

Hervé Mathe

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Director, The Institute
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incorporating 3 chairs:
Chair CSC-EDF
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Education

Doctorate, Institut Etudes Politiques Paris.
Ph.D., Cranfield Institute of Technology.
Doctorate, Université Paris IX-Dauphine.
Bower fellow, Harvard University.

Biography

Professor of Innovation and Operations Strategy, Hervé holds the sponsored Chair in Service Innovation at ESSEC Business School and leads the Institute for Service Innovation & Strategy. A former Associate Dean for Executive Education and for Postgraduate Education at ESSEC, Hervé also held the Operations Management Chair at the University of Lausanne from 1990 to 1999. He has served as a Visiting Professor with Harvard Business School, the Wharton School, National University of Singapore and Victoria University of Wellington in Asia Pacific, as well as with Bocconi University and EPFL (the Swiss Federal Institute of Technology) in Europe. Hervé is author and or co-author of eight books and more than sixty articles.

Research Areas

Innovation Strategy, Management of Services, Management of Industrial Operations and Supply Chain Management, Architecture d'Entreprise et Design Management

Publications

✉ Academic Publications

Books

Valuing People to Create Value. (with X. Pavie, M. O'keeffe). Singapore, Hackensack, NJ, London, UK (Singapore, US, UK) : World Scientific Publishing Co, 2012

La logistique (with D. Tixier), Paris (France) . (with H. Mathe, D. Tixier). Paris (France) : Presses Universitaires de France, 2008

L'Innovation dans les Services : perspectives et stratégies (editor) . : L'Harmattan publisher, in partnership with ESSEC-ISIS, 2008

L'innovation, au coeur de la compétition dans les services. : ESSEC-ISIS, 2006

La logistique d'entreprise. (with D. Tixier, J. Colin,). 4th edition. Paris (France) : Dunod, 1998

Le service global : Innovations et stratégies internationales dans les services. (with M. Dubosson, M. Rousseau). Paris (France) : Maxima Laurent du Mesnil, 1997

La logistique. (with D. Tixier). 3rd edition. Paris (France) : Presses Universitaires de France, 1995

Strategic Marketing for Service Industries. (with D. Sparks). Zurich (Suisse) : Strategic Direction Publisher, 1993

Integrating Service Strategy in the Manufacturing Company. (with R. Shapiro). Londres (Grande-Bretagne) : Chapman & Hall, 1993

La logistique. (with D. Tixier). 2d edition. Paris (France) : P.U.F., 1991

Le service après-vente. Paris (France) : P.U.F., 1989

La logistique au service de l'entreprise : moyens, mécanismes et enjeux. (with D. Tixier, J. Colin). 3rd edition. Paris (France) : Dunod, 1988

Articles

"L'Innovation marketing dans une économie sous tension" (H. Mathe), *Constructif*, Jun 2009, Issue 24

"Découvrir l'Ecole Pratique : Peut-on dépasser les paradoxes et ambivalences de l'enseignement supérieur des affaires et positionner les écoles hôtelières à l'interface entre les mondes ?" (H. Mathe), *Elhite Magazine*, Dec 2007

"Batir les services du futur" (H. Mathe), *Constructif*, Jun 2007, Issue 17

"L'innovation : au coeur de la compétition dans les services" (H. Mathe), *INTHEL Market Intelligence*, Mar 2007, Issue 1

"Service Innovation Time" (H. Mathe), *Le bulletin de la recherche*, Mar 2006, Issue 11

"A la recherche de la 36ème heure" (H. Mathe), *La Revue des Sciences de Gestion*, Jan 2004, Issue 209

"Value chain analysis and quality in pharmaceutical services (with Beney, Buri, Marty, Reymond)" (H. Mathe,), *European Hospital Pharmacy Journal*, Dec 1997, Vol. 3, Issue 5

"Architecture au Travail : espaces et symboles" (H. Mathe), *Bulletin HEC Lausanne*, Jun 1997, Issue 54

"Gestion de la qualité des services pharmaceutiques institutionnels (avec Beney, Buri, Marty, Reymond)" (H. Mathe), *Spital Schweitzer*, Jan 1997, Issue 11

