October 2026

MARION NATHALIE NEUKAM

CURRICULUM VITÆ

ASSOCIATE PROFESSOR IN INNOVATION MANAGEMENT, UNIVERSITY OF STRASBOURG

BETA (Bureau d'Économie Théorique et Appliquée), UMR 7522 du CNRS, Université de Strasbourg, 61 Avenue de la Forêt Noire, 67085 STRASBOURG Cedex (France), Phone: +33 (0)3 68 85 22 36, E-mail: mneukam@unistra.fr

EDUCATION

2018: Qualification for the Function as Associate Professor

CNU, section 06 (Management)

2017: PhD "International Innovation Management"

University of Strasbourg, BETA (UMR 7522), Bürkert SAS (Defended on September 26th, 2017)

Title: The continuous generation of discontinuous innovations in international organizations

Supervisors:

Patrick LLERENA, Full Professor, University of Strasbourg

Sabine CULLMANN, Associate Professor, University of Strasbourg

Jury Members:

Thierry BURGER-HELMCHEN, Full Professor, University of Strasbourg

Caroline HUSSLER, Full Professor, IAE Lyon School of Management

Marcus WAGNER, Full Professor, University of Augsburg (Germany)

Frédéric RUFI, R&D Manager, Bürkert SAS

2013: MASTER OF SCIENCE "German-French Innovation Management"

University of Augsburg (G), University of Rennes 1 (F)

2011: BACHELOR OF ARTS "German-French Studies"

University of Regensburg (G), University of Clermont-Ferrand (F)

APPOINTMENTS AND AFFILIATIONS

Since 2019: ASSOCIATE PROFESSOR, University of Strasbourg (F)

2013 - 2019: INNOVATION MANAGER, Bürkert SAS, Triembach-au-Val (F)

2013: INTERNSHIP Project Management, Bürkert SAS, Triembach-au-Val (F) (6 months)

2010: INTERNSHIP Relocation Assistant, Management Mobility Consulting, Metz (F) (4 months)

2008: INTERNSHIP Marketing Assistant, Le Haras National Suisse, Avenches (CH) (1 monhs)

RESEARCH AREAS

- International Innovation Management
- Organizational Ambidexterity
- Knowledge Management
- Creativity Management
- Sustainability and CSR practices

TEACHING AREAS

- International Innovation Strategy (Language: French)
- Intercultural Management (Language: French, English)
- Project Management and Agile Project Management (Language: French, English)

- CSR, Innovation and Socio-Economic Evolution of Projects (Language: French, English)
- Research Methodology (Language: French)
- Introduction to Innovation Management (Language: French, German)
- Theory of Organizations (Language: French and English)
- Supervision of Master- and Bachelor-theses in several courses: International Innovation Management, International Project Management, Quality Management, Production and Logistics, …

Collective Responsibilities

- Member of the BETA council (since 2022) and member of the faculty council (since 2021)
- Member of the CFVU (Commission de la formation et de la vie universitaire) (since 2026)
- Course Director of a German-French Masters' program "International Innovation Management" (since 2020)
- Course Director of the Master program "International Project Management" (since 2024)
- Vice treasurer and founding member of the association "AC:TIONS": a cluster of industrial firms situated at the center of the Alsace region (since 2020)
- Member of the scientific committee of AGECSO (since 2025) and treasurer of the association (since 2026)
- Member of the scientific committee of KCO Symposium (since 2020)
- Member of the scientific committee of Atlas-AFMI (2022-2026)

Further Research Responsibilities

- 2026-2029: Co-director of the PhD thesis (CIFRE) of Jade ADENAU, BETA, Commown
- 2024-2027: Co-director of the PhD thesis (CIFRE) of Anna ROINARD, BETA, Schmidt Group
- 2023-2026: Member of the PhD committee d'Aude LOUMEAUD, TPS Strasbourg
- 2023: Jury member of the PhD defense of Morgane LOQUEN
- 2024: Jury member of the PhD defense of Merdan SEKER

Event Organization

- 2026: Organizer of a common KCO/AGECSO conference, Strasbourg
- 2023: Member of the organizing committee of AIMS Conference, Strasbourg
- 2022: Organizer of the Symposium KCO (Knowledge Community Observatory), Strasbourg

External Funding

- 2027: AAP RMSE – for the 2nd edition of the Event "Route de l'industrie" with AC:TIONS
- 2026: AAP RMSE – for the organization of a round table program with AC:TIONS and AGECSO
- 2026: Small Mobility Grant (CNRS) for a short-term visiting at ARU, Cambridge, UK.
- 2024: AAP RMSE – for the organization of an Event "Route de l'industrie" with AC:TIONS
- 2024: Interreg Project R&R – French Project leader for a three years' project in cooperation with the University of Applied Science Kehl, Germany.
- 2024: Grant of the French Japanese Center in Strasbourg for a short-term visiting at Toyo University, Japan.
- 2024: Maupertius Award for a short-term visiting at Tampere University, Finland.
- 2023: EURAM Grant for a short-term visiting in the UK.
- 2023: ERASMUS+ for a short-term visiting at Tampere University, Finland.

