



Peter Daly, PhD

Director, MSc in Management & Leadership
Professor – Faculty of Management and Humanities
Professor - Speciality: Leadership/Management

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Professor Daly has worked in managerial communication and management studies since 1995. He has taught managerial communication programmes at both undergraduate and postgraduate levels in Germany and in France. He currently teaches leadership, management and creativity. His primary research interests revolve around teaching and learning in higher education, business education pedagogy, and discourse analysis. He has presented papers at international conferences on these research areas. Professor Daly has an international background and speaks Irish, English, French and German fluently. Having studied languages (French, German & Spanish) in Ireland, Spain and Belgium, Professor Daly continued his studies in pedagogy and linguistics/communication, prior to taking up a post at the University of Bayreuth. While working in Germany, he completed a PGCE in e-learning. He also completed his doctoral research in higher education, which looked at the social, institutional and self-discourses of business apprentices. In 2017 he completed a Diploma in Human Relations. In 2015, Professor Daly was appointed Director of MSc in Management Studies and has been the Director of the MSc in Management and Leadership since 2021.

EDUCATION

2017 Diploma in Human Relations

Modules: Interpersonal Communication; NLP Certified; TA; DISC Method; NVC; Gordon Method; Clinical Sociology; Psychological Types; Systemic Approach to Organisations; etc.

University of Lille 1, Lille

2010 PhD in Higher Education

Thesis title: *“Business Apprenticeship: Social, Institutional and Self Discourses”*

University of Sheffield, Great Britain

2005 Diploma - International Teachers Programme (ITP),

Faculty development programme arranged by the International Schools of Business Management.

Stockholm School of Economics, Sweden

2000 Postgraduate Certificate in Online Education and Training (PGOET).

Dissertation –“E-Mail Tandem Learning”

Collaborative Learning, Online and E-Learning Education, Conceptual Design of an Internet learning environment

Institute of Education, University of London, United Kingdom

1997 **M.A. (Hons.) in Linguistics & Communication**

Thesis title: *Vocabulary Learning Strategies in the Formal Linguistic Environment.*
University College Cork, Cork, Ireland

1995 **B.A. (Hons.) in Modern Languages** (Translation with Interpreting).

4-year undergraduate degree with joint-honours in French and German and a specialisation in Translation Theory & Practice and Media Translation. Core modules in English, Economics, Interpreting, French Literature, German Literature, EU Economics, Terminology and Linguistics, Spanish.

Awards: IDA Student Enterprise Award
Dublin City University, Dublin, Ireland.

1993 **Erasmus Exchange** at the *Ecole Internationale d'Interprètes (International School of Interpreting)*, *University of Mons-Hainaut, Mons, Belgium*

Undergraduate thesis: *Terminology - Film and Editing Terms*

LANGUAGE KNOWLEDGE

English – native speaker

French/German – Fluent

Spanish- Intermediate

Italian – Lower intermediate

Japanese - Beginners

TEACHING EXPERIENCE

2019 - present

Professor in Faculty of Management and Humanities

MSc Programme:

Career Booster Assessment Centre - Facilitator (Lille/Nice) -

Reflexive Leadership Programme (Lille)

Dublin Learning Expedition “Business-oriented data analytics and machine learning” in collaboration with CeADAR, University College Dublin, Ireland. A transversal learning expedition for all business management MSc programmes.

EDHEC BBA Programme:

IBT Track: Leadership (Nice)

Creativity Seminar (Lille/Nice)

People Management Seminar (Lille)

Global MBA(Nice)

LEAD360 – Compelling Presentations

Previous modules offered:

2012 – 2022: Creativity Seminar working with the following organisations:

2014 - *Mairie de Lille (Mayor's office)*;

2015 – *Edgar Morin (philosopher)*;

2016 - *New York Times (journalism)*;

2017 – *Parfumerie Gallimard (perfume)*;

2018 - *Clowns de l'Espoir (clown association)*;

2019 – *Emilie and the Cool Kids (catering)*;

2020 - *Voyageurs du Monde (travel sector)*;

2021 - *ANDRH (2021 Association of HR Professionals in France)*

2022 - *Haut et Court (cinema production company)*;

2008 – 2021: Career Writing and Recruitment Seminar

2008 – 2022: Teambuilding Seminar & Learning Expedition

2008 – 2016 – London Learning Exhibition

2017 – 2022 – Dublin (with visit to 13 companies in 2022 - Hennessy, Accenture, Oracle, WeWork, Indeed, Rothco, Workday, Stripe, MongoDB, UfoDrive, Hubspot, EY, BNY Mellon)

2015/2019: Learning Expedition for GMBA students hosted by Stellenbosch Business School, South Africa

2000 – 2019: Business Communication – Edhec 1, 2 and 3

2000 – 2007: Managerial Communication - Edhec 3

FACULTY AND COURSE DIRECTOR EXPERIENCE

2022 - present

Director – MSc in Management & Leadership

Programme delivery, recruitment, faculty selection, student selection (PGE, BBA & International candidates); coordination and administration of the programme; liaising with corporate partners; curriculum design, monitoring and budgeting expenditures; programme evaluation; etc.

2015 – 2022

Director – MSc in Management Studies

Planning the delivery of programme, recruiting, interviewing and selecting faculty, selecting students, overseeing the coordination and administration of all aspects of the programme, coordinating curriculum design, leading and controlling the programme (monitoring and approving all budgeted programme expenditures, evaluation of programme, etc.).

