

Marcelo Gonzalez

PhD. Entrepreneurship and Innovation
Grenoble Ecole de Management
Entrepreneurship and Innovation Team

PhD. Entrepreneurship and Innovation
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Research interests

My research focuses on how entrepreneurship can help society beyond the economic dimension and the transformative role of business in addressing global environmental challenges and its increasing responsibility to adopt sustainable practices. I am particularly interested in how ecological entrepreneurship (ecopreneurship) and SMEs can help to overcome environmental degradation. At the same time, I am interested in understanding the motivations and drivers that lead individuals and firms to undertake environmentally friendly ventures. I have over a decade of experience in consultancy, in positions such as Senior Manager at Deloitte, Digital Transformation Manager and Information Technology Manager at Ernst & Young (EY) and IT Consultant at everis consulting.

Education

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| 2021-present | Grenoble École de Management (GEM), France
PhD in Business Administration
Supervisors: Isabel Bodas-Freitas and Viacheslav Iurkov
Specialisation in Entrepreneurship and Innovation
Thesis: <i>“Green Horizons: Motivations, Regulatory Dilemmas and Strategic Collaborations in Sustainable Business Practices”</i> |
| 2023-present | Université Savoie Mont Blanc (USMB), France
Institut de Recherche en Gestion et Économie (IREGE)
PhD in Management
Supervisors: Rachel Bocquet and Isabel Bodas-Freitas
Specialization in Entrepreneurship and Innovation
Thesis: <i>“Green Horizons: Motivations, Regulatory Dilemmas and Strategic Collaborations in Sustainable Business Practices”</i> |
| 2021-2023 | Grenoble École de Management (GEM), France
MPhil in Business Administration
Supervisors: Isabel Bodas-Freitas and Viacheslav Iurkov
Specialization in Entrepreneurship and Innovation |
| 2019-2020 | University of Sussex, United Kingdom
Entrepreneurship and Innovation MSc
Supervisor: Vasiliki Bamiatzi
Master Thesis: <i>“Is entrepreneurship a tool for political stability and social progress?”</i>
Graduated with distinction |
| 2015-2016 | Universidad Adolfo Ibañez (UAI), Chile
Master’s in Business Management |

2000-2005 Graduated with distinction
Universidad de Concepcion (UDEC), Chile
Industrial Engineering
 Graduated with high distinction

Corporate Work Experience

2017-2018 **Deloitte, Chile**
 Senior Manager in Consulting

2010-2017 **Ernst and Young (EY), Chile**
 Manager in Consulting

2006-2010 **everis consulting, Chile**
 Consultant

Presentations and Conferences

Gonzalez, M., Bodas-Freitas, I. and Brieger, S.A. (2023, October). *Regulatory Dilemma: Analysing the Impact of National Environmental Regulations on SMEs' Green Market Participation in 26 OECD Countries*. 21st Interdisciplinary European Conference on Entrepreneurship Research (IECER), Covilhã, Portugal.

Gonzalez, M. (2022, October). *Ecopreneur Motivations: A Systematic Literature Review*. 20th Interdisciplinary European Conference on Entrepreneurship Research (IECER), Maastricht, The Netherlands. Second place among the four finalists for the best paper award.

Gonzalez, M. (2022, September). *Ecopreneur Motivations: A Systematic Literature Review*. 19th European Summer University (ESU) Conference, Seville, Spain.

Teaching Experience

Courses taught	# Students & programme	Hours	Semester	Teaching assessment
Strategic Management	38 PGE2	24	Autumn 2023	n.a.
Research Methods	15 BIB3	15	Spring 2023	4.3/5

Teaching assistance

Organizational Behaviour	35 BIB2	85	Autumn 2022	n/a
Introduction to global strategy	75 BIB3	70	Autumn 2022	n/a
	75 BIB3	70	Autumn 2021	n/a
Certification Program in Responsible Leadership and Followership in a Digital Era	34 ESC3	60	Spring 2022	n/a
Introduction to Entrepreneurship	27 MSc	70	Autumn 2022	n/a
	26 MSc			
	19 MSc			

Student Supervision

Bachelor in International Business – Final dissertation supervision	15 BIB3	30	Spring 2023	n/a
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Doctoral Seminars and Workshops

Public Speaking (2023, April). Université Grenoble Alpes, France.

Online – Roundtables of Teaching Entrepreneurship: “Support” (2023, March). Stockholm School of Entrepreneurship, Sweden. Taught by Fernanda Torre, Visiting Teacher affiliated with the House of Innovation.

Online – Roundtables of Teaching Entrepreneurship: “Teaching Entrepreneurship” (2022, November). Stockholm School of Entrepreneurship, Sweden. Taught by Fernanda Torre, Visiting Teacher affiliated with the House of Innovation.

CatChain’s Skills Development Workshop for young researchers (2023, February). Grenoble École de Management, France. Several speakers.

Research Methods in Entrepreneurship and Innovation (2022, June). Stockholm School of Entrepreneurship, Sweden. Taught by Chris Rider, Associate Professor of Strategy at the University of Michigan’s Ross School of Business.

Academic Awards and Distinctions

University of Sussex Chancellor's International Scholarship for academic excellence, 2019.

Chilean Ministry of Education Scholarship for academic excellence, 2000.

Academic Affiliations

Sustainability PhD. Community - Organizations and the Natural Environment: A Division of AOM, 2022 – present.

British Academic of Management (BAM), 2022 – present.

Languages

Spanish, Native language.

English, upper Intermediate (B2 CEFR Level, IELTS™).

French, Basic user level (A2 CEFR Level).

Interests and Activities

Mentoring panel for PG Sussex students (2020).

Running and participating in the Chicago Marathon (2017, October).

Running and participating in the Montevideo Marathon (2017, March).

Student representative represented the students to the Department of Engineering and the University (elected for the 2003/2004 term).

References

Isabel Bodas-Freitas
Full professor of the Department of
Management, Technologies and Strategy
Grenoble École de Management
12 rue Pierre Sémard 38000 Grenoble, France
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Viacheslav Iurkov
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Management, Technologies and Strategy
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Vasiliki Bamiatzi
Professor of the Department of Strategy &
Marketing
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Santiago, Chile
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Full Professor (HDR) of the Department of
People, Organizations and Society
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Steven A. Brieger
Associate Professor of the Department of
Strategy & Marketing
University of Sussex
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United Kingdom
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Jorge Rojas
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