Time Profesor, Bordeaux School of Management, France.
- 2007 - 2009 Faculty Member, IUT Tech de Co, University of Bordeaux, France.
- 2002 - 2004 Graduate Assistant, University of los Andes, School of Management. Bogota, Colombia.

OTHER PROFESSIONAL ACTIVITIES

Executive Education Courses

- 2022 Curriculum Design, Executive Education, Universidad de los Andes, School of Management. Bogota, Colombia.
- 2021 - 2022 Series of 9 webinars, for the 10,000 women program (Goldman Sachs), Leeds University, UK.
- 2021 Corporate entrepreneurship, Executive Education, Universidad de los Andes, School of Management. Bogota, Colombia.

Consultancies

- 2002 - 2004 Market Intelligence for CANADEAN, Beverages sector.
- 2000 - 2004 SMEs Tutor for the design of an international marketing Plan EXPOPYME Program – University of los Andes, School of Management /PROEXPORT. Bogota, Colombia.

OTHER PROFESSIONAL EXPERIENCE

- 1999 - to date Co-Founder, of La Vinoteca Francesa, retailer of imported wine from France in Colombia
- 1997 - 2001 Legal Project Assistant, Henao and Associates Office.

RESEARCH

Research Areas

Entrepreneurial process (sustainable, international, social) and Decision Making
Management Consulting
Business Model and Value Creation

Research Projects

- 2016 - to date Entrepreneurial processes and Decision Making for value creation
- 2016 - to date B-Corps and Climate Change in Latin America

2012 - to date Management consulting for business development in Latin America

2011 - 2015 Comparative analysis of entrepreneurial phenomena: from the Business Model Perspective

PUBLICATIONS

Articles in Academic Journals

- 2021 Servantie, V and M. Hlady-Rispal (2021), "Born globals' decision-making logics during their entrepreneurial process", *Journal of International Entrepreneurship*, 19.
- 2019 Servantie, V and M. Hlady-Rispal (2019), "Bricolage, effectuation et planification : le cas de la démarche entrepreneuriale d'une EIRP", *Revue internationale PME*, 32(3-4), p. 261-290.
- 2018 Servantie, V and M. Hlady-Rispal (2018), "Bricolage, effectuation and causation shifts over time in the context of social entrepreneurship", *Entrepreneurship and Regional Development*, 30(3-4), pp.310-335. (ISI Impact Factor: 3.560 /5Y)
- 2018 Hlady Rispal, M. and V. Servantie (2018), "Deconstructing the way in which value is created in the context of Social Entrepreneurship", *International Journal of Management Reviews*, 20(1), pp.62-80 (ISI Impact Factor: 3.857 / 5Y).
- 2017 Hlady Rispal, M. and V. Servantie (2017), "Business models impacting social change in violent and poverty-stricken neighbourhoods: A case study in Colombia", *International Small Business Journal*, 35 (4), pp.427-448 (ISI Impact Factor: 1.8 /5Y).
- 2016 Servantie, V., M. Cabrol, G. Guieu and J.P. Boissin (2016), "Is International Entrepreneurship a field? A bibliometric analysis of the literature (1989-2015)", *Journal of International Entrepreneurship*, 14(2), pp.169-212.
- 2012 Servantie, V and T. Verstraete (2012), "Lecture des entreprises à internationalisation précoce et rapide par le Business Model", *Revue de l'entrepreneuriat*, Vol.11, No.3, pp. 55-83.
- 2011 Servantie, V. (2011), "Les Entreprises à Internationalisation Rapide et Précoce : étude d'un cas exploratoire par le Business Model", *Revue internationale PME*, Vol. 24, No. 2.
- 2007 Servantie, V. (2007), "Les Entreprises à Internationalisation Rapide et Précoce (EIRP): revue de littérature", *Revue de l'entrepreneuriat*, Vol.6, No.1.

Books

- 2011 Servantie, V., (2011), *L'Internationalisation Précoce et rapide des entreprises: une lecture par le Business Model*, Berlin: Editions Universitaires Européennes, 477p.

Cases

- 2016 Servantie, V. and R. Gutierrez (2016), *Global Blue Hydros: la evolución del modelo de negocios*, CLADEA - BALAS case consortium (Spanish Version).
- 2016 Servantie, V. and R. Gutierrez (2016), *Global Blue Hydros: Business Model Evolution*. CLADEA - BALAS case consortium (English Version).