2003 – 2019

Director of Faculty - Business Communication & Language Studies

Professor in Department of Business Communication and Language Studies and in the Chair – Leadership and Managerial Competencies

Courses Designed and Taught: Programme and instructional design of management, leadership and managerial communication workshops; course coordinator of Business and Managerial Communication courses.

Administrative duties: coordinating, monitoring and developing business/managerial communication programmes; Recruitment of language teachers/communication experts; organisation of French as a Foreign Language courses.

Management: a team of over 45 part-time and full-time staff.

2003 – 2015

Coordinator of Language Entrance Examinations

Organisation of Language Entrance Examinations with a team of 100 language examiners in 13 languages (English, German, Spanish, Italian, Ancient Greek, Latin, Russian, Portuguese, Polish, Arabic, Japanese, Chinese and Hebrew)

2000 – 2008

Professor in Department of Culture and Society

Courses Designed and Taught

Myths and Symbols – Celtic Civilization & Mythology (an interdisciplinary humanities course which integrates mythology, religion, literature and history)

Perspectives on Modern Society – American, British and Irish Short Story Writers. (analysis of modern society through a literary lens)

2000 – 2003

**Assistant Professor of Business Communication & Managerial Communication
Centre for Languages and International Communication**

Courses Designed and Taught

Business and Managerial Communication (presentations, negotiation and meeting management skills); Curriculum design and coordination of Business Communication 1 and 2, Managerial Communication

ESL/EFL intensive graduate programs (Business Communication and American Civilization Courses)

MBA: Managerial Communication (responsibilities for developing and delivering seminars), Research Methodology, Recruitment and Interviewing Skills.

1997 – 2000

**Lecturer of Managerial Communication and Irish Studies at the Language Centre,
University of Bayreuth, Bayreuth, Germany (<http://www.sz.uni-bayreuth.de/>)**

Courses Designed and Taught

Business and Managerial Communication (presentation skills, negotiation and meeting management skills)

Recruitment and International Career Writing Seminars

Written Communication Skills

20th Century Literature courses (modern and post-modern literature)

Irish Historical Perspectives, Celtic Mythology, Contemporary Irish Culture

E-Communication

Economic Translation (German – English)

1996 – 1997

Language Tutor

French Department of University College Cork, Cork, Ireland (<http://www.ucc.ie/en/>)

1995 – 1996

Foreign Language Assistant

At two secondary schools (Johannes Scharrer Gymnasium and Nürnberg Kolleg) in Nuremberg, Germany. (<http://www.jsg-nuernberg.de/>)

1995 – 1996

Professional Trainer

At Lehrinstitut Frischmann, Nuremberg, Germany.

Courses given in Team Building, Feedback, Non-verbal Communication, People Skills and e.I., and Visual Communication.

PROFESSIONAL NON-TEACHING EXPERIENCE

EDUCATION MANAGEMENT

The administrative responsibilities at the Lille campus include:

- Co-ordinating and monitoring all language programmes (English, French as a Second Language, Spanish, German, Russian, Italian, Arabic, Chinese, Japanese, Hebrew, Portuguese)
- Designing and monitoring Business and Managerial Communication programmes.
- Recruiting and managing a team of 45 part-time and full-time language and business communication teachers
- Developing staff members through seminars and workshops
- Organising autonomous learning facilities and coordinating our Language Resource Centre (a self-access language learning centre)
- Providing language courses and seminars to faculty and administration staff
- Co-ordinating public language examinations and incoming student orals in all languages.

TRANSLATION / INTERPRETING

1995 - Present

Qualified Freelance Translator

Irish/German/French to English (Specialised in Business, Economic, Culture and IT texts)

Translation of documents and brochures for the following companies: Department of Food Economics, University College Cork, Zapf GmbH, Bayreuth, Germany, Informationsdienst Wissenschaft, University of Bayreuth, Germany, etc.

MARKETING

1995 - 1996

Market Researcher at GFK Handelsforschung (Market Research Institute) in Nuremberg, Germany.

Conducted market research for GFK Handelsforschung; translated marketing documents. Administrative work.

PUBLICATIONS

Articles in Refereed Journals and Conference Proceedings

Milner, J., Daly, P., & Milner, T. (2022). Together or Apart?: A Historical Snapshot of Personal Internet Usage at Home. *International Journal of Technology and Human Interaction (IJTHI)*, 18(1), 1-15.

Deglaire, E., Daly, P. & Le Lec, F. (2021). Exposure to tax dilemmas deteriorate individuals' self-declared tax morale. *Economics of Governance*, **22**, 363–397
<https://doi.org/10.1007/s10101-021-00262-x>

Touron, P. & Daly, P. (2020) International accounting standards in French companies in the 1990s: an institutionalization contested by US GAAP. *Accounting, Auditing & Accountability Journal*. Vol. 33, No. 8, pp. 207 – 2051. <https://doi.org/10.1108/AAAJ-04-2017-2899>

Boulocher, V., Daly, P., & Ruaud, S. (2019) Merci Handy: Start-up or born global? *International Journal of Entrepreneurship and Innovation*, Vol. 20, No. 4, pp. 301 – 309.
<https://doi.org/10.1177/1465750319831921>

Daly, P. & Davy, D. (2018) Language Boundary-Crossing by Business School Faculty Using English as a Medium of Instruction, *European Journal of International Management*, Vol. 12, No. 1/2, pp. 62 – 81. <https://doi.org/10.1504/EJIM.2018.089041>.

Kamin, R., Dolansky, E., Ruaud, S. & Daly, P. (2017) Kaviari: Pure Caviar. *Case Research Journal*, Vol. 37, No. 4, pp. 1 – 17.

