

# Jude Edeh

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## ACADEMIC EMPLOYMENT HISTORY

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<b>Professor-Researcher</b> INSEEC U. School of Economics and Business Paris, France	2022 – ongoing
<b>Assistant Professor of Strategy</b> National University of Ireland, Maynooth Kildare Co., Ireland	2021 – 2022
<b>Postdoctoral Fellow</b> Kedge Business School Marseille, France	2020 – 2021
<b>Research Assistant</b> Project Group: Innovation, Quality and Change-Management Faculty of Economics and Business Sciences University of Sevilla, Spain	2017 – 2019

## RESEARCH AND TEACHING AREAS

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- Strategy
- Innovation Economics
- Sustainability
- Digital Transformation
- Emerging Markets

## EDUCATION

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PhD (Strategic Management and International Business) Faculty of Economics and Business Sciences University of Sevilla, Spain Dissertation: <i>Innovation economics, internationalization, and productivity: Evidence from emerging market firms</i> Supervisor: Prof. Dr. Francisco José Acedo Committee: Prof. Drs. José C. Casillas Bueno (chair); María L. Ramírez Alesón; Olli Kuivalainen; Alex Rialp-Criado; and Bárbara Larrañeta Gómez-Caminero	2015 – 2020
Doctoral researcher (visiting) King's College London University of London	2016 – 2017

Doctoral program on Climate Change Thresholds, Uncertainties and Risks  
Karl-Franzens-Universitaet Graz  
Austria

2016

Master (Finance)  
University of Applied Science, Vienna, Austria  
Thesis: *Internationalization of Austrian banks in the CEE region*  
Supervisor: Prof. Dr Richard Pircher

2010 – 2012

Bachelor (Philosophy)  
Pontifical Urban University  
Rome, Italy

2002 – 2006

## **PUBLICATIONS**

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### **I. Journal Articles**

- 1) **Edeh, J. N.**, Obodoechi and Ramos, E. (2020). Effects of innovation strategies on export performance: New empirical evidence from developing market firms. *Technological Forecasting and Social Change*, 158, 120167. **(IF: 8.593; CNRS: 2; ABS: 3)**
- 2) **Edeh, J.N.** and Acedo, F.J. (2021). External Financial Supports, Innovation and Productivity: Evidence from Small Firms. *Technological Forecasting and Social Change*, 173, 12118 **(IF: 8.593; CNRS: 2; ABS: 3)**
- 3) Ramos, E., **Edeh, J.N.** and Acedo, F.J. (2022). Innovation Adaptation and Post-Entry Growth in International New Ventures. *European Research on Management and Business Economics*. **(IF: 5.024)**
- 4) **Edeh, J. N.**, Acedo, F.J, Casillas, J.C. and Ramos, E. (2022). Imitation and Speed of the Internationalization Process: An Analysis of Market Selection Process. *European Journal of International Management*. DOI: 10.1504/EJIM.2021.10041584 **(IF: 2.851; CNRS: 4; ABS: 2)**

### **II. Books**

- 5) Adeola, O., **Edeh, J.N.**, Hinson, R.E. and Netswera, F. (eds.) (2022). *Digital Service Delivery in Africa: Platforms and Practices*. Palgrave Macmillan.
- 6) Adeola, O., **Edeh, J.N.**, and Hinson, R.E. (eds.) (2022). *Digital Business in Africa: Social Media and Related Technologies*. Palgrave Macmillan.

### **III. Book Chapters**

- 7) Adeola O., **Edeh J.N.**, Adisa I. (2021) Green Marketing Planning in an Emerging Market Context: A People Perspective. In: Hinson R.E., Adeola O., Adisa I. (eds) *Green Marketing and Management in Emerging Markets*. Palgrave Studies of Marketing in Emerging Economies. Palgrave Macmillan

- 8) **Edeh, J.N.** (2022). Customer Relationship Management and Business Performance: Does digital platform capability matter? In: Adeola, O. Edeh, J.N. and Hinson, R.E. (eds.). *Digital Service Delivery in Africa: Platforms and Practices*. Palgrave Macmillan.
- 9) Adeola, O, Olaniyi, E. and **Edeh, J.N.** (2022). The Future of Marketing: Artificial Intelligence, Virtual Reality and Neuromarketing. In: Adeola, O. Hinson, R.E. and Sakthivel, A.M. (eds.). *Marketing Communications and Brand Development in Emerging Markets: A Contemporary Perspective*. Palgrave Macmillan
- 10) **Edeh, J.N.** and Adeola, O. (2022). Africa's Digital Marketplace: The Role of Social Media in Customer Engagement. In: Adeola, O. and Edeh, J.N., and Hinson, R.E (eds.). *Digital Business in Africa: Social Media and Related Technologies*. Palgrave Macmillan.
- 11) **Edeh, J.N.**, Adeola, O. Hinson, R.E. and Adisa, I. (2022). Digital Tools and Platforms as the New Marketplace: Driving Digital Business in Africa. In: Adeola, O. and Edeh, J.N., and Hinson, R.E (eds.). *Digital Business in Africa: Social Media and Related Technologies*. Palgrave Macmillan.

