

**Olivier
Fourcadet**

**Teaching
Associate
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Chair for Excellence in
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Contact

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Education

Ph.D., University of Wisconsin-Madison
M.Sc., Agri-Food Business Management, ESSEC - IGIA
D.V.M., Ecole Nationale Vétérinaire d'Alfort

Research Areas

Process management (R&D, quality), analysis of interaction among competitors and strategic decisions. Game theory, experimental economics, methodology of management research.

Publications

✉ **Professional Publications**

Book Chapters

Forward Contract Versus Spot Market: the Case of the French Beef Chain.
In: *Vertical Relationships and Coordination in the Food System* (with F. Declerck, H. Faucher). : Springer Verlag, GALIZZI G, VENTURINI. 1999, p. 535-545

✉ **Working Papers**

"Volatilité des prix : le système est-il le coupable ?" Chaire Européenne Filière d'Excellence Alimentaire de l'ESSEC, Cahier N° 17 Oct 11.

"Soigner les mots ! Des mots pour le dire ou pour le penser" Chaire Européenne Filière d'Excellence Alimentaire de l'ESSEC, Cahier N° 16 Dec 10.

"Allégation Santé : quelles mentions pour garantir la confiance ?" (with F. Declerck). Chaire Européenne Filière d'Excellence Alimentaire de l'ESSEC, N° 15 Jun 10.

✉ **Other Publications**

Articles published in Conference Proceedings

"How cognitive maps may help understand consumer attitude?", With S. Ricci. In : *System Dynamics and Innovation in Food Networks 2009*, 3rd International European Forum of System Dynamics and Innovation in Food Networks. Bonn (Germany) : M. Fritz & G. Schiefer, 2009

"Organic Labels: Key Factors of Success", With F. Declerck. In : *System Dynamics and Innovation in Food Networks 2009*, 3rd International European Forum of System Dynamics and Innovation in Food Networks. Bonn (Germany) : M. Fritz & G. Schiefer, 2009

"What are Food Quality Labels Key Factors of Success?", With F. Declerck, P. Nadaud. In : *2007 IAMA World Food & Agribusiness Symposium Papers & Presentations*, 17th World Food & Agribusiness Symposium and Forum of the International Food and Agribusiness Management Association, Parma,

Italy. College Station, TX (USA) : IAMA, 2007

"Food Firms: Was Performance Enhanced by M&A in the Years 1996-2000?", With F. Declerck. In : *Proceedings of the 15th Food and Agribusiness Symposium and Forum of the International Food and Agribusiness Management Association (IAMA)*,. College Station, Texas (USA) : IAMA, 2005

Press Articles

"Optimal Spatial Pricing in the Case of Grey Markets". *Décision Marketing*, 01 Sep 1995

"Politique territoriale de prix et problèmes des importations parallèles". *Décisions Marketing*, 01 Sep 1995, p. 33-42

"Risk Assessment in the Biotechnology Business". 01 Jul 1995

"Business Plan in the Biotechnology Business". 01 Jul 1995

Teaching

▾ Cases

Simulation Madilon (O. Fourcadet).Cergy (France) : Essec, 2012 (Cases).

Nouveaux Médias - Nouvelle Organisation ? (O. Fourcadet).Essec business case. Paris (France) : CCMP, 2010 (Cases).

Du rifici dans l'édition française (O. Fourcadet).Essec business case. Paris (France) : CCMP, 2010 (Cases).

Volvic the new equation (O. Fourcadet).Essec business case. Paris (France) : CCMP, 2009 (Cases).

Other Activities

Conference Presentations

"Links between Agri-food Corporations and Academic Programs", (with F. Declerck). International Food and Agribusiness Management Association Congress, Florence, Italie, 13 Jun 1999

▾ Affiliations and Academic Responsibilities

Member of International Food and Agribusiness Management.
Member Strategic Management Society
Member Academy of Management

▾ Consulting and Other Activities

Consulting

Groupe Carrefour :

Organic foods distribution

Preliminary country investigation (Asia)

e-commerce (KFS, Development process design)

Crisis management

Summer fruits procurement

Integrated agriculture assessment

Electronic Data System:

Project EVEREST. Système d'information pour les projets de R&D dans l'industrie pharmaceutique

Fermiers Landais:

Projet VisionS. Elaboration d'un Vision Statement

Project PHARE - EU:

Quality Management in the Romanian Food Industries.