Daly, P. (2017) Business Apprenticeship: A Viable Business Model in Business Education, *Journal of Management Development*, Vol. 35, No. 6, pp. 734 – 742.

Boulocher, V., Daly, P. & Sequeira, I. (2016) Fostering creativity understanding: Case study of an exercise designed for a large undergraduate business cohort at EDHEC Business School, *Journal of Management Development*, Vol. 35, No. 4, pp. 574 – 591.

Daly, P. & Davy, D. (2016) Structural, Linguistic and Rhetorical Features of the Entrepreneurial Pitch: Lessons from Dragon's Den. *Journal of Management Development*, Vol. 35, No. 1, pp. 120 – 132

Daly, P. & Davy, D. (2014) Hybrid Lexical Usage in French Corporate Discourse, *Gérer et Comprendre*, No. 118, 41 – 51.

Witte, A. & Daly, P. (2014) Proverbial Wisdom: A “Serious” International Business Game, *Journal of International Education in Business*, Vol. 7 No. 1, 2 – 13.

Touron, P. & Daly, P. (2013) The Internationalization of the accounting policy in a soft-law context: A case study of Renault (1980- 1984). *Accounting History Review*, Vol. 23 (2), 185 – 212.

Daly, P. (2013) “Future Work Skills: Employers’ Views and Business School Implications” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 5 – 7 June 2013, Open University Business School, Milton Keynes, UK, pp. 26 – 34.

Daly, P. (2012) OpenScout – Skill-based Scouting of Open Educational Resources for Management Education Content: Free learning materials at your fingertips at (<http://www.openscout.net>). *Academy of Management Learning and Education*, 11:4 746-748

Daly, P. (2012). A Case for Case Studies in Business Education, In Rienties B., Daly P., Reeb Grueber S., Reid, K., and Van den Bossche P. (Eds) (2012) *Proceedings of the 19th EDINEB Conference – Business Education in a Chaotic World*, Amsterdam: FEBA ERD Press, pp. 149 – 157.

Daly, P. & Sequeira, I. (2012). Student Associations: The Promotion of Cultural and Social Engagement in Future Managers, Rienties B., Daly P., Reeb Grueber S., Reid, K., and Van den Bossche P. (Eds) (2012) *Proceedings of the 19th EDINEB Conference – Business Education in a Chaotic World*, Amsterdam: FEBA ERD Press pp. 20 -28.

Daly, P. & Sequeira, I. (2011). Fostering Creativity at Business School. The Creativity Night at a French Business School, In B. Rienties, S. Reeb Grueber, P. Daly and P. Van den Bossche (Eds), *Proceedings of the 18th EDINEB Conference – From Innovation to Crème de la Crème Education*, Lyons: FEBA ERD Press.

Daly, P. (2011) *The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience*: Carmine Gallo. New York, NY: McGraw-Hill, 2009, 256 pages. *Business Communication Quarterly*, 74 (1): 84-89.

Daly, P. & Sequeira, I. (2010) Corporate Diversity Engagement meets Business School diversity initiatives: Initial Observations. In Halley, S., Birch, C., Temelaar, D.T., Mc Cuddy, M., Hernandez Nanclares, N., Reeb-Gruber, S., Gijsselaers, W.H., Rienties, B., Nelissen, E. (Eds), *Crossing Borders in Education and Work-Based Learning*. The Netherlands: FEBA ERD Press, pp. 50 – 66

Daly, P. (2008) Interdisciplinarité dans l’enseignement du management « Le Business Strategy Live Case » *Actes du Colloque UPLEGESS* (Union des Professeurs de Langues des Grandes Ecoles) 2ieme Journée d’études du groupe GEM sur le thème ‘Approches transversales et synergies interdisciplinaires (La pédagogie par projet)’, France : EM Lyon

Daly, P. (2007) Reflective Learning Journals in Managerial Communication, Paper presented at the European Conference on Educational Research, University of Ghent, 19-21 September on Education-line database at <http://www.leeds.ac.uk/educol/documents/166859.htm>

Birch, C., Clements, M., Daly, P, Radbourne, J. (2006) Business education and learning – sensing the winds of change, *Industry and Higher Education Special Issue*, Vol. 20:5, pp. 289 - 290

Daly, P (2006) The Pedagogical Challenges facing French Business Schools in the Implementation of e-learning initiatives, *International Journal of Teaching and Learning in Higher Education*, Vol. 16 No. 2, pp 89 – 96.

Daly, P (2005) An Interdisciplinary Approach to Learning – Event Planning meets Presentation Skills via the Case Study, in Proceedings of Association for Business Communication (ABC) European Convention – Copenhagen School of Business
<http://www.businesscommunication.org/conventions/Proceedings/2005/PDFs/02ABCEurope05.pdf>

Daly, P (2002) *Methodology for Using Case Studies in the Business English Language Classroom*, Internet TESL Journal, <http://iteslj.org/Techniques/Daly-CaseStudies/>

Daly, P. (2001) *Evaluation of Multimedia self-study language learning course at the University of Bayreuth*, Fremdsprachen und Hochschule (FuH) Vol. 61: 60-72.

Book Chapters

Boulocher-Passet, V., Daly, P. & Ruaud, S. (2024). Cabaïa: Can an eco-branding sustainability strategy foster the internationalization of a Born-Global? In E.S. Rasmussen (Ed.) Cases on Born Globals. Amsterdam: Edward Elgar Publishing.

