



Philippe RUIZ

Assistant Professor in Project Management

KEDGE BUSINESS SCHOOL

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EDUCATION

- 2007 **PhD** in Strategy, Programme & Project Management, SKEMA B.S.
- 2004 **MS** en Management des Projets et Programmes, SKEMA B.S.

EXPERIENCE AT KEDGE BUSINESS SCHOOL

Courses taught & Research activity

- 2018 + Project Management / Gestion de projet (*new professor*)

OTHER PROFESSIONAL EXPERIENCE IN TEACHING AND RESEARCH

Positions held & Courses taught

- 2013-2018 * Part-time Professor in Project Management, Strategy, and Operations Research: IESEG & HEI (Lille), EDC & PSB (Paris)
- * DBA Supervisor and Adjunct MBA Professor of Global Corporate Strategy at Maastricht School of Management (MSM, Netherlands)
- * Research Manager of the Dual Degree Master Program at ESG/PSB (Paris)

- Researcher and member of the Lille School of Management Research Center (LSMRC)
- Co-Director of the PhD Program in Strategy and Project Management. Doctoral theses supervision and co-supervision. Teaching with a special emphasis on distance learning and online course materials

2000-2003 INSEAD, Institut Européen d'Administration des Affaires – Fontainebleau :

- Manager of the Social Science Research Center. Responsible for the research center legally and technically – coordination of the research assistants and PhD students. Setting up of the data collection system (data warehouse). Also translator and advisor for some research designs

THESIS SUPERVISIONS

	Completed			Current		
	S	CO-S	MB	S	CO-S	M
Post-doctorale	0	0	0	0	0	0
Thèses (Doctorat)	5	10	20	0	0	0
Thèses (Maîtrise)	60	0	90	0	0	0
Projets (Maîtrise)	10	0	15	0	0	0

S=Supervisor; CO-S=Co-Supervisor; M=Member of the thesis Committee

BUSINESS EXPERIENCE

1995-2000 Havas Advertising, Vivendi, Connectworld, Remora – Paris:

- Director of Research & Development
- IT Project Manager

Those companies provided software and services that helped organizations to proactively identify and continuously nurture their optimal customer base, while addressing business issues such as client retention, cross-sell, up-sell, acquisition, churn, channel migration, and optimization. Creation of a high-speed inference engine for online relational databases (start-up).

PUBLICATIONS

Ruiz, P. (2017). Project success and new ventures' outcomes: How often do partners' potential benefits and losses really converge? *Working Paper available on ResearchGate.*

Ruiz, P. (2013). Quantifying the structural complexity of projects with first-order joint binary entropy. In P. Ruiz (Ed.), *La gestion des projets complexes* (pp. 101 – 115). Lille, France: C2BR Press.

Ruiz, P. E. (2011). Building and solving odd-one-out classification problems: A systematic approach. *Intelligence*, 39(5), 342-350. (SSCI Journal, Impact Factor = 3.162)

Ruiz, P., in collaboration with Yatim F., Bredillet C. (2010). Project management deployment: The role of cultural factors. *International Journal of Project Management*, 28(2), 183-193. (SSCI Journal, Impact Factor = 4.055)

Ruiz, P. E. (2009). Measuring fluid intelligence on a ratio scale: Evidence from nonverbal classification problems and information entropy. *Behavior Research Methods*, 41(2), 439-445. (SSCI Journal, Impact Factor = 3.623)

Ruiz, P., in collaboration with Yatim F., Bredillet C. (2009). Investigating the deployment of project management: A new perspective based on the concept of certification. *International Journal of Managing Projects in Business*, 2(3), 445-454. (RG Journal Impact = 1.00)

Ruiz, P., in collaboration with Dwivedula, R., Bredillet, C. (2009). The influence of ‘work motivation’ on ‘project success’ – toward a framework. In Raman et al. (Eds.), *Soft skills, cornerstone of professional success*. New Delhi: Jain Brothers.

Ruiz, P. E. (2008). Project Success Revisited by Game Theory: When the Nash Equilibrium is not Pareto Efficient. In the proceedings of the *Special Eden Doctoral Seminar: the Nine Schools of Project Management* (peer reviewed e-proceedings).

OTHERS

Reviewer for: *Project Management Journal* and *Entropy*

Member of NETLIPSE (NETwork for the dissemination of knowledge on the management and organization of Large Infrastructure ProjectS in Europe) – sponsored by the European Commission

Organizer of the EDEN (EIASM’s Doctoral Education Network) Doctoral Seminars – August 2010, 2011, and 2012

Mastery of **French** and **English** – Experienced translator

Computer skills: SPSS, SAS, Statistica and LISREL. Development of several Case Based Reasoning (CBR) algorithms. Knowledge of the VBA programming language and of JavaScript

Basic knowledge of **Japanese** and of about 1000 Chinese characters