

Sylvaine Castellano appointed Dean of Faculty and Research for EM Normandie

#Nomination #Notebook #BusinessSchool #Research #Faculty #Normandy

Current EM Normandie Dean of Research Sylvaine Castellano is now also Dean of Faculty. Sylvaine is a lecturer and researcher with nearly 20 years of experience in French business schools. This wider remit is therefore the natural next step in her career. She replaces Sarah Alves, Dean of Faculty since 2016 who, having reached the end of her term, is now focusing on research.



On 1 June 2022, Sylvaine Castellano, EM Normandie's Dean of Research since 2020, will also become Dean of Faculty. As a member of the Executive Committee, she will hold both positions concurrently, and will report to Elian Pilvin, the School's Dean and Managing Director.

As Dean of Faculty, she will act as a bridge between managers and around 100 permanent teaching staff in management and languages. She is accountable to the Academic Council and the EM Normandie bodies which run, lead and recruit for the faculty, with the goal of recruiting 50 new lecturer researchers by 2025. She will also work alongside the Directorate for Programmes to uphold excellence in academic work. As Dean of Research, and through the intellectual output of EM Normandie's Laboratoire Métis (Métis Research Laboratory), she retains responsibility for the budget, the research strategy and the School's influence, as well as promoting and highlighting the impact of the laboratory's expertise.

Sylvaine Castellano is a lecturer and researcher in strategy, and joined EM Normandie in 2020 as **Dean of Research**. She leads the School's Métis Research Laboratory.

She began her career at **EDHEC Business School** in 2004 as a research and teaching assistant. In 2010, she joined the **Paris School of Business (PSB)** as an Associate Professor. In 2017 she was appointed Dean of Research, and then Academic Director and Dean of Research in 2018.

Following her DEA (Master of Advanced Studies) in Economics at **University Lumière Lyon 2** and her MSc in Management at the **University of Central Florida**, in 2010 Sylvaine obtained a PhD in Management from the **University of Luxembourg**. Her thesis examined legitimacy and reputation in France's wine industry. Her research interests are institutional, competitive, and digital dynamics and entrepreneurship, primarily in the wine and luxury markets. She has edited several books and put together a number of special issues. She is a member of the Strategic Advisory Board of the *Journal of Intellectual Capital*, the Editorial Board of the *Journal of Knowledge Management*, and the Scientific Committee of the *Revue Droit et Organisations*.

Sylvaine succeeds Sarah Alves who, after her six-year long commitment to the Dean's Office, will focus on her research and return to teach at EM Normandie in January 2023.

"I am delighted to be taking on a wider role with EM Normandie. It is particularly important to me that EM Normandie's "School for good, School for life" strategic faculty and research goals are implemented. We will continue to address challenges in society by combining regional, international and digital approaches, while encouraging partnership research to serve our stakeholders," says Sylvaine Castellano.

CV and photos available on request

More about EM Normandie / Metis Lab

Founded in 1871 as one of the very first Grande Ecole Business Schools, EM Normandie enjoys nowadays the status of an institution of reference in the Business School world. The School is accredited by EQUIS, AACSB International. 5,800 students and professionals are welcomed in its programmes and the Alumni EM network federates some 21,500 members spread across the world. The School operates 5 campuses: Caen, Le Havre, Paris, Oxford and Dublin. EM Normandie trains the managers of tomorrow, as future responsible executives prepared for leading change in a multicultural environment, and it also supports those already in employment and senior managers throughout their careers. The academic and applied research activities of EM Normandie are reunited within the Laboratoire Métis: www.em-normandie.com | Twitter : @EMNormandie

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