#### **IV. Research Projects under review**

- 1) Entrepreneurship, Digitalization and Productivity: Evidence from sub-Saharan African Region.
- 2) Going beyond the boundaries: Does external knowledge benefit eco-innovation in small and medium-sized enterprises?
- 3) Government R&D support for firms, venture capital, and regional innovation in China: Does R&D human capital matter?
- 4) Exploiting a non-mainstream financial obit to innovate in emerging market companies.
- 5) Technological innovation outputs and competitive advantage: Evidence from Spanish companies
- 6) Dealing with adversity: Innovation strategies of small and medium-sized enterprises in developing economies
- 7) Linkage between foreign direct investment and total factor productivity in emerging economies.

#### **V. Selected Works in Progress**

- 1) Dynamic relationship between foreign direct investment, trade openness and carbon emission in BRICS
- 2) Does Chinese loans in Africa promote human capital development?
- 3) Determinants of Innovativeness in science and technology parks
- 4) Export promotion programs and entrepreneurial productivity in emerging markets
- 5) Technological innovations and export intensity: Do political ties matter?

## **TEACHING EXPERIENCE**

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### **I. INSEEC School of Business and Economics, Paris**

- 1) Business and Corporate Strategy
- 2) Sustainable Management and Eco-innovation
- 3) Business Ethics and Corporate Social Responsibility

### **II. National University of Ireland, Maynooth**

- 4) Strategic Management
- 5) Multinational Corporations
- 6) Managing the Multinational Corporations – The Human Experience

### **III. Kedge Business School, Marseille**

- 7) International business and geostrategy

### **IV. Leibniz Universität Hannover, Germany**

- 8) Business ethics and sustainability
- 9) Ethics of climate change
- 10) Digital ethics

## **FUNDED PROJECTS**

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- 1) Chair of Business as Unusual: Innovative Practices and New Business Models  
Kedge Business School, Marseille, France  
Company partners: Orange, SNCF, La Poste, Cap Energies, etc.  
Fund amount: **400,000 EURO**
- 2) Innovate Nigeria: SMEs Strategy Research Grant, 2017  
Fund amount: **5,000 USD**

## **INDUSTRY EXPERIENCE**

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- (1) **Co-founder**, Solarcool
- (2) **Board member**, Greenage Africa.

## **Selected Conferences, Invited presentations, and Workshops**

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- (1) Teaching in Higher Education, King's College London, November 2016
- (2) Export development and management conference, Johannesburg, February 2017
- (3) 44<sup>th</sup> European International Business Academy (EIBA) Annual Conference, Poland, 2018
- (4) Imitation and Speed of Internationalization Process: An Analysis of Market Selection Process (EFMD Job Fair for PhDs in Business and Management), 2018

- (5) Sustainability workshop, Abuja, January 2019
- (6) International Business Online Seminar, Georgia State University, November 2020
- (7) Writing Effective Cases Workshop, Case Centre. Kedge Business School, Marseille, 2021
- (8) Global Case Teaching Materials Workshop: How to Develop, Write, and Publish Compact Cases. Georgia State University in collaboration with Emerald Publishing, 2021

## **Honours and Awards**

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2020, Award for Outstanding Scientific Publication (University of Sevilla, Spain)

2015 – 2019 Doctoral Fellowship Grant, Inkosi Albert Luthuli Fund

2016 Hochschulpreis der Präses-Reiß-Stiftung (For academic excellence and social engagement)

2005 Best Essay Award, First Akokites Forever Creative Writing Competition

2004 Best Essay Award, Humanist Essay Competition

## **Services and other activities**

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*Reviewer*, Small Business Economics: An Entrepreneurship Journal

*Reviewer*, Technology Analysis and Strategic Management

*Reviewer*, International Journal of Entrepreneurial Behavior and Research

*Reviewer*, Spanish Journal of Marketing – ESIC

*Reviewer*, Environment, Development and Sustainability (*ENVI*)

*Editorial consultant*, Nigerian Journal of Public Policy

## **Skills**

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Language: English (Fluent); German (Fluent); French (Basic)

Software: STATA, SPSS, R, and SmartPLS; Microsoft Office

## **References**

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### **Prof. Dr Francisco J. Acedo**

University of Seville | US

Business Administration and Market Research

Avda. Ramón y Cajal, nº 1

41018 – Sevilla

Email : fjacedo@us.es

### **Prof. Dr Encarnación Ramos**

University of Seville | US

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