"Harnessing Technology in Global Service Businesses" (H. Mathe, T. Dagi), *Long Range Planning*, Aug 1996, Vol. 29, Issue 4, p. 449-461

"Managing Technology for the Globalization of Service Operations " (H. Mathe, T. Dagi), *International Journal of Technology Management*, Jan 1996, Vol. 12, Issue 3/4

"Technologies pour une entreprise étendue" (H. Mathe), *Revue Française de gestion Industrielle*, Oct 1994, Vol. 13, Issue 3

"Successful Global Strategies for Service Companies" (H. Mathe), *Long Range Planning - International Journal of Strategic Management*, Jan 1994, p. 36-49

"Planning for the Long Haul : The Single Market Reroutes Logistics Management" (J. Barry, C. Perras), *Journal of European Business*, Sep 1992, Vol. 4, Issue 1

"La logistique des services" (P. Smith), *Arts et Manufactures*, Jan 1992, Issue 433

"Survival of the Quickest : The Challenges of the International Express Market in Europe" (D. Sparks), *Managing Services Across Borders, Special Issue of L'Entreprise Logistique, Research Series*, Jan 1991, Vol. 8

"Bus Services in Developing Countries : The Privatisation Option" (D. Sparks), *The Courier - European Community*, Jan 1991, Issue 125

"Synergie producteurs-distributeurs : le vecteur logistique" (H. Mathe), *Entreprise Logistique (L')*, Dec 1990, Vol. 10

"Evaluation des enjeux et premières propositions" (M. Jastrabsky), *Entreprise Logistique (L')*, Dec 1990, Vol. 10

"Architecture and the Factory : Trends in the Building of Productive Space" (H. Mathe), *L'Entreprise Logistique - Cahier d'Etudes et de Recherches Tendances et Technologies Nouvelles en Logistique*, Mar 1990, Issue 6

"Le service mix" (H. Mathe), *Revue Française de Gestion*, Mar 1990

"Service Mix Strategies, a Three-Step Guide" (H. Mathe), *L'Entreprise Logistique - Research in Operations and the Society of Logistics Engineers*, Jan 1990, Vol. 7

"Managing the Service Mix : After Sale Service for Competitive Advantage" (R. Shapiro), *International Journal of Logistics Management*, Jan 1990, Vol. 1, Issue 1

"Industria-Distribuzione, un rapporto di attenzioni" (H. Mathe), *Largo Consumo*, Jan 1989, Issue 9

"Après le Marketing Mix : le Service Mix" (H. Mathe), *Logistiques Magazine*, Jun 1988

"Maîtriser vos Gammes pour être compétitifs" (C. El Hage), *Logistiques Magazine*, Mar 1988, Issue 25

"Avantage au Service, ou la Qualité du service comme avantage concurrentiel" (H. Mathe), *Paramètres, Ecole des Mines*, Mar 1988

"La fonction logistique : un enjeu économique et stratégique" (H. Mathe), *Cahiers du Campus (Les)*, Oct 1987, Issue 1

"Synergie distributeurs-industriels : le vector logistique - Distribution-Industry Synergy : The Logistics Vector - Synergie Von Handel und Industrie Aktionsfeld Logistik" (H. Mathe), *Journal of the International Association of Chain Stores*, Oct 1987

"L'art de la simulation au service de la décision logistique" (H. Mathe), *Entreprise Logistique (L')*, Sep 1987, Issue 4

"Entre le producteur et le vendeur : le responsable logistique" (D. Tixier), *Revue des Ingénieurs des Ecoles Nationales Supérieures des Mines*, Mar 1987, Issue 307

"Pour un parcours sinueux : un étudiant doit pouvoir compléter un cycle universitaire classique par l'acquisition d'une qualification professionnelle en école" (J. Colin), *Monde (Le)*, Jan 1987

"De l'après-vente au soutien logistique : nouveau défi" (H. Mathe), *Entreprise Logistique (L')*, Dec 1986, Issue 3

"Concevoir et gérer une offre globale : produit et service" (H. Mathe), *Entreprise Logistique (L')*, Dec 1986, Issue 3

"Field Service Management : A Means to Competitive Advantage" (H. Mathe), *International Journal of Physical - Distribution and Materials Management*, Dec 1986, Vol. 16, Issue 7

