

	<p style="text-align: center;">Isabelle Sequeira Professor - Speciality: Culture Head of Culture & Society Phone : +33 (0)3.20.15.45.09 Fax : +33 (0)3.20.15.45.01 E-mail : isabelle.sequeira@edhec.edu</p>
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Isabelle Sequeira, as the head of Culture & Society, is in charge of offering and organising educational programmes and courses in general culture which are specifically tailored to the needs of the management training given at EDHEC Business School. The courses offered have always been adapted to both corporate and academic environments. Her research activities into Far Eastern Anthropology have permitted her to publish two articles, one of which is published in an international journal. The training seminars offered are warmly welcomed and appreciated by companies. The projects developed by Isabelle Sequeira enable the school to position itself among the most original and innovative Business Schools as regards cultural training. As the Head of EDHEC Foundation, she has contributed to develop grants programs highlighting the excellence and favouring the diversity of EDHEC Group and its students.

EDUCATION

1984	Diplôme Ecole du Louvre - Paris
1978/1983	Titre d’Ancien Elève de l’Ecole du Louvre – Diplôme de Muséologie

TEACHING EXPERIENCE

1998 – Present	Professor - Culture & Society, EDHEC Business School.
1995 - 1998	Associate Professor - Culture & Society, EDHEC Business School
1988 - 1995	Associate Professor - Management and Human Resource Department, EDHEC Business School
1987	History Teacher – TUNON International School

PROFESSIONAL NON-TEACHING EXPERIENCE

2003 to present	Director MSC. Arts & NGO Management/ New Programme in 2014: MSc. in Creative Business
2007-2011	Head of Edhec Foundation
1995 to present	Head of Culture & Society
1991-1995	Director of Communication – EDHEC Business School
1988-1991	Deputy Head of “Mastères Spécialisés” EDHEC Business School
1987-1988	Project leader & Researcher – Institute of Executive Training for Curators of Museum /ICOM (International Council of Museums)
1985-1987	Project leader & researcher Museum of Fine Arts - Montreal-Canada
1984-1985	Project leader – Orsay Museum – Paris

PUBLICATIONS

Articles

"Enhancing Creativity understanding in large undergraduate business cohorts: The added value of including and training facilitators" In P.Daly, K.Reid, P. Buckley & S. Reeve (Eds) *Proceedings of the 22th EDINEB Conference: Critically questioning educational innovation in economics and business: Human interaction in a virtualising world*, UK: Brighton Business School (pp.76-87)- Boulocher, V., Daly, P. & Sequeira, I. (2015)

"Student Associations: The Promotion of Cultural and Social Engagement in Future managers" Rienties B., Daly P., Reeb Grueber S., Reid K ., and Van den Bossche P. (Eds) (2012) *Proceedings of the 19th EDINEB Conference – Business Education in a chaotic World*, Amsterdam : FEBA ERD Press pp 20-28 - Daly, P. & Sequeira, I. (2012)

"Fostering creativity at Business school. The Creativity Night at a French Business School" in B. Rienties, S. Reeb Grueber, P. Daly and P. Van Den Bossche P. (Eds) , *Proceedings of the 18th EDINEB Conference – From “Crème de la Crème” Education*, Lyon: FEBA ERD Press. Daly, P. & Sequeira, I. (2011)

"Corporate Diversity Engagement meets Business School diversity initiatives: Initial observations. in Halley, S. , Birch, C., Temelae, D.T., Mc Cuddy, M. , Hernandez Nanclares, N., Reeb Grueber , S., Gijsselaers, W.H., Reienties, B., Nelissen, E. (Eds), *Crossing Borders in Education and Work-based Learning*. The Netherlands : FEBA ERS Press, pp.50-66 Daly, P., & Sequeira, I. (2010)

" Internationalizing the Assessment Criteria to Build Cross-Cultural Competency: American and Chinese Educational Encounters" in the *Journal of Teaching in International Business*, vol. 14, number 4, 2003, A. Witte, I. Sequeira, C. Fonteyne.

" La rapidité de la transformation des structures sociales chinoises : un exemple d'adaptation psychologique devant la rupture » in *Gestion* 2000, 2002, I. Sequeira, C. Fonteyne.

