

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. Bogotá, Colombia.
1999 - 2000	Bachelor's degree in Business Administration, Double degree Toulouse School of Management, France / University of los Andes, School of Management. Bogotá, Colombia.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Graduate

- Entrepreneurship
- Graduation Project
- Corporate Environment Analysis

Undergraduate

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

Academic Activities

2017 - to date	Director, Strategy Area.
2012 - to date	Director of Consultandes Program, Universidad de los Andes, School of Management. Bogotá, Colombia.
2017-to date	Associate Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
2010 - 2017	Assistant Professor, Universidad de los Andes School of Management. Bogotá, Colombia.
2008 - 2009	Part Time Professor, Toulouse School of Management, France.
2007 - 2008	Part Time Professor, 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. Bogotá, Colombia.

Other Professional Activities

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. Bogotá, 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

- Entrepreneurship (sustainable, international, social)
- Management Consulting
- Business Model

RESEARCH PROJECTS

- 2011 - 2015 Comparative analysis of entrepreneurial phenomena: from the Business Model Perspective.
- 2012 - to date Management consulting for business development in Latin America.
- 2016 - to date Entrepreneurial processes for value creation.
- 2016 - to date B-Corps and Climate Change in Latin America.

Publications

ARTICLES IN ACADEMIC JOURNALS

- 2019 Servantie, V. and M. Hlady Rispal (in press), "Bricolage, effectuation et planification : le cas de la démarche entrepreneuriale d'une EIRP", RIPME.
- 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.
- 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.
- 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.
- 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 para le Business Model*, Berlin: Editions Universitaires Européennes, 477p.

CASES

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

2016 Servantie, V. and R. Gutiérrez (2016), *Global Blue Hydros: Business Model Evolution*. CLADEA - BALAS case consortium (English Version).

CHAPTERS IN BOOKS

2019 Servantie, V. and Hlady-Rispal, M. (2019), “Bricolage, effectuation, and causation shifts over time in the context of social entrepreneurship”. 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. In: Bart Van Hoof y Henry Gómez, *PYME de Avanzada*, Bogotá: Ediciones Uniandes. In Press.

2015 Servantie V. (2015) Patricia McDougall et Benjamin Oviatt / Les pères fondateurs du champ de l’Entrepreneuriat International. *Les Grands Auteurs en Entrepreneuriat et PME*. Pp. 409-422.

2012 Servantie, V. (2012), “Retos para comercializar ‘Made in Colombia’”. In: Martha Cecilia Bernal, *Gestión de clusters en Colombia: una herramienta para la competitividad*, (pp.249-284). Bogotá: Ediciones Uniandes.

2010 Servantie, V. (2010), “Etude de Cas – Le BM de Creaspine”. In: Thierry Verstraete, *Le Business Model*, (pp. 153-162). Bruselas: De Boeck Editions.

2005 Ferro, L.M. y V. Servantie (2005), “Inteligencia de mercados para la PYME” in *PYME, Gestión para la competitividad*, (Eds.) Portafolio, Bogotá, Colombia, pp. 209-221.

2005 Ferro, L.M. y V. Servantie (2005), “Planeación del mercadeo internacional”. In: *PYME, Gestión para la competitividad*, (Eds.) Portafolio, Bogotá, Colombia, pp.229-238.

CHAPTER IN MEMORY

2019 Servantie V, B. Van Hoof B., M.F. Salamanca (2019) *Transdisciplinary Research and Experience Based Learning: The case of Consultandes*. ABSEL.

CONFERENCE PRESENTATIONS

2019 Servantie V, B. Van Hoof B., 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). “Born global approaches to their international entrepreneurial process”, 20th McGill International Entrepreneurship Conference (Galway, Ireland).

