

Fabrice MAULEON Professor



Primary Teaching Area/s: Law and Sustainable

Year hired at ESCEM: 1999

Appointment: Full-Time

Graduate Faculty:

Yes No

Education:

Degree	Institution	Year	Major / Minor
Doctorate	Université de Toulon	2007	Information science and communication
DEA	Université F.Rabelais Tours	1996	Law
Maîtrise	Université F.Rabelais Tours	1995	Law
Licence	Université F.Rabelais Tours	1994	Law

Course Responsibilities 2004 through 2009:

- Labour Law
- Contract Law
- Business Law and Corporate Law
- International Law
- Sustainable Development and Corporate Governance
- Business Ethics
- Sales Law,
- Marketing Law,
- Copyright Law
- Internet Law
- Apprenticeship Law

Intellectual Contributions Summary 2004 through 2008:

Intellectual Contributions	Total
Refereed Journal Articles (CNRS Selection)	2
Peer-Reviewed Journal Articles	1
Other Journal Articles	1
Conference Proceedings	18
Case Studies	0
Scholarly Books	3
Chapters in Scholarly Books	0
Working Papers	2
Other Outlets	7
Total	35

Education

- Doctorate: Doctorat en Science de l'Information et de la Communication ; Université de Toulon, 2007 : L'information extra financière au service de l'éthique de l'entreprise.
- Graduate: Diplôme d'Etude Approfondie, Université François Rabelais, Tours. 1996
Maîtrise en droit, Université François Rabelais, Tours. 1995
- Undergraduate: Licence d'économie et de gestion, Université François Rabelais, Tours, 1994

Academic Appointments

- Head of one research line within the ESCEM research laboratory: in Sustainable Development, CSR and Ethics since 2008
- In charge of Chair in Microfinance ESCEM since 2008
- In charge of Master in Microfinance ESCEM since 2008
- In charge of specialization: Management and Sustainable Development ESC Tours-Poitiers since 2004
- In charge of minor: International Corporate Law ESC Tours-Poitiers 2004-2007
- In charge of course: Sustainable Development ESC Tours-Poitiers 2002-2006
- In charge of module: Law, Economics, Finance ESC Tours Poitiers 2000
- Professor: Ecole des Pétroles et des Moteurs (IFP) Rueil since 2000
- Conference speaker: UFR Faculté de Pharmacie Tours from 1999 to 2003
- Professor of practical application of theory, UFR Langues Etrangères Appliquées Tours from 1998 to 2002; Business Ethics (2005-2006), Master 1 LEA Poitiers
- Research assistant: Tours Law School 1997 to 2000.
- In charge of program: Law ESCEM since 1999

Relevant Non Academic Experience

- In charge of formalizing a sustainable development strategy
- Editor of an ethical charter

Faculty Development

- Conference « *Gouvernance d'entreprise, nouvelles pratiques des conseils et des administrateurs* », organized by the IFA (institut français des administrateurs), 24 November 2005
- Member of Transparency Expert Group

Law:

- Development and continuous updating of technical competences in the law field by studying pedagogic and academic literature consolidated by:
- In-depth study of **jurisprudence** related to teaching fields
- Participation in thematic conferences and colloquiums (ex: 98ème congrès des notaires de France 22nd to 25th September 2002 "Patrimoine professionnel")
- Creation of lawyer's network based on complementary technical competences (Cabinet Kahn for Legal issues concerning NTIC; Cabinet Landwell and PWC for corporate law) update of lecture material in conjunction with other ESCEM professors and external consultants

Sustainable development:

- Given the relatively recent appearance of this field of teaching, academic material is sparse; therefore competences are developed mainly through:
- Participation in colloquiums in France or abroad as guest speaker or as conference member (ex: 1^{er} Forum international du développement durable in Paris in 2003; see contributions publications)
- Creation of a network based on shared competences of actors in this field (researchers, entreprises, associations). A partnership agreement has thus been established with the Observatoire de la Responsabilité Sociale des Entreprises

which enables participation in conferences. ESCEM has established links with companies such as PWC, Caisse d'Épargne, LOGICA

Member of a group which concentrates on company corruption and social responsibility, pedagogy of NGO; "International Transparency"

Participation in the creation of a consultancy practice concentrating on Sustainable Development WILLAND CONSULTING, London

New member of the Association Française de Gouvernement d'Entreprise enabling membership of a network of experts and conference monitoring (ex: L'introduction des actions collectives en France, 28 June 2005)

