



Olga Kokshagina, PhD

Professor - Speciality: Entrepreneurship

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EDUCATION

- 2010 - 2014 **PhD in Innovation & Technology management**
Mines ParisTech PSL Research University
Committee: Carlis Baldwin (HBS), Oliver De Weck (MIT), Jean-François Boujut (INP Grenoble), Sylvain Lenfle (CNAM), Pascal Le Masson, Benoit Weil (Mines ParisTech)
- 2007 - 2009 **Master of engineering and technology, Computer automation and control**
Bauman Moscow State Technical University,
- 2003 - 2007 **Bachelor of engineering and technology, Computer automation & control**
Bauman Moscow State Technical University

ACADEMIC EMPLOYMENT

- 2022- **Professor of Entrepreneurship**
EDHEC Business School, Lille, France
- From 2018 **Assistant Professor, Vice Chancellor Research Fellow**
RMIT University, Graduate School of Business and Law, Australia
- From 2018 **Affiliated Researcher**
Mines ParisTech Centre for Management Science, France
- From 2016 **Associate Researcher**
Mines ParisTech, Industry Chair Theory and Methods for Innovation Management and Design, France
- 2014 - 2016 **Postdoctoral Researcher**
Mines ParisTech, Centre for Management Science, Industrial Chair «Theory and Methods for Innovation Management and Design», France

NON-ACADEMIC EMPLOYMENT

- 2016 - 2018 **Innovation manager**, STIM, Innovation consultancy, France
- 2015 - 2018 **Scientific coordinator**, ISPIM - International Society for Professional Innovation Management, UK

2010 - 2014 **Innovation specialist**, STMicroelectronics, France

2009 - 2010 **Business Analyst**, Danone, Russia

2008 - 2009 **IT architect**, IBM, Graduate Program in marketing and sales, Russia

TEACHING

2019 - **Course coordinator and Teacher, Executive MBA**
RMIT University, Course «Managing Technology and Innovation Strategy»

2019 **Teacher & Mentor, Executive MBA**
RMIT University, Course «Executive consulting»

2016 - 2018 **Course co-coordinator and Teacher, Master of Technology and Innovation**
Paris Dauphine, Mines ParisTech, Ecole Polytechnique. Course «Innovation and Design»

2014 - 2016 **Teacher, Master of Technology and Innovation**
Paris Dauphine, Mines ParisTech, Polytechnique, Course «Innovation and Technology management»

PUBLICATIONS

Research interests

- Innovation Management, Entrepreneurship, Digital transformation, Digital work, Digital health, Design

Journal publications

- Vedel J., **Kokshagina O.** (2021) [How firms undertake organizational changes to shift to more exploratory strategies: A process perspective](#). Research policy [Q1/A* - ABDC]

- **Kokshagina O**, Keranen J. (2021) Institutionalizing value-based healthcare in a service system: a policy and document analysis over three decades. Journal of Business and Industrial marketing, forthcoming [Q1/A – ABDC]

- **Kokshagina O.** (2021) Open Covid-19: organizing a crowd science program and the consequences of extreme openness. R&D Management [Q1/A – ABDC]

- Schneider S., **Kokshagina O.** (2021) Digital transformation: What we have learned (thus far) and what is next. Creativity and Innovation Management [Q1]

- Beck, S., Bergenholtz, C., Bogers, M., Brasseur, T.-M., Conradsen, M. L., Di Marco, D., Distel, A. P. Dobusch, L., Dörler, D., Effert, A., Fecher, B., Filiou, D., Frederiksen, L., Gillier, T., Grimpe, C., Gruber, M., Haeussler, C., Heigl, F., Hoisl, K., Hyslop, K., **Kokshagina, O.**, LaFlamme, M., Lawson, C., Lifshitz-Assaf, H., Lukas, W., Nordberg, M., Norn, M. T., Poetz, M. K., Ponti, M., Pruschak, G., Pujol Priego, L., Radziwon, A., Rafner, J.,

Romanova, G., Ruser, A., Sauermann, H., Shah, S. K., Sherson, J. F., Suess-Reyes, J., Tucci, C. L., Tuertscher, P., Vedel, J. B., Velden, T., Verganti, R., Wareham, J., Wiggins, A., and Xu, S. M. 2020. [The Open Innovation in Science Research Field: A Collaborative Conceptualisation Approach](#). Industry and Innovation [Q1]

- Tynnhammar, M., **Kokshagina, O.**, Schneider, S. (2018). Composing the innovation management symphony. Technovation. [Q1/A – ABDC]

- **Kokshagina, O.**, Le Masson, P., Bories, F. (2017). Fast-connecting search practices: On the role of open innovation intermediary to accelerate the absorptive capacity, Technological Forecasting and Social Change, ISSN 0040-1625 [Q1/A – ABDC]

- **Kokshagina O**, Gillier T., Cogez, P., Pascal Le Masson, Benoit Weil. (2017). Using innovation contests to promote the development of generic technologies. Technological Forecasting and Social Change, 114, 152-164. ISO 690 [Q1/A – ABDC]