Chapters in Books

- 2022 Servantie, V., Schorch, S., & Orozco, L. E. (2022). "Decision-making in Colombian B

- Corps during the COVID-19 crisis". Chapter in Dir. Hamid Etemad (Ed.). Small and Medium Sized Enterprises and the COVID-19 Response: Global Perspectives on Entrepreneurial Crisis Management (ISBN 9781802205763) pp. 222-250. Edward Elgar Publishing.
- 2020 Guerrero A, Servantie V. (2020) Entrepreneurial ecosystems as a mechanism to promote economic formality in emerging economies: The case of Bogota. Entrepreneurial Ecosystems Meet Innovation Systems (ISBN 978 1 78990 117 7) pp. 222-241. Edward Elgar Publishing.
- 2019 Servantie, V. and Hlady-Rispal, M. (2019), "Bricolage, effectuation, and causation shifts over time in the context of social entrepreneurship". Chapter in Dir. Alain Fayolle, Frank Janssen, Séverine Le Loarne-Lemaire & Adnane Maalaoui, (Eds.). Social Entrepreneurship and Bricolage: Taking stock and looking ahead, Routledge, pp. 25-50.
- 2015 Servantie, V. (2015), "La Pyme que nace global: internacionalización precoz y veloz". Chapter in Bart Van Hoof & Henry Gomez, (Eds.). PYME de Avanzada, Bogotá: United Nations. Economic Commission for Latin America and Ediciones Uniandes, pp. 109-119.
- 2015 Servantie V. (2015) "Patricia McDougall et Benjamin Oviatt / Les pères fondateurs du champ de l'Entrepreneuriat International". In Dir. Karim Messeghem & Olivier Torrès, Les Grands Auteurs en Entrepreneuriat et PME, Caen : Editions EMS Management & Société, pp. 409-422.
- 2012 Servantie, V. (2012), "Retos para comercializar 'Made in Colombia'. Chapter in Martha Cecilia Rodriguez, Gestión de clusters en Colombia: una herramienta para la competitividad, (pp.249-284). Bogota: Inter-American Development Bank and Ediciones Uniandes.
- 2010 Servantie, V. (2010), "Etude de Cas – Le BM de Creaspine". In Dir. Thierry Verstraete, Le Business Model, (pp. 153-162). Brussels: De Boeck Editions.
- 2005 Ferro, L.M. and V. Servantie (2005), "Inteligencia de mercados para la PYME". Chapter in PYME, Gestión para la competitividad. Bogota: Portafolio, pp. 209-221.
- 2005 Ferro, L.M. and V. Servantie (2005), "Planeación del mercadeo internacional". Chapter in PYME, Gestión para la competitividad. Bogota: Portafolio, pp.229-238.

Conference Presentations

- 2019 Servantie, V., B. Van Hoof & M.F. Salamanca (2019). "Transdisciplinary Research and Experience Based Learning: The case of Consultandes", ABSEL Conference (San Diego, California USA).
- 2017 Servantie, V. & M. Hlady Rispal (2017). "Capturing the uniqueness of born globals' business models", 20th McGill International Entrepreneurship Conference (Galway, Ireland).
- 2017 Servantie, V. & M. Hlady Rispal (2017). "Born global approaches to their international entrepreneurial process", 20th McGill International Entrepreneurship Conference (Galway, Ireland).
- 2016 Servantie, V. & M. Hlady Rispal (2016). "Le processus d'Internationalisation Précoce et Rapide: entre bricolage, effectuation et causalité", CIFEPME (Trois-Rivières, Canada)

