

ANNA ROINARD

CURRICULUM VITAE

Current Position

Sustainable Innovation Project Manager

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Contact

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Languages

French – Native language

English – C1 level

German – B2 level

Education

2024 – 2026: PhD – Innovation Management

Faculty of Economics and Management, University of Strasbourg (Strasbourg, 67)

Under the supervision of Marion Neukam and Thierry Burger-Helmchen

2022 – 2023: Master 2 – International Innovation Management

Faculty of Economics and Management, University of Strasbourg (Strasbourg, 67), September 2023, with highest honors

Writing of a research dissertation (see “Research Papers” section below)

2021 – 2022: Master 1 – International Economic Relations

Frankreich Zentrum, Albert Ludwig University (Freiburg im Breisgau, BW, Germany), September 2022, with highest honors

2020 – 2021: Bachelor’s Degree, Year 3 – Economics and Management, Management track

Faculty of Economics and Management, University of Strasbourg (Strasbourg, 67), June 2021.

2018 – 2020: ^{First} and second ^{years} of CPGE ECE (Preparatory Classes for the Grandes Écoles – Economics)

Lycée Courbet, University of Franche-Comté (Belfort, 90), June 2020, with honors

Professional Experience

Since September 2024: Fixed-term contract – Project Manager, Innovation and Sustainable Development

Schmidt Groupe, 1 rue Karl Leitzgen, 67600 Ebersheim (France), +33(0)3.89.58.24.00

Job description: Managing medium- to long-term sustainable innovation projects for Schmidt Groupe – Structuring the company’s product innovation department, including through an analysis of the innovation process – Supporting the development of an innovation and eco-design culture.

February–July 2024: Fixed-term contract – Research Project Officer for the Franco-German Rhénus and Resilire project (Interreg project) (6 months)

BETA Laboratory (Bureau d’Économie Théorique et Appliquée), CNRS Joint Research Unit 7522, University of Strasbourg, 61 avenue de la Forêt Noire, 67085 STRASBOURG Cedex (France), +33(0)3.68.85.20.69

Job description: (see “Research Work” section below)

September–December 2023: Fixed-term contract – User Testing Specialist (3 months)

Offer Testing Centre, Design Studio, Hager Group, 132 Boulevard de l’Europe, 67215 OBERNAI, +33(0)3.88.49.50.50

March–August 2023: Final-year internship – User Testing Assistant (6 months)

Offer Testing Centre, Design Studio, Hager Group, 132 Boulevard de l’Europe, 67215 OBERNAI, +33(0)3.88.49.50.50

Teaching Activities

December 2025 – February 2026: Corporate Social Responsibility

Number of hours: 6 teaching hours

Audience: Master’s students in M2 MPI (International Project Management) and M2i (International Management of Innovation)

Course description: This cross-disciplinary course aims to provide an integrated perspective on Corporate Social Responsibility (CSR) and innovation, enabling students to understand the drivers and barriers to implementing so-called “sustainable” innovations.

Research Areas

International Innovation Management

Sustainable Innovation

Implementation of Environmental Sustainability in Organizations

Resilience in the Face of Crises

Research Work

4th Research Article

Title	Ecosystem organizational DNA for sustainable-oriented innovation
Date	September 2025 - present
Author(s)	Anna Roinard & Thierry Burger-Helmchen
Supervision	Thierry Burger-Helmchen – Marion Neukam
Abstract	This article examines how established manufacturing companies simultaneously reconfigure their internal organization and innovation ecosystem in response to sustainability imperatives, introducing the concept of “ecosystem organizational DNA” to account for this co-evolution.
Keywords	Organizational DNA ; Sustainability-Oriented Innovation ; Innovation Ecosystem
Status	2026 – Article in preparation

	2026 – Article presented at the annual ISPIM (International Society for Professional Innovation Management) conference
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3rd research article

Title	Identifying relevant partners for sustainability-oriented innovation
Date	September 2025 - present
Author(s)	Anna Roinard
Supervision	Thierry Burger-Helmchen – Marion Neukam
Abstract	This article examines how organizations can identify and select the most relevant external partners to develop different forms of sustainability-oriented innovation, depending on whether they are pursuing incremental or radical innovations.
Keywords	Partner selection; Sustainability-Oriented Innovation; Ambidexterity
Status	2026 – Article in preparation 2026 – Article presented at the annual conference of AGeCSO (Association for Knowledge Management in Society and Organizations) and the biennial ISS conference (International Schumpeter Society)

