


# Jude Edeh

## INSEEC

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## ACADEMIC EMPLOYMENT HISTORY

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<b>Permanent Professor and Researcher</b> INSEEC School of Economics and Business Paris, France	2022 – ongoing
<b>Editor-in-Chief</b> Sustainability Impacts Review Paris, France	2024 – ongoing
<b>Director</b> Centre for Emerging Markets South Africa	2022 – ongoing
<b>Assistant Professor of Strategy</b> National University of Ireland, Maynooth Kildare Co., Ireland	2021 – 2022
<b>Postdoctoral Researcher</b> Kedge Business School Marseille, France	2020 – 2021

## RESEARCH AND TEACHING AREAS

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Innovation Economics  
Sustainability

Entrepreneurship  
Digital Transformation

## EDUCATION

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<b>PhD in Strategic Management and International Business</b> Faculty of Economics and Business Sciences University of Sevilla, Spain Dissertation: “Innovation economics, internationalisation and productivity: Evidence from emerging market firms” 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-Camirero	2015 – 2020
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**Master in Business and Finance**

2010 – 2012

University of Applied Science, Vienna, Austria

Thesis: "Internationalization of Austrian banks in the CEE region"

Supervisor: Prof. Dr Richard Pircher

**Bachelor of Philosophy**

2002 – 2006

Pontifical Urban University

Rome, Italy

**PUBLICATIONS**

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**I. Journal Articles**

- 1) **Edeh, J.**, Nuhu, N., Tajeddin, M. and Simba, A. (2024). Dealing with adversity: innovation among small and medium-sized enterprises in developing economies, *International Journal of Entrepreneurial Behavior & Research*, Vol. 30 No. 10, pp. 2578-2600.  
<https://doi.org/10.1108/IJEER-02-2023-0183>
- 2) **Edeh, J.**, and Prévot, F. (2024). Beyond funding: The moderating role of firms' R&D human capital on government support and venture capital for regional innovation in China. *Technological Forecasting and Social Change*, 203, 123351. <https://doi.org/10.1016/j.techfore.2024.123351>
- 3) Soto, G.H., and **Edeh, J.** (2024). Assessing the foreign direct investment-load capacity factor relationship in Spain: can FDI contribute to environmental quality? *Environ Dev Sustain*  
<https://doi.org/10.1007/s10668-024-04680-9>
- 4) Tajeddin, M., Simba, A., Liguori, E.W., **Edeh, J.** and Nuhu, N. (2024). Exploiting a non-mainstream financial scheme to innovate: SMEs in the developing world, *International Journal of Entrepreneurial Behavior & Research*, <https://doi.org/10.1108/IJEER-07-2024-074>
- 5) **Edeh, J.**, Chowdhury, P. R., and Edeh, C. (2024). Foreign Direct Investment and Energy Demands: What Drives Economic Growth in Emerging Economies? *Foreign Trade Review*.  
<https://doi.org/10.1177/00157325241268967>
- 6) **Edeh, J.** and Vines, J.-P. (2024). External knowledge and eco-innovation: evidence from small and medium-sized enterprises, *Journal of Business & Industrial Marketing*, Vol. 39 No. 2, pp. 318-335. <https://doi.org/10.1108/JBIM-02-2023-0115>
- 7) **Edeh, J.**, 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.
- 8) Ramos, E., **Edeh, J.** and Acedo, F.J. (2022). Innovation Adaptation and Post-Entry Growth in International New Ventures. *European Research on Management and Business Economics*.

- 9) **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.
- 10) **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

## II. Books

- 1) Adeola, O., **Edeh, J.N.**, Hinson, R.E. and Netswera, F. (eds.) (2022). Digital Service Delivery in Africa: Platforms and Practices. Palgrave Macmillan.
- 2) 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

- 3) 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
- 4) **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.
- 5) 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
- 6) **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.
- 7) **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.

### III. Selected Conference Proceedings

- 1) **Edeh, J.** Ramos-Hidalgo, E., Rodríguez-Serrano, A. and Agusti, M. (2024). Innovation Outputs and Superior Performance: Evidence from Spanish Companies, Academy of Management Proceedings, Vol. 2024, No. 1, <https://doi.org/10.5465/AMPROC.2024.13763abstract>
- 2) **Edeh, J.** and Prevot, F. (2023). Government Support, Venture Capital, and Regional Innovation: The Role of Firms' R&D Human Capital, Academy of Management Proceedings, Vol. 2023, No. 1, <https://doi.org/10.5465/AMPROC.2023.10539abstract>

### IV. Selected Work in Progress

- 1) Does Chinese FDI in Africa promote Human Capital Development?
- 2) Drivers of Sustainable Environmental Practices in Small and Medium-sized Enterprises
- 3) Is digital infrastructure driving the impact of entrepreneurship on living standards in Africa?
- 4) Leveraging Relational Ties for Export Performance: The Roles of Innovation and Capacity Utilization
- 5) What drives SME Export Intensity in Transition Economies? The Role of Infrastructure, Digitalisation and Innovation Capabilities
- 6) Technological Innovation and Competitive Advantages: Evidence from Spanish companies
- 7) Multinational Corporations and political inequality in Africa

## TEACHING EXPERIENCE

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### *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

### *National University of Ireland, Maynooth*

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

### *Kedge Business School, Marseille*

- 7) International business and geostrategy

*Leibniz Universität Hannover, Germany*

- 8) Business ethics and sustainability
- 9) Environmental Justice and Policy
- 10) Ethics of climate change
- 11) 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 ENGAGEMENT**

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1. Industry collaborations with **Solarcool**, to design a strategy for deploying solar-powered cooling systems across Enugu, Delta, and Lagos states of Nigeria to reduce post-harvest waste. This innovative solution not only supports food security and energy-efficient practices but also economically empowers women and small-holding farmers in rural communities with access to electricity.
2. In collaboration with renewable firms, **Solar Empowered School Africa (SESA)** brings clean energy solutions to rural and vulnerable schools, creating a brighter future for African children. The SESA initiative aims to impact the lives of 18,000 students by 2030.

## **Selected Conferences and Invited presentations**

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- 1) CLEAN24 – Transforming the Global Landscape through Clean Energy, Nigeria 2024
- 2) 2024 European International Business Academy (EIBA) conferences, Espoo, Finland
- 3) 84th Academy of Management (AOM) Conference, Chicago, 2024
- 4) Academy of International Business (AIB) Conference, Budapest, 2024
- 5) 18th Academy of Innovation, Entrepreneurship, and Knowledge, Madrid, 2023
- 6) 83rd Academy of Management Conference (AOM), Boston, Massachusetts, USA, 2023
- 7) 44<sup>th</sup> European International Business Academy (EIBA) Annual Conference, Poland, 2018
- 8) Writing Effective Cases Workshop, Case Centre. Kedge Business School, Marseille, 2021
- 9) Global Case Teaching Materials Workshop: How to Develop, Write, and Publish Compact Cases. Georgia State University in collaboration with Emerald Publishing, 2021
- 10) Export development and management conference, Johannesburg, February 2017
- 11) Teaching in Higher Education, King's College London, November 2016

## **Honours and Awards**

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2024, Best Paper Award: Strategy, International Business and Global Value Chains, Irish Academy of Management, Ireland

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*, Applied Economics

*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