Instructional Activities and Development

Continuing Education Courses (non-diploma) ESCEM since 2004

Employment law, corporate law, banking industry law

Establishment of a certification of "partenaires conseil" la MONDIALE: in charge of implementing certification procedure, author of assessment case, president of examination board for certification since 2000

Training session in corporate law and employment law for the OFFENSIVE PME program in 2002 and 2003

Training session for the Caisse d'Épargne bank in corporate law and banking law in 2001 and 2002

Taught Courses outside ESCEM

Law:

In charge of Corporate Law course at the INSTITUT FRANÇAIS DU PETROLE since 2000

Business Law in English, IAP (Institut Algérien Du Pétrole), November 2005

Conference speaker for:

Conferences on Contentieux de la Sécurité Sociale for the Faculté de Pharmacie (2000 to 2003)

Conferences on Droit de la Famille Interne et International for the Caisse Nationale d'Assurance Vieillesse (2000)

Sustainable development:

Conferences speaker in Sustainable Development, since 2005

In charge of Minor on Sustainable Development at the INSTITUT FRANÇAIS DU PETROLE since 2004

Sustainable Development for PDVSA, Venezuela, 2006

In charge of Lectures on Sustainable Development, LEA, Ethique des affaires, **Master 1** Poitiers, since 2006

In charge of Lectures on Sustainable Development, **Master 2** de recherche IAE Tours, 2008

Instructional Innovations

Course development (in collaboration with Mr Dominique Wolff) in Sustainable Development applied to Corporate Management. Graduate level course ESC Tours-Poitiers

Course development (in collaboration with Mr Dominique Wolff) of a double diploma specialization in Sustainable Development applied to Corporate Management. 3rd Year course Tours campus and partnership with University of Sherbrooke

Course development: Apprenticeship Law within the framework of its practical application. Graduate level course ESC Tours-Poitiers

Course development: New minor in National and International Corporate Law. 2nd Year Graduate course

Course development: International Law applied to International Management Practices. International Management specialization program ESC Tours-Poitiers

Course development: Copyright and plagiarism issues. Undergraduate program ESC Tours-Poitiers

Course development (in collaboration with Mme Anne Marie Fray) program in Social Protection Issues and certification. Program offered to members of La Mondiale company, Tours campus

Elaboration (in collaboration with Mme Elisabeth Paulet and Mr Dominique Wolff) training module in the Corporate Legal and Economic Environment. Undergraduate program providing key competences for the writing of a journal (legal/ economic issues) entitled Challenge

Contribution (collaboration with Mr Dominique Wolff) to the elaboration of a BADGE, continuous training program on the theme of Sustainable Development applied to Corporate Management (recognized by the Conférence des Grandes Ecoles)

Professional Memberships and Certifications

Member of the IFA, Institut Français des Administrateurs

Member of the AFGE, Association Française de Gouvernance d'Entreprise

Honors and Special Recognitions

First in my year of DEA, 1996

Beneficiary of a research grant from 1996 to 1999

Service

Institutional

Panel member for selection procedure to ESC TP

Tutor: Association +2TRI in 2004 to 2006

Member: Commission for Sustainable Development, ECEM 2006

President of the jury for certification examinations, la MONDIALE since 1999

Scientific Activities

Head of Research Center or Research Axis

Head of Corporate Social Responsibility (CSR), Sustainable Development (SD) and Business Ethics research lines. 2008.

Intellectual Contributions

Refereed Journal Articles (CNRS Selection)

MAULEON Fabrice, SAULQUIN Jean-Yves. L'affichage éthique dans les rapports annuels des sociétés du CAC 40 : déterminants et implications pratiques. *Management & Avenir*, 12/2008, n°20, pp.129-146

MAULEON Fabrice. La tentative d'autorégulation des entreprises responsables : une éthique professionnelle limitée par le pouvoir politique. *Gestion 2000*, 11/2007, vol.24 n°6, pp.49-63

Peer-Reviewed Journal Articles

MAULEON Fabrice. Les obligations réglementaires en matière de communication extra financière des entreprises : la gestion des risques de contentieux par la transparence. *Vie et Sciences Economiques*, 12/2008, n°179-180, pp.44-61

Other Journal Articles

MAULEON Fabrice, FRAY Anne-Marie. L'engagement de l'ECEM en matière de RSE environnementale. *Qualitique*, 11/2007, n°197, pp.47-51

Conference Proceedings

MAULEON Fabrice, MCKINLEY Mary. Ethical Charters and Political Power in the Responsible French Company. In: *ECEM/LMBS Research Workshop 'Developments in Globalisation'*, November 7, 2008, London, England. 27 p.