2017 Servantie, V. & M. Hlady Rispal (2017). “Capturing the uniqueness of born globals’ business

- models”, 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 Hlady Rispal, M. & V. Servantie (2014), What does the value concept tell us about social entrepreneurship specificity? ICSB, Dublin, Ireland.
- 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.
- 2014 Servantie, V., M. Cabrol, G. Guieu, J.-P. Boissin (2014), The field of Entrepreneurial Internationalization: A bibliometric analysis (1989-2012), McGill International Entrepreneurship Conference, Santiago, Chile.
- 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, Francia.
- 2012 Servantie, V. (2012), “EXPOPYME: « Exemple colombien d’accompagnement à l’internationalisation des PME en alliance avec les universités », ACFAS, Montreal, Canada.
- 2012 Servantie, V. & Cabrol, M. (2012), “L’Entrepreneuriat international : un champ de recherche, des pistes de recherche future, 15th McGill Conference in International Entrepreneurship, 21-23 september, Université de Pavia, Italie.
- 2011 Servantie, V. (2011), “Retos para comercializar Made in Colombia”, International event for the closure of the program for competitiveness in clusters, Universidad de Los Andes, School of Management / BID / OVIN /Fomipyme. May 19, Bogotá, Colombia.
- 2011 Ferro, L.M. y V. Servantie (2011), “El emprendimiento internacional: Un fenómeno global”, XXI Congreso Latinoamericano sobre Espíritu Empresarial, Cali, Colombia.
- 2011 Servantie, V. (2011), “Why and how do Born Global firms internationalize Early and Rapidly? From the Business Model perspective”, ICSB, Stockholm, Sweden.
- 2010 Servantie, V. (2010), “El modelo de negocios como mecanismo de innovación”, 2nd Annual Forum of Investment – New Ventures, August 19, Bogotá, 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 communication presented by a PhD. Student).
- 2007 Servantie, V. (2007), “Fast and Early Internationalizing Firm (FEIF), toward a conceptual framework”, ICSB 2007, Turku, Finlande. Nominee for Best Paper Award
- 2007 Servantie, V. (2007), “Les Entreprises à Internationalisation Rapide et Précoce (EIRP): vers un nouveau cadre conceptuel”, AE, Sherbrooke, Canada.
- 2004 Servantie, V. (2004), “Valoración del Impacto de la Corporación Innovar, 1994-2004”. In: P. Martínez Barrios et J.L. Coca Pérez (dir.), El espíritu Emprendedor en ambientes complejos, AEDEM - Asociación Europea de Dirección y Economía de la Empresa (mémoires 2004), Galicia, Spain, pp.17 - 25.

OTHER ACADEMIC PUBLICATIONS

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

PRESS ARTICLES

- 2016 Servantie, V. (2016), "Cómo elegir una buena consultoría", Portafolio, October 7.
- 2010 Servantie, V. (2010), "Cuando Innovar con los modelos de negocios", Portafolio, November 8.
- 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.

WORKING PAPERS

- 2019 Gomez, H, V. Servantie and B. Van Hoof, "Management consulting in Latin America: research opportunities".
- Servantie, V. and M. Hlady Rispal, "Born global's entrepreneurial decision-making processes".
- Servantie, V. and M. Hlady Rispal, "Characterizing the Business Models of rapid and early internationalization".
- Servantie, V. and B. Van Hoof, "Transdisciplinary Research and Experience Based Learning: The case of Consultandes".
- Guerrero, A. and V. Servantie, "Entrepreneurial ecosystems as a mechanism to foster economic formality in emerging economies: The case of Bogota"
- Servantie, V., M.A. Velez, D. Rodríguez, P. Sanabria and X. Rueda, "Sustainable Business Models: the case of Crepes & Waffles"

Scholarships and Academic Distinctions	
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| 2014 | Best Conceptual Paper Award, 12th CIFEPME Conference (Agadir, Morocco), "La recherche en Internationalisation Entrepreneuriale: Une analyse bibliométrique de 1989 à 2012", by Servantie, V., M. Cabrol, G. Guieu and J.-P. Boissin. |
| 2008 | Best communication presented by a PhD. Student, CIFEPME 2008, Louvain La Neuve, Belgium. |
| 2007 | Nominee for Best Paper Award, ICSB 2007, Turku, Finland. |