PUBLICATIONS

Scientific Papers (Peer Reviewed)

Bollinger, S., **Neukam**, M., (in print). Managing the sustainability–profitability tension through the microfoundations of dynamic capabilities, M@n@gment

Neukam, M., Bollinger, S., (in print). Global solutions for global threats: a framework for an international strategy for innovation and sustainability. European Journal of International Management.

Bollinger, S., **Neukam**, M., Guittard, C., (2026). Guiding attention for sustainability-oriented innovation: how strategic leaders translate ethical values. Business Strategy and the Environment, online.

Neukam, M., Muller, E., Burger-Helmchen, T., (2025). Mapping Theoretical Perspectives for Requisite Resilience. Information, Vol. 16, No. 10, pp. 854.

Neukam, M., Carraz, R., Bollinger, S., (2025). Creating long-term relationships with international stakeholders to favor sustainable open innovation. M@n@gment, Vol. 28, No. 5, pp. 74-88.

Bollinger, S., **Neukam**, M., (2024). Réussir la transition durable face aux défis mondiaux : mobiliser les capacités dynamiques dans les organisations européennes. Management International (MI), Vol. 28, No. 4, pp. 81-93.

Bollinger, S., **Neukam**, M., Guittard, C., (2023). Vers une RSE stratégique: une contrainte stimulant l'innovation. Innovations, Vol. 72 No. 3, pp. 65-102.

Neukam, M., Guittard, C., (2023). Managing international knowledge flows at the fuzzy front-end of discontinuous innovations. Management International (MI), Vol. 27, No. 6, pp. 32-43.

Crespin-Mazet, F., Dupouet, O., Goglio, K., **Neukam**, M., (2023). Harnessing Internal Communities: the role of boundary structures. Management International (MI), Vol. 27, No. 4, pp. pp. 65-76.

Neukam, M., Bollinger, S., (2022). Encouraging creative teams to integrate a sustainable approach to technology. Journal of Business Research, Vol. 150, pp. 354–364.

Neukam, M., Guittard, C., (2018). Reach for the stars: knowledge sharing in international organizations. Journal of Innovation Economics Management, Vol., 27, No. 3, pp. 9–35.

Neukam, M., (2017). Managing the fuzzy front-end in multicultural teams. European Journal of Innovation Management Vol. 20, No. 4, pp. 578–598.

Book Chapters

Neukam, M., Brunner, P., Antonczak, L. (2026). Proximity for Value Proposition Education: Advancing Nuanced Interpretations of Proximity Dimensions in Higher Education Management Studies. in: Jamil, G., Paletta, F., Dos Santos, N., Jamil, L. (Eds), Digital Knowledge in Modern Education Management, IGI Global Scientific Publishing, pp. 385-424.

He, X., **Neukam**, M., Burger-Helmchen, T. (2026). Innovation Management at the Fuzzy Front End: AI, Business Cases, and Product Portfolios. In G. Jamil, L. Jamil, F. Paletta, N. Geada, & A. Vieira (Eds.), Innovation Management for Disruptive Maturity in Competitive Scenarios (pp. 191–224). IGI Global Scientific Publishing.

Neukam, M., Guittard, C., (2024), Les théories des organisations revisitées. In : Bollinger, S., Schaeffer, V. (Eds), Management Stratégique, Créativité et transition : comment réinventer le management stratégique ?. Springer.

Bollinger, S., **Neukam**, M., Burger-Helmchen, T., (2023). Vijay Govindarajan – L'innovation et les dynamiques du changement organisationnel : de la comptabilité à l'entreprise de demain, in : Les grands auteurs en management de l'innovation. Éditions EMS, Caen.

Bollinger, S., **Neukam**, M., (2023). Les valeurs de l'organisation, moteur de la créativité, in: Gouvernance Des Innovations Sociales. Epure, Reims.

Antonczak, L., **Neukam**, M., Bollinger, S., (2022). From Industry to Academia: Case Studies of Innovative Learning Practices in a Digital Context, in: MacCallum, K., Parsons, D. (Eds.), Industry Practices, Processes and Techniques Adopted in Education: Supporting Innovative Teaching and Learning Practice. Springer Nature, Singapore, pp. 37–52.

Neukam, M., Guittard, C., Schenk, E., (2022). Comment animer une communauté inter-entreprises?, in: Parmentier, G., Goglio, K., Thiesse, C., Crespin-Mazet, F., Guillaume, L.-P. (Eds.), Le guide pratique des communautés. pp. 109–113

Bollinger, S., **Neukam**, M., (2021). Innovation and Altruism: A New Paradigm Defining the Survival of Corporations?, in: Rezaei, N. (Ed.), Integrated Science: Science without Borders. Springer International Publishing, Cham, pp. 439–460.

Further publications

Goglio, K., Crespin-Mazet, F., **Neukam**, M., Simon, L. (2026). Collective Resilience: The Role of Self-organized Leadership Communities in Uncertain Times. Management Decision.

Neukam, M., 2024. Sophie Bollinger (2023), Contrôle de gestion et créativité : les défis du pilotage des processus d'innovation, Smart Innovation, Londres, ISTE Editions, 171 p. Innovations, 2024/1 (N° 73), p. 253-257. DOI : 10.3917/inno.073.0253.