Daly, P & Sequeira, I. (2021) Managerial Competency Development: Learning Teams and Learning Managers, In M Bild, P Mårtensson & K Nilsson (Eds.), *Teaching and Learning at Business Schools: Transforming the Delivery of Business Education* UK: Gower. (Textbook used in the International Teachers Programme: <https://www.itp-schools.com/>, a world leading faculty development programme).

Davy, D. & Daly, P. (2020) French Entrepreneurial Pitches in English. An analysis of linguistic errors and perceptions of error gravity. In V. González-Araujo, R-C Álvarez-Delgado & Á Sancho-Rodríguez (Eds.) *Ethics in Business Communication: New Challenges in the Digital World* (pp. 31 – 46) Brussels, Belgium: Peter Lang.

Daly, P. & Sequeira, I. (2018) Digital Transformation at The New York Times: The Usefulness of the Live Case Intervention Method. In J.J. Turner, & G. Mulholland, (Eds.) *International Enterprise Education: Perspectives on Theory and Practice*. (pp. 129 – 144) London, UK: Routledge.

Boulocher, V., Daly, P., & Ruaud, S. (2017) Cas No. 5 – Chop’d sur le marché du Fast-food britannique. LE bar à salades pour gastronomes ? In V. Boulocher & S. Ruaud. (Eds.) *Analyse de Marché. De la définition au diagnostic*. (pp. 260 – 272), Paris: Vuibert.

Reid, K. & Daly, P. (2016) Introduction, In P. Daly, K. Reid, P. Buckley & E. Doyle (Eds.). *Innovative Business Education Design for 21st Century Learning*. The Netherlands: Springer Publishing. (pp. 3–5)

Daly, P. & Davy, D. (2015) Crafting the Investor Pitch using insights from rhetoric and linguistics. In Glen Alessi & Geert Jacobs (Eds.) *The Ins and Outs Business and Professional Discourse Research – Reflections on Interacting with the Workplace*. UK: Palgrave Macmillan. (pp. 182 – 203).

Daly, P. (2013) Live Case Study Approach in Business Education, In E Doyle, P. Buckley and C. Carroll (Eds.) *Innovative Business School Teaching: Engaging the Millennial Generation*, UK: Routledge. (pp. 70 – 80).

Rienties, B. Reeb-Gruber, S., Daly, P., van den Boosche, P., Minnaert, L. (2012). Past, Present and Future of EDiNEB from the Perspectives of Participants and Management Team. In P. Van Boosch, W.Gijselaers, & R Milter (Eds) *Advances in Business Education and Training, 1, Volume 4, Learning at the Crossroads of Theory and Practice*. Dordrecht, Springer, pages 237 – 246.

Daly, P. & Gijbels, D. (2009) Real Learning Opportunities in Business School and Beyond: An introduction, In P Daly & D Gijbels (Eds.) *Real Learning Opportunities in Business School and Beyond*, Springer, pp 1 – 4.

Daly, P. & Gijbels, D. (2009) Best Practice in Business Education, In P Daly & D Gijbels (Eds) *Real Learning Opportunities in Business School and Beyond*, Springer, pp 179/80.

Daly, P & Sequeira, I. (2008) Managerial Competency Development: Learning Teams and Learning Managers In M Bild, P Mårtensson & K Nilsson, *Teaching and Learning at Business Schools: Transforming the Delivery of Business Education* UK: Gower.

Book Editing/ Conference Proceedings/ Journal Editing

Daly, P., Reid, K. & Buckley, P. (Eds.) (2017) *Proceedings of the 24rd EDINEB Conference: Contributions from Business and Economics Education to Social Innovation*. Amsterdam: FEBA ERD Press.

Daly, P., Reid, K., Buckley, P. & Doyle, E. (Eds.) (2016) *Innovative Business Education Design for 21st Century Learning*, Springer Press.

Daly, P., Reid, K., Buckley, P. & Reeve, S. (Eds.) (2016) *Proceedings of the 23rd EDINEB Conference: Innovative Student Engagement in Business and Economics Education*, France: EDHEC Business School

Daly, P., Reid, K., Buckley, P. & Reeve, S. (Eds.) (2015) *Proceedings of the 22nd EDINEB Conference: Critically questioning educational innovation in economics and business: Human interaction in a virtualising world*, UK: Brighton Business School

Daly, P., Reid, K. & Doyle, E. & Buckley, P. (Eds.) (2014) *Proceedings of the 21ST EDINEB Conference: Innovative Business Education Design for 21st Century Learning*, Republic of Ireland: Kemmy Business School, Univesity of Limerick.

Daly, P., Reid, K. & Reeb-Gruber, S., (Eds) (2013) *Proceedings of the 20th EDINEB Conference Future Skills for Competitive Business Education*, Milton Keynes: Open University Press.

Daly, P. & Davy, D. (2013) Hybrid Lexical Usage in French Corporate Discourse, *Proceedings of the 7th International Colloquium of GEM&L – Identities, Languages and Company Cultures: Cohesion through Diversity*, Marseille, Euromed Management, KEDGE Business School.

Rienties B., Daly P., Reeb Grueber S., Reid, K., and Van den Bossche P. (Eds) (2012) *Proceedings of the 19th EDINEB Conference – Business Education in a Chaotic World*, Amsterdam: FEBA ERD Press.

Rienties B., Daly P., Reeb Grueber S., and Van den Bossche P. (Eds) (2011) *Proceedings of the 18th EDINEB Conference – From Innovation to Crème de la Crème Education*, Lyons: FEBA ERD Press.