2nd research article

Title	Manage external knowledge to implement sustainability-oriented innovations
Date	September 2024 – present
Author(s)	Anna Roinard & Marion Neukam
Supervision	Thierry Burger-Helmchen – Marion Neukam
Abstract	This article examines how companies can integrate external knowledge into their internal processes to develop sustainability-oriented innovations, identifying the benefits and obstacles of these collaborations.
Keywords	Sustainability-Oriented Innovation; Knowledge Management
Status	2025 – Paper presented at the annual conference of AGeCSO (Association for Knowledge Management in Society and Organizations) and the RRI Innovation Forum (Research Network on Innovation) 2026 – Paper submitted to the Journal of Business Research (FNEGE Rank 2)

1st research article

Title	Reconfiguring capabilities for sustainability-oriented innovation: the case of a late-moving industrial firm
Date	September 2023 – present
Author(s)	Anna Roinard
Supervision	Thierry Burger-Helmchen – Marion Neukam
Abstract	Objectives – Climate change imposes firms to adapt their production processes and resource consumption while developing sustainable

	products and services. Although research has shown a strong link between innovation and environmental sustainability, it has not defined a procedure for implementing this change while maintaining economic performance. This work explores how do companies implement environmental sustainability dynamic within their organization through innovation. Methodology – A qualitative case study of a family business specializing in electrical products, services, and solutions was conducted. Data were gathered from 14 semi-structured interviews, participatory observations, and internal documents. This triangulation enabled an in-depth analysis of the firm’s environmental sustainability strategy. Results – Environmental innovation is crucial for implementing an Environmental Sustainability Dynamic (ESD). Firms need to integrate it into their strategy and establish prioritized, achievable objectives. Improved ambidexterity capacities are key to meeting environmental goals. Contribution – This study advances research on the link between innovation and environmental sustainability in firms. It offers insights into fostering an ESD through innovation, emphasizing the role of organizational ambidexterity in achieving sustainability objectives.
Keywords	Innovation, Ambidexterity, Environmental Sustainability
Status	2025 – Paper presented at the AIMS (International Association of Strategic Management) conference 2026 – Paper submitted to the journal “Business Strategy and the Environment” (FNEGE Rank 3) Revisions to be made before resubmission by November 10, 2026

Franco-German research project Rhenus & Resilire (co-funded by Interreg)

Title	Rhenus & Resilire Project
Date	February - July 2023
Supervision	Emmanuel Muller – Marion Neukam
Funding amount	1,205,498.30 euros
Abstract	The Interreg Rhenus and Resilire project aims to improve the resilience of small and medium-sized municipalities in the Upper Rhine region. The project is being carried out through cooperation involving four pilot municipalities in this geographical area. The objectives of this three-year project (2024–2026) are to present an overview of crisis management at the municipal level in the Upper Rhine region and to deepen this understanding by proposing new strategies for responding to disasters. In the long term, the idea is to offer master classes and share the project’s findings to improve the resilience of municipalities. My role in this project is twofold: - Implement and manage communications about the project

	- Prepare three different summary reports on the state of local crisis management in the Upper Rhine region, together with the other researchers on the project. This second role involves collecting academic and grey literature on this topic; conducting interviews with the pilot municipalities; and drafting summary reports highlighting the obstacles to, and factors that foster, resilience in municipalities in France and Germany.
Keywords	Resilience, Municipalities, Crisis Management, Cross-border collaboration

Master's Thesis

Title	Harnessing innovation to achieve the goal of environmental sustainability
Date	March – August 2023
Supervision	Marion Neukam
Abstract	Objective – Climate change requires companies to transform their organizations in terms of production processes and resource consumption, as well as to develop environmentally sustainable products and services. To date, research has established a strong link between innovation and environmental sustainability, but has not determined how companies can implement this change while preserving their economic performance. This thesis therefore examines how innovation can be harnessed to foster environmental sustainability within companies. Methodology – A literature review and a case study of a family-owned company offering electrical products, services and solutions were conducted. The data collected consisted of qualitative data from 14 interviews with company employees, as well as participant observations and internal company documents. This data triangulation enabled a fairly detailed analysis of the company and its environmental sustainability strategy. Results – Environmental innovation is an essential tool for implementing environmental sustainability initiatives in organizations. Organizations must integrate environmental innovation into their corporate strategy and set achievable objectives that can be prioritized. Companies can achieve their environmental sustainability objectives if they are able to meet consumers' current needs while anticipating new regulations and their customers' future needs. Contribution – This paper contributes to research on environmental innovation in companies. It offers a new perspective on implementing environmental sustainability initiatives by leveraging innovation within the organization. Specifically, it examines a sustainability initiative implemented through a series of objectives rather than a step-by-step process.

Keywords

Environmental sustainability, environmental innovation, competitive advantage, incremental innovation, radical innovation, ambidexterity