Bollinger, S., **Neukam**, M., Helfrich, V., (2025). Le cas Ricoh, Imprimer une dynamique durable à l'échelle locale, CCMP.

Bollinger, S., **Neukam**, M., Helfrich, V., (2026). Étude de cas, AC:TIONS – De l'agilité à la stratégie dans un collectif territorial, CCMP.

Invited speaker

Neukam, M., Pichot, L., Benoit, A., Michler, S., Muller, A., Pierre, J., Grammare, M., Weber, M., Wolff, S. (2026). Les mobilités à l'étranger des diplômés de Master en management, entre socialisations et contingences. ICAIDM-ICEKIM, Cambridge, Octobre, 2026.

Scientific Conferences (last 5 years)

Neukam, M., Bollinger, S. (2026). Absorb Sustainability Values to Innovate: Empirical Evidence From The UK. ISS, Strasbourg, France, July, 2026.

Neukam, M., Bollinger, S., Gerber, B. (2026). Sustainability Meets Resilience: Rethinking Innovation Strategy in US firms. XXXVII ISPIM Innovation Conference, Connecting for Innovation, Granada, Spain, June 2026

Neukam, M., Bollinger, S., Schmeiduch, L. (2026). Between Cooperation and Opportunism: Managing Responsible Innovation in Innovation Ecosystems. AGECSO, Strasbourg, France, April, 2026.

Neukam, M., Pichot, L., Benoit, A., Michler, S., Muller, A., Pierre, J., Grammare, M., Weber, M., Wolff, S. (2025). From Campus to the world: How weak ties in higher education drive international careers. iCERi, Sevilla, November, 2025.

Roinard, A., **Neukam**, M. (2025). Manage collaboration with stakeholders to implement sustainability-oriented innovations. Forum Innovation RRI, Paris, October, 2025.

Neukam, M., Uusikartano, J., Saari, U. (2025). Enabling Systemic Change Toward Sustainability: The Role of Dynamic Capabilities in Finland. ISPIM, Bergen, June, 2025.

Roinard, A., **Neukam**, M. (2025). Manage collaboration with stakeholders to implement sustainability-oriented innovations. ISPIM, Bergen, June, 2025.

Neukam, M., Bollinger, S. (2025). Solve the sustainability conondrum: align fast decision-making with sustainabilty values. AGECSO, Troyes, June, 2025.

Neukam, M., Pichot, L., Benoit, A., Michler, S., Muller, A., Pierre, J., Grammare, M., Weber, M., Wolff, S. (2025). Les mobilités à l'étranger des diplômés de Master en management, entre socialisations et contingences. 3SLF, Reims, June, 2025.

Neukam, M., Bollinger, S. (2024). Handle global threats with global solutions: research agenda for innovation and sustainability in international business. EURAM, Virtual, June, 2024.

Audren, O., **Neukam**, M., Burger-Helmchen, T. (2024). Win the Chase for Talents for the Sake of Innovation: HRM Strategies in European Firms. ISPIM, Tallinn, June, 2024.

Neukam, M., Carraz, R., Bollinger, S. (2024). Create long-term stakeholder relations for sustainable open innovation – the case of Japan. AGECSO, Paris, May, 2024.

Neukam, M., Guittard, C. (2024). Mobiliser les communautés externes pour favoriser la durabilité territoriale. AGECSO, Paris, May, 2024.

Neukam, M. (2023). L'innovation, facteur clef de la transition vers les entreprises de demain ?, Atlas-AFMI Conference, Bordeaux, June 2023.

Neukam, M. (2022). Master open innovation : transfer tacit knowledge between international partners, ISPIM Connect, Athena, November 2022.

Guittard, C., **Neukam**, M., Bollinger, S. (2022). Impact de la RSE sur la stratégie de l'entreprise?, Symposium KCO, Strasbourg, July 2022.

Bollinger, S., **Neukam**, M. (2022). Commitment : A key to stimulate creativity, Symposium KCO, Strasbourg, July 2022.

Bollinger, S., **Neukam**, M. (2021). Le contrôle de gestion : une clé pour concilier solidarité, performance économique et utilité sociale ?, Rencontres RESSOR GE, Mulhouse, November 2021.

Neukam, M., Bollinger, S. (2021). Commitment: a key to stimulate disruptive innovation in a post-covid world?, Atlas-AFMI Conference, Online, May 2021.

Bollinger, S., **Neukam**, M. (2021) The management control tool - a boundary object reconciling tensions between control, creativity and societal and environmental challenges, P4IE, Online, May 2021.

Neukam, M., Bollinger, S. (2021). Innovation and altruism - a contribution to the next normal? AIMS Conference, Online, June 2021.

Neukam, M., Bollinger, S. (2021). Managing the Transition Towards a Values-Based Innovation Strategy, ISPIM Conference, Online, June, 2021.

Neukam, M., Bollinger, S. (2021). Social and solidarity economy: an inspiration to favor disruptive and responsible innovation?, EGOS Conference, Online, July 2021.