Daly, P. & Gijbels, D. (2009) *Real Learning Opportunities in Business School and Beyond*. Springer

Birch, C., Clements, M., Daly, P, Radbourne, J. (2006) Special Issue: Business education and learning – sensing the winds of change *Industry and Higher Education Vol. 20:5*.

Daly, P & McGeoch, R (1999) A1 Eingangskurs Grammar Script, University of Bayreuth, Germany, <http://www.uni-bayreuth.de/sprachenzentrum/fremdsprachen/englisch/script.pdf>

Conference presentations, working papers, conference chairs

“Gamified Tax Simulation for French Students. Does debriefing matter?” presented at Euram Conference, in Dublin, Ireland. 14 – 16 June, 2023, (with E. Deglaire, F. LeLec, & A. Schoeman).

“Legitimation of accounting fraud: A micro-discursive analysis of Wirecard's CEO”. European Accounting Association (EAA), 45th Annual Congress, May 24 – 26, Helsinki-Espoo, Finland. (with P. Touron)

“Visual Design in Start-up internationalization: A socio-semiotic analysis of Le Chocolat des Français”, at 16th GEM&L International Conference on Management & Language Conference, ISIT Arcueil Campus Paris, 10 – 12 May, 2023 (**EFMD BEST PAPER AWARD**) (with D. De Vecchi)

“A picture is worth a thousand words: Using pictograms to teach tax concepts/in a taxation module”. Tax Research Network Conference, University of Edinburgh, Scotland, 5-7 September 2022 (with E. Deglaire).

« An experiment investigation of tax competition”. 12th International Conference of the French Association of Experimental Economics (ICFAEE), Lyon, FRANCE 30th June - 1st July 2022. (with E. Deglaire, F. Le Lec, & A. Malézieux)

“Gaming the tax: the impact of gamified learning in tax education”, to be presented at Euram Conference, in Winterthur/Zurich, Switzerland, 15 – 17 June, 2022, (with E. Deglaire & F. LeLec)

“Manager and Leader: A gateway for exploration”, at 15th GEM&L International Conference on Management & Language Conference, University of Passau, Germany, 17 – 19 May, 2022 (with D. De Vecchi).

“Legitimation Strategies of Wirecard's CEO, Dr Markus Braun” at 15th GEM&L International Conference on Management & Language Conference, University of Passau, Germany, 17 – 19 May, 2022 (with P Touron).

“English Language in French start-ups: Strategies and challenges when internationalizing” Paper presented at AIE (l’Académie de l’Entrepreneuriat et de l’Innovation) Conference, 13 – 15 October 2021, Sousse, Tunisia. Virtual Conference.

“Self- and Critical Reflexivity in Leadership Development: Two academics in reflexive dialogue” Paper presented at the European Academy of Management (EURAM) Conference, 16 – 18 June 2021, Montreal, Canada (with Mette Vinther Larsen). Virtual Conference.

“Language Onboarding Practices” Paper presented at 14th International Colloquium of GEM&L, 10 – 12 May 2021, EM Strasbourg, Strasbourg, France (with Dardo di Vecchi). Virtual Conference.

“The impact of extra-curricular activity on student loyalty” Paper presented at the European Academy of Management (EURAM) Conference, 3 – 5 December 2020, Trinity College Dublin, Ireland. (with Patrick Buckley). Virtual Conference.

“Gaming the tax: the impact of simulation above and beyond technical understanding of taxation”. Paper presented at the Tax Research Network (TRN) Conference on 7 - 9 September 2020 at Christ’s College, University of Cambridge, UK. (with Emmanuelle Deglaire and Fabrice Le Lec). Virtual Conference

“The Ethics of Technology in Management Education” Paper presented at 80th Annual Meeting of the Academy of Management, 7-11 August 2020, in Vancouver, BC, Canada. (with Milner, Julia and Milner, Trenton). Virtual Conference.

“Self-critical reflexivity about reflexive leadership development at business school: Two academics in reflexive dialogue” Paper presented at the European Group for Organizational Studies (EGOS) Conference, 2 – 4 July 2020, Universität Hamburg, Hamburg, Germany (with Mette Vinther Larsen). Virtual Conference.

“Company-speak and corporate newcomers: a path to organisational identity” Paper presented at 14th International Colloquium of GEM&L, EM Strasbourg, Strasbourg, France (with Dardo di Vecchi). Accepted paper, Conference postponed until 2021.

“Publish or Perish? Sustainable Leadership & Academic Wellbeing at Business Schools”, Paper to be presented at International Leadership Association's 21st annual global conference, October 2019, Ottawa, Canada. (with Milner, Julia and Milner, Trenton).

‘Gaming the Tax: The Impact of Exposure to tax dilemmas on Attitudes towards Taxation’, Paper presented at 6th Shadow Economy Conference, 11 to 13 July, 2019, University of Trento, Italy (with Emmanuelle Deglaire and Fabrice LeLec).

‘The Reflexive Manager and Leader in the Making. Paper presented at the European Academy of Management (EURAM) Conference, 26 – 28 June 2019, ISCTE, Instituto Universitario de Lisboa, Lisbon, Portugal.

‘Persuasion and Impression Management Revisited: Insights from the Entrepreneurial Pitch’. Keynote presented at the Association of Business Communication Conference, 11 – 13 July, 2018, University of Alcalá, Spain (with Dennis Davy).

‘Academic well-being in research-focused business schools’. Paper presented at the European Group for Organizational Studies (EGOS) Conference, 5 – 7 July 2018, Estonian Business School, Tallinn, Estonia (with Julia Milner & Trenton Milner).