MAULEON Fabrice, SAULQUIN Jean-Yves. Communication extra financière et financière : normalisation et enjeux pour les territoires de la GRI et des IFRS. In : *26e Université d'Eté de l'Audit Social : "Audit social & Mondialisation : Enjeux des territoires"*, 28-29 août 2008, Tours, France. Tours : Institut International de l'Audit Social, 2008, pp.31-45

MAULEON Fabrice. Human Resources and Hermes-CSR Project - Common Framework of the HERMES-CSR approach: Benchmark between different practices of CSR Stratégie RSE. In : *26ème Université d'été de l'IAS*, 28-29 Août 2008, Poitiers, France. 28 p. (*Diaporama*)

SAULQUIN Jean-Yves, MAULEON Fabrice. Les banques coopératives à l'épreuve de leur stratégie RSE. In : *3ème journée de l'Atelier Développement Durable de l'AIMS*, 4 juin 2008, Lyon, France. 20 p.

AUGUIN Yohan, MAULEON Fabrice. Le pouvoir transformationnel du commerce équitable : quels changements intra-

organisationnels ? In : *3e Colloque international sur le commerce équitable / 3th Fair Trade International Symposium – FTIS 2008*, Montpellier, France, 14-16 mai 2008. 19 p.

MAULEON Fabrice, SAULQUIN Jean-Yves. Quand l'éthique s'affiche dans les rapports annuels des sociétés du CAC 40 : un grand mot pour quels effets ? In : Groupe ESCM. *Colloque Ethic'escem*, 25-26 octobre 2007, Tours, France. Tours-Poitiers : Groupe ESCM, 2007, pp.153-167

McKINLEY Mary, MAULEON Fabrice. Codes of Ethics and Political Power in French Companies Today. In: *7th Global Conference on Business and Economics*, October 13-14, 2007, Roma, Italy. Lynchburg : Association for Business & Economics Research, 2007, 26 p.

McKINLEY Mary, MAULEON Fabrice. Reporting Sustainable Development in the Service of Social Responsibility for a Business School. In: *Global Conference on Environmental Justice and Global Citizenship*, July 2-5, 2007, Oxford, England. 8 p.

EGAN Mary Lou, MAULEON Fabrice, WOLFF Dominique et al. France's Mandatory "Triple Bottom Line" Reporting: an Informational Regulation Approach to Sustainable Development. In : *2nd ICCA Conference "Globalization and the Good Corporation"*, June 26-28, 2007, New York (New-York), USA. 48 p.

MAULEON Fabrice, SCHIER Guillaume. Les nouvelles règles juridiques des class actions à la française : une révolution en faveur de la gouvernance. In: European University Institute of Florence. *Financial Institutions, Markets and Ethics: Mixed Approaches in the European Context*, May 25-26, 2007, Florence, Italy. Tours-Poitiers : Groupe ESCM, 2007, pp.292-307

MAULEON Fabrice. Is Sustainable Development compatible with Corporate Governance? A French approach". In : *NIBES Annual Meeting 2006*, June 28-July 1, 2006, Odense, Denmark.

MAULEON Fabrice. La question de la portée des chartes éthiques/codes de conduite : le droit au service d'une lecture de l'éthique de l'entreprise. In : Groupe ESCM. *1ère journée de recherche CERMAD*, 6 avril 2006, Tours, France. Tours-Poitiers : Groupe ESCM, 2006, pp.64-74

MAULEON Fabrice, McKINLEY Mary. Weaving Sustainable Development into Corporate Governance: a French/European Perspective. In: *2006 Corporate Accountability Conference*, February 8-9, 2006, Melbourne, Australia. non pagin.

McKINLEY Mary, MAULEON Fabrice. Ethical Charters and Political Power in the Responsible French Company. In: *6th GCBE Conference*, October 15-17, 2006, Boston (Massachusetts), USA. 27 p.

MAULEON Fabrice, PARTACHI Ion. Investissements et relations économiques : la promotion des critères de développement durable par les investisseurs internationaux. In: *Sixth International Symposium of Academy of Economics Studies*, 26-29 mai 2005, Bucarest, Roumanie. 9 p.

