



Calin GURAU

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Fonction : Professeur

Biographie

Călin Gurau, professeur agrégé de marketing, a commencé à travailler au sein du Groupe Sup de Co Montpellier Business School en Octobre 2004. Il a obtenu deux doctorats en marketing Oradea, en Roumanie en 1998 et Southampton, Royaume-Uni en 2001 a été professeur invité à l'Université de Vienne, Autriche; Duke University, USA; Université d'Angers, France; Université d'Oxford et de l'Université Heriot-Watt, Royaume-Uni. À l'heure actuelle, il enseigne stratégique et marketing international de premier cycle et les étudiants du MBA. En Décembre 2005, il a obtenu le droit de superviser des étudiants de doctorat en France, de l'Université Aix-Marseille III. Il publie ses recherches sur l'entrepreneuriat, marketing et stratégie, en se concentrant principalement sur la stratégie d'entreprise des PME de biotechnologie et du marketing Internet, dans des revues évaluées par des pairs internationaux tels que: Groupe & Management Organisation, Journal des Petites Entreprises et Entrepreneuriat, Analyse de la technologie et de la gestion stratégique, Journal of Information Technology, Journal of Consumer Marketing, Journal of Consumer Behaviour, Revue Marketing International, Journal of Communication Management, International Journal of Entrepreneurship et la petite entreprise, études de marché qualitatives: An International Journal, etc.

Activités

Activités d'enseignement :

- Marketing



Activités de recherche :

❖ 2014

Articles répertoriés dans des revues classées CNRS-FNEGE

Dana L.-P., Gurau C. et Lasch F. (2014), « Entrepreneurship, tourism, and regional development: A tale of two villages », *Entrepreneurship et Regional Development*, 26(3/4): 357-374, CNRS 3, FNEGE 3.

Khedaouria A., Gurau C. et Torrès O. (2014), « Creativity, self- efficacy, and small-firm performance: the mediating role of entrepreneurial orientation », *Small Business Economics*, Vol. 43, n°2.

Gurău C., Lasch F. et Dana L.-P. (2014), « Forthcoming. Sources of entrepreneurial value creation: A business model approach », *International Journal of Entrepreneurship & Small Business*, CNRS 4, FNEGE 4.

Communications

Chiambaretto P., Gurau C. et Le Roy F. (2014), « Avantages et risques des alliances entre marques concurrentes: une étude des accords de coopetitive branding », *Association Française de Marketing*, May 14-16, Montpellier, France.

Chiambaretto P., Gurau C. et Le Roy F. (2014), « Benefits and risks of brand alliances between competitors: Proposing a typology of coopetitive branding », *6th Workshop on Competition Strategy*, Umea, Suède.

Gurau C. (2014), « Changing social behavior: A review of existing theories and a new model proposition », *Social Marketing Advances in Research and Theory Conference (SMART)*, October 17-19, Chateau Lake Louise, Canada.



Gurau C. (2014), « Developing alliance capability in biotech SMEs », *Global Biotechnology Congress*, June 16-19, Boston, USA.

Gurau C. (2014), « Exporting in Central and Eastern European (CEE) countries: a model of export information collection, analysis and usage », *WEI European Academic Conference*, June 22-25, Budapest, Hungary.

Gurau C. (2014), « Is environmental justice truly sustainable? », *Just Sustainability Conference*, August 7-9, Seattle, USA.

Gurau C. (2014), « Risk management behaviour in international entrepreneurship: myth or reality? », *International Workshop in International Entrepreneurship*, April 7-9, Edinburgh, Scotland.

Gurau C. (2014), « Social marketing and social change: an interdisciplinary analysis and model », *International Conference of Interdisciplinary Social Sciences*, June 12-14, Vancouver, Canada.

❖ 2013

Articles répertoriés dans des revues classées CNRS-FNEGE

Pellegrin-Boucher E., Le Roy F. et Gurau C. (2013), « Coopetitive strategies in the ICT sector: typology and stability », *Technology Analysis & Strategic Management*, vol. 25, n°1, p.71-89.

Ranchhod A. et Gurau C. (2013), « India: a Dharma based country in 2050 », *Futures*.