"Une nouvelle approche de la notion de produit" (H. Mathe), *Revue Française de Gestion*, Jun 1986, Issue 58

"Mutation des structures d'organisation : l'implantation de la fonction logistique" (H. Mathe), *Entreprise Logistique (L')*, Mar 1986, Vol. 2

"La logistique à l'interface management-technologie" (H. Mathe), *Formation et Gestion*, Mar 1986, Issue 37

"Le management logistique de l'entreprise" (P. Dejax), *Brochure 1986 - Conférence des Grandes Ecoles*, Jan 1986

Book Chapters

Création de valeur par l'innovation technologique. In: *L'art de l'innovation* (with G. Haour). Paris (France) : L'Harmattan, 2007, p. 27-39

Stimuler l'innovation dans les services : directions et mécanismes. In: *L'art de l'innovation*. Paris (France) : L'harmattan, 2007, p. 107-116

Customer Service Management. In: *The Essential of Management and Logistics*. Presses polytechniques romandes. 2007

Chapitre 8.1 : le point de vue des sciences de gestion. In: *La logistique entre management et optimisation*. Paris : Lavoisier, Lièvre P. & Tchernev N.. 2004

Creating competencies: a specific project management; evidence from the Telecommunication sector. In: *An interdisciplinary approach to project management: perspectives from Government, Industry and Academia* (with F. Fontane, P. Houdayer). Greenwood : Carayanis E.G. & Kwak Y.H. , Carayanis E.G. & Kwak Y.H. . 2003

Customer Servic; Building Highly Innovative Organizations that Deliver Value. In: *The Essential of Management and Logistics*. Lausanne : Presses Polytechniques Romandes, 2002

Successful global strategies for service companies. In: *Marketing Strategies: contemporary readings* (with C. Perras). London : Pergamon, 1997

Successful global strategies for service companies. In: *Marketing Strategies: New approaches, new techniques* (with C. Perras,). Oxford, Pergamon. 1995

The Challenges of Globalisation in the Service Industry. In: *The Future of Services Management* (with C. Perras). London 1994, p. 64-79

Nouvelles technologies et développement de l'entreprise étendue. In: *L'Entreprise Etendue*. Fribourg : CIM, 1994

Managing the Service Mix for Competitive Advantage. In: *Strategy Planning in Logistics and Transportation* (with R. Shapiro). London (Grande-Bretagne) : Kogan Page Ltd, COOPER J.. 1993

Supply Chain Management and Production Planning in the Service Industry.

In: *Production Research, Advances in Industrial Engineering*. Amsterdam (Pays-Bas) : Elsevier Science Publishers, LUKKA A., ORPANA V.. 1993

International Management of Service Operations. In: *Management Research* (with D. Sparks). London : Cranfield Report Series, 1993

La Gestione della Produzione Industriale Come Arma Competitiva. In: *Service Strategy for Manufacturing Companies*. Milan (Italie) : Politecnico di Milano Publisher, BRANDOLESE A.. 1992

L'âge des mutations : le vieillissement des actifs est-il favorable ou néfaste à la mise en oeuvre des changements technologiques en milieu industriel ?. In: *Suisse 2000 : enjeux démographiques*. Lausanne (Suisse) : Réalités Sociales, BLANC O.. 1991

Survival of the Quickest: the Challenges of the International Express Market in Europe. In: *Managing Services Across Borders* (with D. Sparks). Cergy-Paris : ESSEC-Eurolog, 1991

La logistique de l'entreprise. In: *Encyclopédie du Management* (with D. Tixier). Paris (France) : Vuibert, 1991

Le service en après-vente - enjeux, politiques et organisations. In: *Encyclopédie du Management*. Paris (France) : Vuibert, 1991

Developing the Field Service Organization, Proposal of a Decision Making Process. In: *Proceedings - Third International Logistics Congress*. Firenze (Italie) : Society of Logistics Engineer, 1987

Architecture of Logistics Management Systems. In: *Proceedings 9th International Biennial Conference on Physical Distribution Management*. Dusseldorf (Allemagne) : International Association of Chain Stores, CIES, 1986

Working Papers

"Leading in Service Innovation : Three perspectives on Service value in a european context" (H. Mathe). Essec Research Center, DR-08005 Feb 08.

