

	<p style="text-align: center;">Florence MALSCH Professor of KEDGE BUSINESS SCHOOL</p> <p style="text-align: center;">PROFESSIONAL+33 4 91 82 florence.malsch@kedgebs.com</p>
---	--

EDUCATION

- 2017-2021 PhD in Management, Aix-Marseille Université (AMU)
Title: Entrepreneurship with limited financial resources: resource mobilization processes in the entrepreneurial process
- 2016-2017 MSc, Logistics Management and Strategy
Faculté d'Économie et de Gestion (FEG), AMU, CRET-LOG
Title: « What is the role of the social network in the entrepreneurial process? The interest of an effectual reading in the context of social entrepreneurship' »
- 2006-2010 Master in Management Audencia Grande Ecole, (concentration in financial management)

Research Activities

- 2024 1. Malsch, F., Malsch, B. (2024) Social entrepreneurship as auditing: how (re)build trust between consumers and producers? Research in progress.
- 2023 2. Co-organizer of track n° 6 "Entrepreneurship with limited resourcefulness, frugality and success." A&E Conference Strasbourg, June 2023. Participants : G. Guieu, F. Janssen, E. Lima, F. Malsch.

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Research activities

- 2022 1. Co-organizer of a panel "Entrepreneurship with limited resourcefulness, frugality and success." 10.4.2022 (y)10BDC 0 g 0.1frugv
- 2022 2. Malsch, F. (2022). "The role of social media in the entrepreneurial process: The case of 'C'est Qui Le Patron ?' " 11th conference DIF 2021. Lyon, First programming December 2021 (3 pages).
- 2021 3. Malsch, F. (2021). "The resource mobilization mechanisms in the entrepreneurial process." CEIFEPME Conference. Nice, May 2021 (15 pages).

- 2018 4. Malsch, F. (2018). "Enracinement (Weil, 1949) et sens de l'opportunité : une vision systémique du projet entrepreneurial dans le contexte de l'entrepreneuriat social". Communication in CIFEPME. Toulouse, octobre 2018 (15 pages).

Courses taught Aix-Marseille University

Topic	Type	Degree	Concentration	Years
International SCM	CM	M1	Master MCI	2022-2023
Qualitative methods	CM			

Thesis/Projects Supervised

2018 Supervision of Master 1 MLS research thesis, 2018

PUBLICATIONS

1. Malsch, F., Guieu, G. (2022). Reader's guide to *Entrepreneuriat, spiritualité et religion* Des sphères antinomiques ou étroitement liées ? by Katherine Gundolf and Frank Janssen, *Revue Internationale PME*, vol. 35, n° 3-4, p. 220-222. (FNEGE: 2, HCERES: A).
2. Malsch, F., Guieu, G. (2019). How to get more with less? Scarce resources and high social