Articles répertoriés dans des revues non classées CNRS-FNEGE

Gurău C. (2013), « Developing and environmental corporate reputation on the internet », *Journal of Marketing Intelligence and Planning*, vol. 31, n° 5, pp. 522-537.

Gurău C., « Evaluating the education effectiveness of simulation games: A value generation model », *Information Sciences*.

Gurău C. et Le Bellac A., « Sustainable development: alternative market models for practical implementation », *International Journal of Environmental Cultural Economic and Social Sustainability*.

Communications

Gurău C. (2013), « Convergence and complementarity between marketing and supply chain management theories », *ASAC Conference*, Calgary, Canada, June 8-11.

Gurău C. (2013), « Factors influencing customers' behaviour towards trusted service providers: An investigation of four service settings », *European Integration – New Challenges Conference*, Oradea, Romania, May 24-25.

Gurău C. (2013), « Managing Organizational Transition to the Growth Stage: A Study of French Small and Medium Sized Enterprises », *Thirteenth Conference on Knowledge, Culture and Change in Organizations*, University of British Columbia, Vancouver, Canada, June 13-14.

Gurău C. (2013), « Convergence and complementarity among marketing and supply chain management theories », *Administrative Sciences Association of Canada (ASAC)*, June 8-11, Calgary, Canada.

Gurău C. (2013), « Factors influencing customers' behavior toward trusted service providers:



An investigation of four service settings », *International Conference on "European Integration- New Challenges" (EINCO)*, May 24-25, Oradea, Romania.

Gurău C. (2013), « Managing organizational transition to the growth phase: A study of French small and medium sized enterprises », *International Conference on Knowledge, Culture and Change in Organisations*, June 13-14, Vancouver, Canada.

Gurău C., Lasch F. et Dana L.-P. (2013), « Sources of entrepreneurial value-creation: A business model approach », *Interdisciplinary European Conference on Entrepreneurship Research (IECER)*, March 13-15, Brescia, Italy.

Pellegrin-Boucher E., Le Roy F. et Gurău C. (2013), « How companies manage competition: A study of ICT firms », *EURAM Conference*, Istanbul, Turquie, June 26-29.

Ranchhod A., Jain V. et Gurău C. (2013), « How cultural differences drive creativity in Luxury in the West and consumption in the East », *INTERREG CONFERENCE on Creative Industries*, Deauville, France, 7-8 Novembre.

Seran T., Pellegrin-Boucher E., Gurău C. et Chappert H. (2013), « How banks manage competitive relationships through informal and formal control. The case of cooperative banks », *7th Conference on Performance Measurement and Management Control*, Barcelona, Spain, September 18-20.

Chapitre d'ouvrages

Joly C., Le Bellac A., Folcher P., Gurău C., Villemus P., Merdji M. et Boysselle J. (2013), « Les innovations en marketing », In A. Jaouen & F. Le Roy (Eds.), *L'innovation managériale*: 91-120. Paris, Dunod.



❖ 2011-2012

Articles répertoriés dans des revues classées CNRS-FNEGE

Gurău C., Dana L-P. et Lasch F. (2012), « Academic entrepreneurship in UK biotechnology firms: alternative models and the associated performance », *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 6, n°2.

Communications

Duquesnois F., Dikmen Gorini L., Gurău C. et Le Roy F. (2011) , « The impact of managers' environmental perception and entrepreneurial orientation on firm performance during market crisis a study of small wine producers from Languedoc-Roussillon region », *European Research Conference on Entrepreneurship and Small Business (RENT)*, 16-18 novembre, Bodø, Norway.

Duquesnois F., Gurău C., Granata J. et Le Roy F. (2012), « Strategies of small wine producers in a hostile environment A study of firms in the south of France », *International Council for Small Business World Conference (ICSB)*, 10-13 juin, Wellington, NZ.

Gurau C. (2012), « Entrepreneurial marketing specificities, challenges and opportunities », *International Conference Marketing - from Information to Decision*, 26-27 octobre, Cluj-Napoca, Romania.

Gurău C. et Lasch F. (2011), « Coopetition as an entrepreneurial strategy an exploratory study of UK biopharmaceutical ASMEs », *International Council for Small Business Conference (ICSB)*, 15-18 juin, Stockholm, Sweden.