‘The Ethics of Smartphone Usage: A Business Student Perspective’. Paper presented at the European Academy of Management (EURAM) Conference, 19 – 21 June 2018, University of Iceland, Reykjavik, Iceland (with Julia Milner & Trenton Milner).

‘Sensemaking using a Film-based Pedagogy’. Paper presented at the European Academy of Management (EURAM) Conference, 19 – 21 June 2018, University of Iceland, Reykjavik, Iceland.

‘Navigating Institutional Englishization at French Business Schools’. Paper presented at 11th International Colloquium of GEM&L, 4th - 6th July 2017, Copenhagen Business School, Denmark (with Dennis Davy).

‘The Reflexive Manager under construction’ at ATINER (Athens Institute for Education and Research), 26 – 29 June 2017, Athens, Greece.

‘What makes a winning elevator pitch? Insights from linguistics, rhetoric and discourse analysis’ at the 9th International Conference on Discourse, Communication and the Enterprise DICOEN, Aston Business School, UK, (with Dennis Davy).

‘Preparing future managers for social innovation’. Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 31 May – 2 June 2017, Hogschool Utrecht University of Applied Sciences, Utrecht, The Netherlands. (with Isabelle Sequiera).

“French Presidential Campaign 2017: The Art of Storytelling” EDHEC Research Day Conference, 14 March 2017, EDHEC Business School, Lille, France (with Dennis Davy)

“Kaviari - Pure Caviar”. Paper presented at the Annual NACRA (North American Case Research Association) Conference, 6 – 8 October 2016, Harrah’s Las Vegas, Nevada, USA. (with Ronald Kamin & Sabine Ruaud).

“International Accounting Standards in French companies in the 1990s: An institutionalization contested by US GAAP” Paper presented at the 8th Asia-Pacific Interdisciplinary Research in Accounting Conference (APIRA), 13 – 15 July, RMIT University, Melbourne, Australia (with Philippe Touron)

“The Business School of 2020: What do you expect? Student expectations of business education provision” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 8 – 10 June 2016, EDHEC Business School, Nice, France. (with Christine Coisne).

“Digital Transformation at the New York Times: Usefulness of live case interventions for corporate partners” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 8 – 10 June 2016, EDHEC Business School, Nice, France. (with Isabelle Sequeira).

“Lost in Instruction: Challenges facing Business School faculty with English as a Medium of Instruction (EMI)” Paper presented at 10th International Colloquium of GEM&L, 17/18 March 2016, ESCP Europe Business School, Paris, France (with Dennis Davy).

“Teaching the Art of Pitching on Postgraduate, Business and Executive Education programmes” Workshop presented at 10th International Colloquium of GEM&L, 17/18 March 2016, ESCP Europe Business School, Paris, France (with Dennis Davy).

“Impression Management in the Entrepreneurial Pitch”, Paper presented at Association of Business Communication (ABC) Convention, Jan 6 – 8, 2016 in Cape Town, South Africa (with Dennis Davy),

“French Entrepreneurial Pitches in English: An Analysis of Linguistic Errors and Perceptions of Error Gravity” - Paper presented at Association of Business Communication (ABC) Convention, Jan 6 – 8, 2016 in Cape Town, South Africa (with Dennis Davy).

“When in Rome, do as the Romans do – to what extent is Saint Augustine’s maxim applicable to the globalizing world of 2015?” Presented at EGOS (European Group for Organisation Studies), Colloquium, July 2 – 4, 2015 in Athens, Greece. (with Annette Lang).

“Sense-giving and Impression Management in the Entrepreneurial Pitch: A Critical Analysis of French Speakers Pitching in English” Paper presented at 9th GEM&L International Colloquium of Management and Language, 11 – 12 June 2015, Aalto University - School of Business, Helsinki, Finland (with Dennis Davy).

“Enhancing Creativity understanding in large undergraduate business cohorts: The added value of including and training facilitators” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 3 – 5 June 2015, Brighton Business School, Brighton, UK. (with Véronique Boulocher & Isabelle Sequeira).

“Critical Analysis of the World Café dialogue method” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 3 – 5 June 2015, Brighton Business School, Brighton, UK.

“Business Apprenticeship: A Viable Business Model in Business Education” Paper presented at ISMO (International Studies of Management and Organisations) Conference, 8 – 9 December 2014, University of Greenwich, UK.

“Sensemaking with 12 Angry Men”, Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 5 – 7 June 2014, Kemmy Business School, University of Limerick, Republic of Ireland.

“Multidimensional analysis of the rhetorical and linguistic features of the entrepreneurial pitch” Paper presented at 8th International Colloquium of GEM&L –26 – 28 March 2014, Toulouse Business School, Toulouse, France (with Dennis Davy).

“Genre-based analysis of the discourse of the entrepreneurial pitch” Paper presented at Association of Business Communication Symposium – The ins and outs of professional discourse research 6-7 March 2014, Università degli Studi de Modena e Reggio Emilia, Facoltà di Giurisprudenza, Modena, Italy (with Dennis Davy).

“Future Work Skills: Employers’ Views and Business School Implications” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, 5 – 7 June 2013, Open University Business School, Milton Keynes, UK.

“Hybrid Lexical Usage in Corporate Discourse” Paper presented at the 7th International Colloquium of GEM&L – Identities, Languages and Company Cultures: Cohesion through Diversity, 21 – 22 March 2013, Euromed Management, KEDGE Business School, Marseille,

“A Case for Live Cases in Business Education” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, May 2 – 4, Haarlam, Holland, 2012.

Student Associations: The promotion of cultural and social engagement of future managers. Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, May 2 – 4, Haarlam, Holland, 2012. (with Isabelle Sequeira).