Book Chapters

Managerial Competency Development, Learning Teams and Learning Managers in Teaching & Learning at Business Schools: Sharing Experiences from an International Teachers Perspective, Swedish School of Economics. (Published in 2008) P.Daly, I. Sequeira.

Conference presentations

"Student Associations: The Promotion of Cultural and social engagement of future manager. Paper presented at EDINEB (Education Innovation in Economics and Business) International Conference, May 2-4, Haarlam, Holland, 2012. (With Peter Daly)

"Fostering Creativity at Business School. The creativity Night at a French Business School" Paper presented at EDINEB (Education Innovation in Economics and Business) International Conference, June 7 -10, Lyon, France , 2011 (with Peter Daly)

"Corporate Diversity Engagement meets Business School diversity initiatives: Initial observations" Paper presented at EDINEB (Education Innovation in Economics and Business)

International Conference, June 9-11, London, UK, 2010 (with Peter Daly).

“Managerial Competency Development: Learning Teams and Learning Managers” in M.Bild, P. Martensson & K. Nilsson, Teaching and Learning at Business Schools: Transforming the Delivery of Business Education. 2008, UK Gower

“Edgar Morin: Transdisciplinarity, Complexity and Business Education: A case study of an Orientation Seminar for Future Managers”, EdInEB (Education Innovation in Economics and Business) International Conference, June 14 – 16, Lisbon, 2006 Portugal, P.Daly, I.Sequeira

“Managerial competencies: to teach or not to teach ...that is the question, presented at 12th Annual Conference, EDINEB Network, Anvers, Belgium, June 2005, P.Daly, I. Sequeira.

“West Africa : from the salt routes to sustainable development”, International trade and investment conference- Promoting intra and inter regional Trade and Investment in Africa, NEPAD, Port Elizabeth, South Africa, June 2005, O.Jokung, I.Sequeira.

« The training of future cultural and humanitarian managers at Edhec Business school : two areas to explore “global” managerial competencies”, presented at 11th Annual Conference, EDINEB Network, Maastricht, Netherlands, June 2004, I. Sequeira.

« Analyse anthropologique du droit au Japon : entre répulsion et attirance » presented at 13th Annual Conference IPM (Institut Psychanalyse et Management), Pau, France, June 2003, A.Braud, I.Sequeira.

« Training Global leaders : invite them to take responsibility », presented at 9th Annual Conference, EDINEB Network, Monterrey Institute of Technology and Higher Education, Guadalajara, Mexico, June 2002, F. Van Heems, I. Sequeira.

« Inter culturalités et transformations : la rapidité de transformation des structures sociales chinoises, un exemple d’adaptation psychologique devant la rupture » presented at 12th Annual Conference IPM (Institut Psychanalyse et Management), Lille, France, June 2002, C. Fonteyne, I. Sequeira.

« Using Culture to teach competitive advantage » presented at the conference SIETAR-EUROPA – Stavanger, Norway, June 2001, I. Sequeira, A. Witte.

« From Europe to China: comments and impressions from the origins of our relationships till today » presented at the symposium « UE-CHINA », Nankin University, China, June 2000. I. Sequeira, C. Fonteyne and P. Berkowicz.

RESEARCH INTERESTS

- Anthropology & Economy
- Culture & Economy
- Creativity & Management

ACADEMIC COMMITTEES

Scientific committee member of the annual RSE congress of Catholic University of Louvain la Neuve

PROFESSIONAL ASSOCIATIONS

- Member, SIETAR-EUROPA
- Member, EDINEB

HONORS

Best Research “Case Study Category” 2001 – Foundation Edhec: « Using Culture to teach Competitive Advantage », I. Sequeira, A. Witte.

Chevalier de l’Ordre National du Mérite – Nominated in 2011 by the Ministry of Higher Education & Research.

TEACHING MATERIALS / AUTHORED CASES

« Using Culture to teach competitive advantage: case example: Japanese newspapers published twice daily », Centrale des Cas et Médias Pédagogiques, Paris 2002, I. Sequeira, A. Witte.

TEACHING SPECIALITIES

- History of Civilisations
- Far Eastern Anthropology