- 2015 Servantie, V., M. Hlady Rispal & A.M. Cabrales (2015), "Bricolage, effectuation and causation shifts in the context of social entrepreneurship", ICSB (Dubai).
- 2014 Servantie, V., M. Cabrol, G. Guieu & J.-P. Boissin (2014), "La recherche en Internationalisation Entrepreneuriale : Une analyse bibliométrique de 1989 à 2012", CIFEPME (Agadir, Morocco), Awarded Best Conceptual Paper.
- 2014 Servantie, V., M. Cabrol, G. Guieu & J.-P. Boissin (2014), "The field in Entrepreneurial Internationalization: A bibliometric analysis", 17th McGill International Entrepreneurship Conference (Santiago, Chile).
- 2014 Hlady Rispal, M. & V. Servantie (2014), "What does the value concept tell us about social entrepreneurship specificity?", ICSB (Dublin, Ireland).
- 2013 Servantie, V. & M. Hlady Rispal (2013), "Business Model Evolution through Effectual Logic in Social Entrepreneurship Contexts", RENT (Vilnius, Lithuania).
- 2012 Servantie, V. (2012), "Effectuation et évolution du Business Model en Entrepreneuriat Social: Le cas colombien de la Fondation Temps de Jeu", CIFEPME (Brest, France).
- 2012 Servantie, V. & Cabrol, M. (2012), "L'Entrepreneuriat international : un champ de recherche, des pistes de recherche future", 16th McGill International Entrepreneurship Conference (Pavia, Italia).
- 2012 Servantie, V. (2012), "EXPOPYME: Exemple colombien d'accompagnement à l'internationalisation des PME en alliance avec les universités", ACFAS (Montreal, Canada).
- 2011 Servantie, V. (2011), "Why and how do Born Global firms internationalize early and rapidly? From the business model perspective", ICSB, Stockholm.
- 2011 Ferro, L.M. & V. Servantie (2011), "El emprendimiento internacional: Un fenómeno global", XXI Congreso Latinoamericano sobre Espíritu Empresarial (Cali, Colombia).
- 2011 Servantie, V. & M.I. Rendon (2011), "Retos para comercializar Made in Colombia", International event for the closure of the program for competitiveness in clusters, UASM/ BID / OVIN / Fomipyme. (Bogota, Colombia).
- 2010 Servantie, V. (2010), "El modelo de negocios como mecanismo de innovación", 2º foro anual de inversión – New Ventures (Bogota, Colombia).
- 2008 Servantie, V. (2008), "La rapidité et la précocité de l'internationalisation des EIRP : approche par le Business Model", CIFEPME (Louvain La Neuve, Belgium), Awarded Best Paper presented by a Doctoral Student.
- 2007 Servantie, V. (2007), "Les Entreprises à Internationalisation Rapide et Précoce (EIRP): vers un nouveau cadre conceptuel", AE – Académie de l'Entrepreneuriat (Sherbrooke, Canada).
- 2007 Servantie, V. (2007), "Fast and Early Internationalizing Firm (FEIF), toward a conceptual framework", ICSB (Turku, Finlande), Nominee for Best Paper Award.
- 2004 Servantie, V. (2004), "Valoración del Impacto de la Corporación Innovar, 1994-2004", AEDEM - Asociación Europea de Dirección y Economía de la Empresa (Cartagena, Colombia)

Other Academic Publications

- 2008 Servantie, V. (2008), "Fast and Early Internationalizing Firm (FEIF): a literature review", Inter ICSB Publications

PRESS ARTICLES

- 2021 Servantie, V. (2021), "Mi liderazgo detrás de la magia de Consultandes", #De Igual a Igual, El futuro es femenino, Facultad de Administración, Universidad de Los Andes, pp.36-38.
- 2020 Servantie, V. & Andonova, V. (2020), "Resources, Relationships, and Resilience: How Universidad de Los Andes created a stronger community in response to the novel Coronavirus", BizEd AACSB INTERNATIONAL, June 23
- 2016 Servantie, V. (2016), "Cómo elegir una buena consultoría", Portafolio, Oct 7th.
- 2010 Servantie, V. (2010), "Cuando Innovar con los modelos de negocios", Portafolio, Nov. 8th.

Working Papers

- 2023 Muñoz, Rosa & Servantie, V., "Entrepreneurial Competencies"
- 2023 Tarragona, H., M. Hlady-Rispal & V. Servantie, "Soutenabilité du modèle d'affaires durable : le cas d'une PME de l'industrie automobile"
- 2023 Servantie, V., M.A. Vélez, D. Rodríguez, P. Sanabria, "Crepes & Waffles : Oro o Arracacha". Pedagogical Case
- 2023 Servantie, V. & R. Gutiérrez "Caso Tito Pabón". Pedagogical Case
- 2023 Servantie, V. & B. Van Hoof "Transdisciplinariedad para la formación de gerentes que lideran la transformación social: El caso de ConsultAndes". Book Chapter
- 2023 Servantie, V. "Toma de decisiones de B Corps internacionalizadas"

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2014 Best Conceptual Paper Award, CIFEPME 2014, Agadir, Morocco
- 2011 2nd position in FNEGE-AEI concourse, for Best Francophone dissertation in Entrepreneurship.
- 2008 Best communication presented by a PhD. Student, CIFEPME 2008, Louvain La Neuve, Belgium
- 2007 Nominee for Best Paper Award, International Council of Small Business – ICSB 2007, Turku, Finlande.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

- 2022 - to date Consulting Editor for the Editorial Board of the International Journal of Management Reviews (IJMR).
- 2012 - to date E-Scholars network, that supports International Entrepreneurship (IE) research.
- 2012 Harvard Business School, Institute for Strategy and Competitiveness, Microeconomics of Competitiveness.
- 2008 - to date Association Internationale de Recherche en Entrepreneuriat et PME (AIREPME).
- 2007 - to date International Council of Small Business (ICSB) and European Council of Small Business (RENT).