“Fostering Creativity at Business School. The Creativity Night at a French Business School” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, June 7 – 10, Lyons, France, 2011 (with Isabelle Sequeira).

“Corporate Diversity Engagement meets Business School diversity initiatives: Initial Observations” Paper presented at EDiNEB (Education Innovation in Economics and Business) International Conference, June 9 – 11, London, UK, 2010 (with Isabelle Sequeira).

“Social and Institutional Discourse of Business Apprenticeship”, Paper presented at EdInEB (Education Innovation in Economics and Business) International Conference, June 1 – 5, Baltimore, MA, USA, 2009.

“Interdisciplinarity in Business Education: Real cases, real people, real learning”. Keynote speaker at Advances in Business Education and Training. EdInEB (Education Innovation in Economics and Business) International Conference, June 11 – 13, Malaga, Spain 2008

Advances in Business Education and Training – Meeting the Editors workshop at EdInEB (Education Innovation in Economics and Business) International Conference, June 11 – 13, Malaga, Spain 2008 (with David Gijbels, Rick Milter, Wim Gijsselaers, & Piet Van den Bossche)

“Student Perceptions of a Work-based Business Apprenticeship Programme”. Theme: Advances in Business Education and Training. EdInEB (Education Innovation in Economics and Business) International Conference, June 11 – 13, Malaga, Spain 2008

«Interdisciplinarité dans l’enseignement du management» UPLEGESS (Union des Professeurs de Langues des Grandes Ecoles) 2ieme Journée d’études du groupe GEM sur le thème

‘Approches transversales et synergies interdisciplinaires (La pédagogie par projet)’ 14 March, Lyons, France, 2008,

“Reflective Learning Journals on a Managerial Communication Course”, EREA (European Educational Research Association European Conference, September 19 – 21, Ghent, Belgium, 2007

‘Edgar Morin: Transdisciplinarity, Complexity and Business Education: A case study of an Orientation Seminar for Future Managers’ EdInEB (Education Innovation in Economics and Business) International Conference, June 14 – 16, Lisbon, Portugal, 2006 (with Isabelle SEQUEIRA)

‘Managerial Competencies - To teach or not to teach ... that is the question!’ EdInEB (Education Innovation in Economics and Business) International Conference, June 16 – 18, Antwerp, Belgium 2005 (with Isabelle SEQUEIRA)

‘An Interdisciplinary Approach to Learning – Event Planning meets Presentation Skills via the Case Study’ Association for Business Communication (ABC) European Convention – Business Communication across Contexts, Cultures and Continents, Copenhagen School of Business, Copenhagen, 26 - 28 May 2005.

“Communication Strategies of Business School Presentations” EdInEB (Education Innovation in Economics and Business) International Conference, June 16 – 18, Maastricht 2004

“Teacher Development through the Case Study Method”, TESOL France Colloquium – Teacher Development: Whose responsibility is it? November 21/22 Paris 2003

“Learning Strategies of F2F Tandem Learners” EdInEB (Education Innovation in Economics and Business) International Conference, June 18 – 21, Salzburg 2003

“The Case Study Method and Language Teaching” EdInEB (Education Innovation in Economics and Business) International Conference, June 18 – 21, Salzburg 2003

“Language Learning Strategies of French Business School Students” Presented at the Association of Business Communication (ABC) European Convention – Business Communication across Contexts, Cultures and Continents, Aarhus School of Business, 23-25 May 2002.

“Proposal for an online course – Foreign language learning via E-mail” Presented at Edineb (Educational Innovation in Economics and Business) International Conference – Technology, Pedagogy and Innovation, Edhec Business School, June 20 – 21, Nice 2001.

TEACHING MATERIALS / AUTHORED CASES

Ruaud, S., Daly, P., Boulocher-Passet, V., Trognoux, M. (2023) La Boutique de Loulou: which merchandising strategy should be adopted by the ultra-trendy concept store within La Samaritaine-Paris-Pont-Neuf?, Paris: CCMP Publishing. (CCMP Reference: M2173 - GB).

Kamin R., Boulocher V. & Daly P (2017). Gentle Factory & Happychic Group: What growth drivers for men's ready-to-wear Eco-Design Market? (Submitted for the 2017 EFMD Case Writing Competition in the category "Corporate Social Responsibility"). Paris: CCMP Publishing

Kamin, R., Dolansky, E., Ruaud, S. & Daly, P. (2017) Kaviari: Pure Caviar. Harvard Publishing: Product#: NA0509-PDF-ENG.

Available: <https://hbsp.harvard.edu/product/NA0509-PDF-ENG>

Ruaud-Flambard, S., Boulocher, V., Kamin, R. & Daly, P. (2017). Men's Ready-to-wear: What are the growth drivers for *La Gentle Factory* and the Happychic Group on the eco-design niche market? Centrale des Cas et Médias Pédagogiques.

Ruaud-Flambard, S., Boulocher, V., Mars, M-C., & Daly, P. (2017). Packaging you can eat: Wikicells. A qualitative study prior to the launch of a revolutionary packaging (Case A). Cas et Médias Pédagogiques, Paris.

Ruaud-Flambard, S., Boulocher, V., Mars, M-C., & Daly, P. (2017). Packaging you can eat: Wikicells. A qualitative study prior to the launch of a revolutionary packaging (Case B). Cas et Médias Pédagogiques, Paris.

Ruaud-Flambard, S., Boulocher, V. & Daly, P. (2015) Domyos or the Fitness Revolution: Innovation within Services. Cas et Médias Pédagogiques, Paris.

