

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, Universidad de 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

2020 – to date	Vicedean for academic affairs, Universidad de los Andes, School of Management. Bogotá, Colombia.
2012 - to date	Director of Consultandes Program, Universidad de los Andes, School of Management. Bogotá, Colombia.
2017 - 2019	Chair of Strategy Area. 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

Executive Education Courses

- 2021 – 2022 Series of 9 webinars, for the 10,000 women program (Goldman Sachs), Leeds University, UK.
- 2021 Corporate entrepreneurship, Executive Education, School of management.

Consultancies

- 2002 - 2004 Market Intelligence for CANADEAN, Beverages sector.
- 2000 - 2004S MEs 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

- 2021 Servantie, V and M. Hlady-Rispal (2021), “Born globals’ decision-making logics during their entrepreneurial process”, Journal of International Entrepreneurship, 19.

- 2020 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

- 2022 Servantie V, Schorch S, Orozco L. (2022) Decision-making in Colombian B Corps during the COVID-19 crisis. *Small and Medium Sized Enterprises and the COVID-19 Response* (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". 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, Canadá.
- 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

- 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, 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 Gómez, 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. Vélez, D. Rodríguez, P. Sanabria and X. Rueda, “Sustainable Business Models: the case of Crepes & Waffles”.

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 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.
- 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, ICSB 2007, Turku, Finland.

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).