"Greater Space Means more Service : Leveraging the innovative power of architecture and design " (H. Mathe). Essec Research Center, DR-DR08004 Jan 08.

"Greater Space means more Service" (H. Mathe). Essec Research Center, DR-08004 Jan 08.

"Customer Service: Building Highly Innovative Organizations that Deliver Value" (H. Mathe). Essec Research Center, DR-00005 Feb 00.

"Exploring the Role of Space and Architecture in Business Education" (H. Mathe). Essec Research Center, DR-00004 Feb 00.

"Global Strategies in Service Companies" (C. Perras). Essec Research Center, DR-93024 Mar 93.

"Service and Strategic Direction" (R. Shapiro). Essec Research Center, DR-93008 Feb 93.

"Planning and Information Systems for Service Delivery" (R. Shapiro). Essec Research Center, DR-93009 Feb 93.

▾ Other Publications

Articles published in Conference Proceedings

"Harnessing Technology in Production of Global Services". In : *The 14th International Conference on Production Research*,. Osaka (Japon) : Osaka Institute of Technology & Setsunan University, 1997

"Virtual Reality in the Service Industry : A Cross-sector Analysis", With M. Laperouza. In : *Proceedings of the Fourth International Meeting - Decision Sciences Institute*,. Sydney (Australie) : Pitman Publishing, 1997

"Vent de libéralisation : The Changing Tides of Bus Transportation in the Third World", With D. Sparks. In : *International Conference on Land Transport and Development*,. Dunkerque (France) 1990

Press Articles

"Le Management gère t-il le potentiel humain ?". *Proudfoot Consulting*, 01 Oct 2003

"Les Innovations dans les Services, a special report on E-technologies based innovations in the service industry". *Les Echos*, 04 May 2000

Other Activities

▾ Scientific Activities

Conference Presentations

"Shaping the Contours of Services: Innovative Architecture and the Building of Corporate Symbols", European Academy of Management 4th Conference, St Andrews, 15 May 2004

"Transforming the Architecture of Business Education: Shaping the Contours of Future Schools of Management", Academy of Administrative Sciences Conference, Acapulco, 01 May 2004

"Innovating in Global Service Organizations ", Business: Back to Basics, The Society for Advancement of Management Conference, Baltimore, 03 Jan 2004

"Innovative Architecture in Services and the Building of Corporate Symbols", 10th Annual International Conference of the European Research Network on Services and Space, Bergen, 01 Oct 2000

"Technology and Global Development in Services", Information and Knowledge Management in the 21st Century, Informs-Korms International Conference, Seoul, 02 Jun 2000

"Exploring the Role of Space and Architecture in Business Education", Taking Stock: Faisons le point, Asac-IFSAM, Montreal, 02 Jun 2000

"Harnessing Technology in the production of global services", 14th International Conference on Production Research, Institute of Technology & Setsunan University, Osaka, 01 Jan 1997

"Virtual Reality in the Service Industry: a cross sector analysis", (with M. Laperrouzza). 4th International Conference , Decision Science Institute, Sidney, Australia, 01 Jan 1997

"Global Logistics for Global Services", Annual Conference of the Council of Logistics Management, Washington D.C., USA, 03 Oct 1993

"Redesigning the Global Logistics Network and Developing Transnational Alliances", Forum 1993 Digital - Le Monde, Paris, France, 22 Sep 1993

"Operations Planning and Control in the Service Industry", 12th International Conference on Production Research, Lappeeranta, Finlande, 16 Aug 1993

"Service Mix Strategy for Implementing Marketing Relationship", International Conference on Marketing Relationships, Melbourne, Australie, 01 Aug 1993

"Designing and Implementing Competitive Service Strategy", Service Strategy Forum, Boston, USA, 05 Jun 1993

"Global Management of Service Operations", Symposium on Globalization of Operations Management, Washington D.C., USA, 07 May 1993

"Logistics Management and Implementing New Technologies in Manufacturing", Cycle de Conférences CIM - Confédération Suisse, Lausanne, Suisse, 21 Apr 1993