MAULEON Fabrice. Sustainable development and reporting in France. In : *Symposium International de l'académie des sciences économiques*, 21-22 avril 2005, Chisinau, Moldavie.

MAULEON Fabrice. Le développement durable au service de la gouvernance d'entreprise. In : *Colloque scientifique francophone « Pour une meilleure gouvernance d'entreprise »*, 2-3 décembre 2004, Sofia, Bulgarie.

MAULEON Fabrice. Bilan de 2 ans d'enseignement de la Responsabilité Sociale des Entreprises : le succès d'une nouvelle matière transdisciplinaire. In : *2ème Congrès de l'ADERSE*, 21-22 octobre 2004, Toulouse, France.

Scholarly Books

MAULEON Fabrice, McKINLEY Mary. Reporting Sustainable Development in the Service of Social Responsibility for a Business School. In : HILLERBRAND Rafaela (ed.), KARLSSON Rasmus (ed.). *Beyond the Global Village: Environmental Challenges Inspiring Global Citizenship*. Oxford : Inter-Disciplinary Press, 2008, pp.260-269

MAULEON Fabrice, WOLFF Dominique. Le concept de responsabilité sociale de l'entreprise : le cas Nike. In :

GRANDVAL Samuel (dir.), SOPARNOT Richard (dir.). *Concepts et cas en management stratégique*. Paris : Hermès, 2005, pp.129-144

MAULEON Fabrice. Gouvernance d'entreprise et développement durable. In : WOLFF Dominique (dir.), MAULEON Fabrice (dir.). *Le management durable : l'essentiel du développement durable appliqué aux entreprises*. Paris : Hermès, 2005, pp.29-63

Working Papers

MAULEON Fabrice. *Théories de l'apprentissage et enseignement de la RSE : vers un enseignement de l'entreprise globale et responsable*. Tours-Poitiers : Groupe ESCM, 2005, pp.69-79. (Cahier de recherche ; n°6)

EGAN Mary Lou, MAULEON Fabrice, WOLFF Dominique, BENDICK Marc Jr. *France's Nouvelles Régulations Economiques: using Government Mandates for Corporate Reporting to promote Environmentally Sustainable Economic Development*. Tours-Poitiers : ESCM - CRESS, 2004, 13 p. (Cahier de recherche ; n°5)

Other Outlets

MAULEON Fabrice. Management durable : les PME aussi ! *L'Expansion*, 04/2008, n°729, pp.151

MAULEON Fabrice. Section 4.2 : Les obligations du responsable des traitements des bases de données nominatives et personnelles. In : PEELEN Ed, STEVENS Eric (Adapt.), JALLAT Frédéric (Adapt.) et al. *Gestion de la relation client*. 2e éd.. Paris : Pearson Education France, 2006, p.121-124

MAULEON Fabrice. Encadré 10.5 : un cadre législatif européen pour l'envoi d'e-mails commerciaux. In : PEELEN Ed, STEVENS Eric (Adapt.), JALLAT Frédéric (Adapt.) et al. *Gestion de la relation client*. 2e éd. Paris : Pearson Education France, 2006, pp.261-262

MAULEON Fabrice. Encadré 4.7 : Le rôle de la CNIL (Commission nationale de l'Informatique et des Libertés). In : PEELEN Ed, STEVENS Eric (Adapt.), JALLAT Frédéric (Adapt.) et al. *Gestion de la relation client*. 2e éd. Paris : Pearson Education France, 2006, p.123

MAULEON Fabrice. Repères : "La portée juridique des chartes éthiques". In : SCHIER Guillaume, MEIER Olivier. *Entreprises multinationales : stratégies, restructuration, gouvernance*. Paris : Dunod, 2005, pp.292-294

WOLFF Dominique (dir.), MAULEON Fabrice (dir.), LE BORGNE-LARIVIERE Marie et al. *Le management durable : l'essentiel du développement durable appliqué aux entreprises*. Paris : Hermès, 2005, 252 p. (Collection Groupe École Supérieure de Commerce)

MAULEON Fabrice. Human Resources and Hermes-CSR Project - Common Framework of the HERMES-CSR approach: Benchmark between different practices of CSR Stratégie RSE. In : *26ème Université d'été de l'IAS*, 28-29 Août 2008, Poitiers, France. 28 p. (*Diaporama*)