Ruaud-Flambard, S., Boulocher, V. & Daly, P. (2014) Bonduelle Bienvenue: Centrale des Cas et Médias Pédagogiques, Paris. (French Marketing Association Best Case Study Award in Marketing, May 2014).

Ruaud-Flambard, S., & Daly, P. (2012) *Growth Strategy of Lotus Speculoos Original: Focusing on the core market or diversifying into a new one?* Centrale des Cas et Médias Pédagogiques, Paris. (CCMP Best Case Study in Marketing Award 2014)

Daly, P. (2012) Chop'd – Real Good Food Fast. Paris: Centrale des Cas et Médias Pédagogiques

Daly, P., Boulocher, V. & Ruaud-Flambard, S. (2012) Chop'd – Real Good Food Fast. Paris: Centrale des Cas et Médias Pédagogiques. (French Version)

Boulocher, V. Dailly, V. & Daly, P. (2011) *Ch'tiland – Determining the Pricing Policy of a New Amusement Park.*

Ruaud-Flambard, S. & Daly, P. (2011) *Ketcho: The Heinz-Amora Duel on the Ketchup Market.* Centrale des Cas et Médias Pédagogiques, Paris

Daly, P (2005) *Sudoku – Lasting craze or passing fad,* Centrale des Cas et Médias Pédagogiques, Paris

Daly, P (2005) *Beghin-Say Range of Sugar Products,* Centrale des Cas et Médias Pédagogiques, Paris. (with Veronique Bouloucher & Sabine Flambard)

Daly, P (2005) *Théâtre La Licorne*. Centrale des Cas et Médias Pédagogiques, Paris.

Daly, P (2004) *Clean Air Travel – Televised Panel Discussion on Sustainable Aviation*, Centrale des Cas et Médias Pédagogiques, Paris.

Daly, P (2004) *Find a Sponsor – A Managerial Communication Perspective on Sponsorship*. Centrale des Cas et Médias Pédagogiques, Paris.

Daly, P (2004) *KTM Sportmotorcycles – Event Planning*, European Case Clearing House: Cranfield School of Management, UK.

Daly, P (2003) *Digicom IT – The Work Placement*, Centrale des Cas et Médias Pédagogiques, Paris.

Boulocher, V. & Daly, P. (2001) *Duyck Breweries –A Marketing case study*, Centrale des Cas et Médias Pédagogiques, Paris.

RESEARCH INTERESTS

Management

- Smartphone and cheating
- Entrepreneurial Pitch
- Reflexivity in leadership development
- Institutional theory
- Language and international business
- Language and start-up internationalization

Pedagogy in Business Education

- Teaching and Learning in Higher Education
- Work-based learning
- Business and Management Education
- Instructional Design
- Business Apprenticeships
- Gamification and taxation
- Language in academic settings

ACADEMIC COMMITTEES

GEM&L Conference – Management and Language

Since 2015 – Conference Review board member

Best Reviewer Award – 2020.

Best Paper Award - 2023

EDiNEB Network (International Conference)

Since Sept 2012 – General Secretary and Content Manager

Sept 2010 – Sept 2012 – Content Manager

Reviewer for:

International Journal of Teaching and Learning in Higher Education (since 2005)

Journal of Management Inquiry (since 2009)
ABET – Advances in Business Education and Training Book Series (since 2008)
EDiNEB Network Conference (since 2000)
Industry and Higher Education (since 2006)
Interactive Learning Environments (since 2013)
Journal of Management Development (since 2013)

PROFESSIONAL ASSOCIATIONS

- Member, Association of Business Communication (ABC) Europe
- Member, EDiNEB (Educational Innovation in Economics and Business) Association
- Member, TESOL France
- Member, GEM&L
- Member, EURAM

TEACHING SPECIALITIES

- Leadership
- Creativity
- Business & Management Communication - Oral & Written Communication
- Recruitment Writing and Communication
- Management Styles
- Corporate Communication
- Teambuilding

FEATURED IN THE PRESS

S Ruaud and P. Daly (2020) How to be a born global start up (EDHEC Vox):

<https://www.edhec.edu/en/research-and-faculty/edhec-vox/how-be-a-born-global-start-up>

P Daly and D Davy (2019) *‘Les erreurs à éviter pour réussir ses pitches en anglais !’* (Les Echos) <https://start.lesechos.fr/innovations-startups/entreprendre/les-erreurs-a-eviter-pour-reussir-ses-pitches-en-anglais-15414.php>

P Daly and D Davy (April 5, 2019) *Pitching in English: What Mistakes French Entrepreneurs Should Avoid* (EDHEC Vox) <https://www.edhec.edu/en/edhecvox/entrepreneuriat/pitching-english-what-mistakes-french-entrepreneurs-should-avoid>

P Daly and D Davy (March 22, 2018) *‘Challenges Facing Non-Native Speakers of English when Teaching in Business Schools’* (EDHEC Vox)

<https://www.edhec.edu/fr/edhecvox/management-leadership/challenges-facing-non-native-speakers-english-when-teaching-business>

Birch, C., Clements, M., Daly, P. & Redbourne, J. (2005) *Editorial Board for Special Issue of Industry & Higher Education (IHE)*. Editorial for the EDiNEB Electronic Newsletter, 1 December. Available from <http://www.edineb.com/newsletterarticle.asp?id=44>

Daly, P & Sequeira, I. (2005) *Experiencing and Teaching Managerial Competencies at a French Business School*, December 1. Available from

<http://www.edineb.com/newsletterarticle.asp?id=41>