"Management Development in Highly Sophisticated New Service Areas", Annual Symposium of EFMD, Munich, Allemagne, 12 Jun 1990

"Performance logistique et compétitivité industrielle : l'incontournable tandem", Conférence Annuelle de la SBAMSG, Bruxelles, Belgique, 07 Jun 1990

"Il Nuovo Concetto di Servizio Nella Gestione dei Rapporti tra Produttori et Distributori", 1e Simposio Internazionale di Logistica, Venise, Italie, 04 May 1990

"Developing the Logistical Support Organization, Proposal of a Decision Making Process", 3rd International Logistics Congress, Florence, Italie, 09 Jun 1987

"L'analyse des besoins en formation à la logistique : devancer ou suivre la demande des entreprises", 5e Congrès Européen de la Logistique, Paris, France, 01 Nov 1986

"Architecture of Logistics Systems", 9th International Biennial Conference on Physical Distribution Management, Dusseldorf, Allemagne, 27 Oct 1986

Numerous paper presentations in France and abroad. (Details available upon request.)

✎ **Affiliations and Academic Responsibilities**

Project Leader, Arthur D. Little Center for Service Excellence (Research and Consulting unit), and Principal Consultant on global strategic issues (part-time), Arthur D. Little, Inc., Cambridge, Massachusetts, 1991-1994.

✎ **Consulting and Other Activities**

Among numerous contributions to the ESSEC Executive Education program and other programs in France for the last ten years:

- Project Leader, Arthur D. Little Center for Service Excellence (Research and Consulting unit), and Principal Consultant on global strategic issues (part-time), Arthur D. Little, Inc., Cambridge, Massachusetts, 1991-1994.

- Numerous executive courses in Switzerland (Banque Cantonale Vaudoise, Migros, Mercedes Benz A.G., ENBI s.a., Burrus s.a., Swiss Federal Institute of technology), in the United States (The Wharton School, Arthur D. Little Management Education Institute), in France (Université d'Aix -Marseille II, Executive Management of Mattel France, Université Louis Pasteur, European Center for Management), in Portugal (Instituto Empresarial Portuense-Associação, Industrial Portuense), in Italy (SDA Bocconi), in Australia (University of Technology Sydney), in Sweden (Göteborg University, Chalmers University of Technology), and in England (London Business School, Cranfield School of Management).

Consulting Projects

Corporate Strategy and Industrial Policy

Sectors: Express Transport, Defense Industry, Textile Industry, Food Processing Sector, Cotton Supply Chain.

Clients: DHL, French Ministry of Defense, Conseil Général de l'Aube, Unisabi, Promodes, Chad Government, Coton Tchad, Commission of European Communities, Chinese Enterprise Management Association.

Customer Service and Service Operations

Sectors: Medical Equipment, Computer Industry, Housing Appliances, Insurance Sector, Transportation.

Clients General Electric, Thomson Group, Thomson Brandt, Bull Group, Ministry of Transportation, Ministry of Defense, Direction des Constructions Navales.

Distribution and Logistics Strategies

Sectors: Transportation, Chemical Industry, Tires Industry, Electronics and Mechanical Sectors, Agro Industry, Retailing.

Clients: Ciba Geigy, Firestone, SAF Air Liquide, Fromagerie Bel, DISCO, Carrefour, Ministry of Transportation, French Railways Cy (SNCF).

Manufacturing and Operations Management

Sectors: Publishing, Pharmaceutical and Chemical Industries, Electronics and Mechanical Sectors.

Clients: Hachette, Theraphix, Bellon, French Army Support Division, Peony of Beijing, Home Appliances Manufactory Cy of Beijing.

Quality Management

Sectors : Medical Equipment, Pharmaceutical Industry, Banking.

Clients: General Electric, Rhone Poulenc, Banque Cantonale Vaudoise.

📄 Professional Experience

Director, ESSEC Management Education - CNIT (2000-2003).

Director, ESSEC's Postgraduate Programs (1995-1997).

Professeur à l'Université de Lausanne (1991-1999).

Visiting Professor, Wharton School, SDA Bocconi, Cranfield University, Harvard University.

Consulting in Strategic Management in Paris and Boston.