

## PASCAL KRUPKA

Rouen Management School  
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Lancaster University (UK), M.A., 1995  
Lyon Management School (F), M.A, 1994  
University of Caen (F), MBA, 1992

- Expertise in leading entrepreneurial projects
- Research in the area of learning and knowledge management
- Exceptional ability to build and facilitate relationships in a virtual environment

## PROFESSIONAL EXPERIENCE

### ➤ 1999 to present Rouen Management School

Founded in 1871, the Rouen School of Management is the second oldest management school in France, 9 000 + Alumni and 700 corporate partners

#### **Head of the Operations, Information & Control Department** 2004 - Present

- Manage lecturers -Assistant Professors -Professors in charge of courses: including supply chain management, quantitative methods, information systems, managing technology, e-business

#### **MBA Director** 2003 - Present

- Primary responsibility to setup and coordinate the program
- Liaise with companies in order to stay close to reality (ensure course content relates to real business situations)

#### **Professor in Management Information Systems** 1999 – Present

Lectures/courses include:

- Entrepreneurial projects
- Managing the digital firm
- Building and managing information systems
- Creating a new internet business
- Managing knowledge
- Redesigning organizations using information systems
- Understanding the business value of information systems

### ➤ 1987 – 1999 Normandy Business School

#### **Assistant professor in Management Information Systems** 1987-1999

- Development of entrepreneurial projects groupware
- In charge of the MIS courses

## GENERAL ACTIVITIES

#### **Consultant in Knowledge management**

- CSC Peat Marwick, subsidiary of Computer Science Corporation, (Fall Church, Virginia USA)
  - Audited the knowledge management processes for 2,200 consultants
  - Worked closely with the vice-president of the French branch in order to optimize the management of knowledge, from 1999 to 2003
  - Redesigned the organization of knowledge management
- Small consulting company "formation Hommes et Conseil"
  - Designed a system to manage internal knowledge sharing
  - Managed the implementation and the change

#### **Consultant in Elearning**

**Erreur ! Nom de propriété de document inconnu.**

- Responsibility to setup and manage an e-learning program for managers for the university of Caen (1997)
- In charge of the training of professors and directors from some African business schools (Senegal, Burkina-Faso, Cameroon, Ivory Coast, Madagascar, Togo), 2002

#### **Other teaching activities**

- In charge of the information systems courses in the MBA of the University of South Africa (1998,1999)
- Professor of management of information systems courses of MBA of ESA (Ecole supérieure des Affaires) in Beirut, Lebanon (2000- present)
- Executive training for a French bank 'La Caisse d'épargne' - "How to use information systems for CRM purposes" (2001-present)

#### **Mentoring and supervision for research projects involving information systems, knowledge management and e-business**

- For executive students in ESA, Beirut, Lebanon
- For executive programs in Rouen Management school, France

### **OTHER RELATED ACTIVITIES**

- Member of the Association of Information Management (AIM)
- Member of the British Academy of Management on the topic of "Learning and knowledge"

### **ARTICLES AND PUBLICATIONS**

- Cahier de recherche, Groupe ESC Normandie, 1995, " How to become a learning organization "
- Université du Havre, Journée des nouvelles technologies, " Teleworking ", 1996
- ESC Le Havre, " The Intranet Organisation ", 1998
- "Information technology as a catalyst for organisational learning", cahier de recherche n°7, ESC Rouen, 1999
- "Knowledge Management Perspectives", cahier de recherche n°27, ESC Rouen, 2001
- « Une stratégie pour la gestion des connaissances ». Colloque Gestion des compétences et Knowledge Management : renouveau de la création de valeur en Gestion des Ressources Humaines ? – ESC Rouen CESAMES 25 mars 2002
- "Knowledge management strategies: a contingency view", British academy of Management conference, 2002
- Chapter entitled : Une stratégie pour la gestion des connaissances, in Gestion des compétences et knowledge management - Editions Liaisons - PP 61-79
- "A framework to support the project manager in conceptualising and implementing knowledge management initiatives", British academy of Management conference, Oct 2003
- "A contingency view of knowledge management", Australian and New Zealand Academy of Management, Dec 2003