

## EM Normandie: excellence at the heart of the 2025 academic year

EM Normandie's Faculty is growing with the arrival of 8 new lecturers/researchers, the appointment of a new Dean of Faculty and Research and an international academic distinction for 5 professors

#Faculty #LecturersResearchers #International #AcademicExcellence #Research



EM Normandie Faculty, 2025 back-to-school © EM Normandie

EM Normandie's Faculty is starting the new academic year on a strong note, with the appointment of **Octavio Escobar** as Dean of Faculty and Research, the strengthening of its teams with the recruitment of 8 lecturers/researchers and the recognition of five of its professors among the top 2% of researchers worldwide in Stanford University's 2025 rankings.

### A new Dean to lead the Faculty and research



**Octavio Escobar** takes over as head of the Faculty and Research at EM Normandie from **Sylvaine Castellano**, who has been appointed head of the **school's brand new Academic Management**, bringing together Faculty, Research, Accreditations and Programmes, in order to strengthen cooperation between teaching and research.

**Octavio Escobar**, a French and Mexican national, holds a PhD in economics and an HDR (Accreditation to Supervise Research) from the **Université Paris Dauphine- PSL**. His academic and professional career reflects his international expertise, combining teaching, research and consultancy. He is currently head of the *Economics, Territories and Sustainable Development* department at **EM Normandie**, after holding a number of academic management positions, including management of master's programmes dedicated to strategy and consulting. Octavio Escobar was also head of the *Economics and Finance* department and academic director of the DBA programme at **PSB - Paris School of Business**. He has also been a visiting professor at universities in China, Italy, Spain and the United States, and a consultant for the

**OECD**, reinforcing his international perspective on research and higher education.

His research focuses on multinational firms, entrepreneurship, the informal economy, innovation and sustainability. He is the author of a large number of scientific publications in international journals, and his academic involvement is recognised by several distinctions and awards, including awards for research and pedagogical innovation. His interdisciplinary approach, combining quantitative and qualitative methods, and his commitment to a responsible economy, make him a key player in supporting the school's ambitions for transformation and societal impact. He teaches international economics, quantitative methods and internationalisation strategy, as well as taking an active part in conferences and editorial boards. A polyglot with both theoretical and applied expertise, he applied expertise, he contributes to key debates on transforming economies, reducing inequality and responsible innovation. His profile reflects a desire to combine academic excellence with concrete impact, through his research, his institutional responsibilities and his collaborations with public and private players.

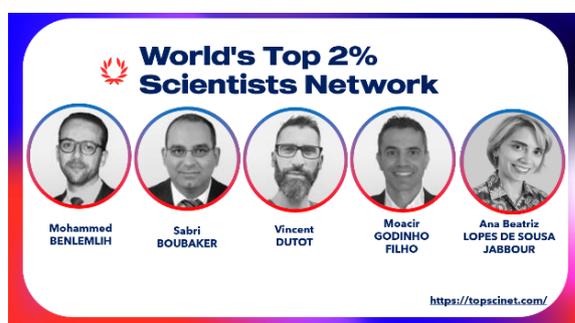
## A faculty with a reputation for excellence and international influence

With **135 permanent professors from 35 different countries**, the EM Normandie faculty will be joined by 8 new PhD professors, all from outside France, at the start of the 2025 academic year. They come from prestigious and accredited academic institutions such as Kühne Logistics University (Germany), Copenhagen Business School (Denmark), The Ohio State University Columbus (USA), Tilburg University (Netherlands), Université Toulouse Capitole, ESCP Business School, Université de Montpellier and Université de Caen Normandie.

Their arrival illustrates the dynamic of excellence and diversity that drives the Faculty, and strengthens its impact on research, teaching and society. These professors will join the following academic departments at the school:

- Supply Chain & Digital Management: **Dung NGUYEN**
- Organisational Studies and HR: **Lynn CHANINE**, **Kerstin MARTEL** and **Mehmet ORHAN**
- Strategy and Entrepreneurship: **Konstantin REMKE** and **Carlos PLATA**, appointed Academic Director of the M2/Msc Data Sciences for Business Analytic
- Marketing: **Marina PLE** and **Stéphanie FLOUT**

**The Faculty's academic excellence** is also highlighted by the worldwide recognition of five of its professors, who are included in the 2025 ranking of the **World's Top 2% Scientists Network** drawn up **by Stanford University**.



This prestigious list includes the world's most eminent researchers, accounting for around 2% of all scientists. This distinction confirms the scientific accuracy and international impact of the research work of:

- **Sabri Boubaker**
- **Mohammed Benlemlih**
- **Vincent Dutot**
- **Moacir Godinho Filho**
- **Ana Beatriz Lopes de Sousa Jabbour**

## A forward-looking dynamic

*"I am very proud and honoured to hand over this wonderful Faculty to Octavio Escobar. Together, we are pursuing a strong ambition: to promote the academic and international excellence of EM Normandie",* emphasises Sylvaine Castellano, Director of the Academic Management of EM Normandie.

EM Normandie has also announced the opening of the **recruitment campaign for new lecturers/researchers for 2026/27** in order to maintain the momentum of academic expansion and innovation. Our ambition is to have 160 permanent lecturers/researchers by 2030.

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### À propos de l'EM Normandie / Métis Lab

EM Normandie Business School was founded in 1871 and was one of the first major French business schools. It has now built an international reputation and has the international EQUIS, AACSB and AMBA accreditations. The school operates six campuses (Caen, Le Havre, Paris, Dubai, Dublin, Oxford), and 6,000 students and professionals are currently enrolled on the school's initial and continuous qualifying training courses. Its 30,000 Alumni Association members are based all over the world. EM Normandie Business School trains future managers, socially responsible leaders who will be equipped to drive change in a multicultural environment. It also supports company employees and executives throughout their careers.

[www.em-normandie.com](http://www.em-normandie.com)

EM Normandie's academic and applied research activities are grouped together within the **Laboratoire Métis**. Find out more about our faculty members' areas of expertise on the EM Normandie blog: [www.blog.ecole-management-normandie.fr](http://www.blog.ecole-management-normandie.fr)