- **Kokshagina, O.**, Le Masson, P., Weil, B. (2017). Should we manage the process of inventing? Designing for patentability. Research in Engineering Design, 1-19 [Q1]

- Le Masson, P., Hatchuel, A., **Kokshagina, O.**, & Weil, B. (2016). Designing techniques for systemic impact: lessons from CK theory and matroid structures. Research in Engineering Design, 1-24 [Q1]

- **Kokshagina, O.**, Le Masson, P., Weil, B., Cogez, P. (2016). Portfolio Management in Double Unknown Situations: Technological Platforms and the Role of Cross-Application Managers. Creativity and Innovation Management, 25: 270–291. doi: 10.1111/caim.12121. [Q1]

- Hooge S., **Kokshagina O.**, Le Masson P., Levillain K, Weil B., Fabreguettes V., Popiolek N. (2016) Gambling versus Designing: Organizing for the Design of the Probability Space in the Energy Sector. Creativity and Innovation Management, 25: 464–483. doi: 10.1111/caim.12178 [Q1]

Book

- **Kokshagina O.**, Alexander A. (2020). Radical innovation playbook. [Radical innovation playbook. A Practical Guide for Harnessing](#)

Book chapters

- **Kokshagina, O.**, Le Masson, P., Weil, B., Cogez, P. (2013). Platform emergence in double unknown (technology, markets) : common unknown strategy. In : Çetindamar, D., Daim, T., Başoğlu, N. & Beyhan, B. (eds.) *Strategic planning decisions in the high tech industry*. London : Springer

- Le Masson, P., Weil, B., and **Kokshagina, O.** (2014). A new perspective for risk management : a study of the design of generic technology with a matroid model in C-K theory. T. Taura (eds.) *Principia Designae – Pre-Design, Design, and Post-Design – Social Motive for the Highly Advanced Technological Society*, Springer, Tokyo

Selected conference papers

- Schneider S., **Kokshagina O.** (2020) Digital Technologies in the Workplace: A Ne(s)t of Paradoxes, International Conference of Information Systems, December 13-16, 2020 (accepted)
- **Kokshagina O.**, Schneider S. (2020) Digital technologies & the workplace transformation: A paradox theory perspective. 36th EGOS Colloquium 2020 (virtual), July 2-5.
- **Kokshagina O.** (2019). Crowd science program coordination: learning by doing to deal with grand challenges. Academy of Management Proceedings, vol. 2019, no. 1, pp. 13429, doi:10.5465/ambpp.2019.13429abstract
- **Kokshagina O.** (2019) Open organizing of research in chronic risks: Multiple perspectives on formulating questions for crowd science program. 35th EGOS Colloquium, Edinburgh, July 4-6, 2019
- **Kokshagina O.**, Boxenbaum E., Cartel M. (2015). A Process of Collective Bricolage: Crafting Highly Diffusable Innovations in High Uncertainty, Academy of Management Proceedings, vol. 2015, no. 1, pp. 13410, doi:10.5465/ambpp.2015.13410abstract
- **Kokshagina, O.**, Le Masson, P., Weil, B. and Cogeze, P. 2013, 'How design theories enable the design of generic technologies: Notion of generic concept and genericity improvement', Proceedings of the International Conference on Engineering Design, ICED, vol. 2, pp. 11-20
- Cogeze, P., **Kokshagina, O.**, Le Masson, P. and Weil, B. 2015, 'Industry-wide technology roadmapping in double unknown - The case of the semiconductor industry', 2013 International Conference on Engineering, Technology and Innovation, ICE 2013 and IEEE International Technology Management Conference, ITMC 2013
- Le Masson, P., Hatchuel, A., **Kokshagina, O.** and Weil, B. 2015, 'Generic technique and the dynamics of technologies: Using matroid and design theory to design techniques with systemic impact', Proceedings of the International Conference on Engineering Design, ICED, vol. 2, no. DS 80-02, pp. 55-64

PROFESSIONAL FACULTY DEVELOPMENT (Selected)

2021 – 2022

RMIT College of Business and Law Faculty development program

October, 22 2020

Publishing in top-tier journals, organized by Australian Catholic university

October, 2020 AMR's Virtual Theory writing workshop

From October 2020

Early career faculty development program, RMIT University

February 2020

Paper Development Workshop in Organization and Management Studies for Advanced PhD Students, Early Career Researchers (ECRs), and Junior Faculty in Australia, New Zealand, and the Asia-Pacific Region

August 2019

Wharton Global Faculty Development program 2019

2018-2019

Developing research leaders program, RMIT University

RESEARCH ACHIEVEMENTS AND CONTRIBUTIONS

Prizes, honors and awards

2020

ICIS 2020 – Best research paper award – 2nd runner up

2020

RMIT COBL Teaching and Learning award

2019

Malcolm Moore Foundation Research Award, Australia

2018 - 2022

Vice Chancellor Research Fellowship Award Recipient at RMIT University

2015 – 2016

Startup Leadership program Fellow (SLP), Paris Chapter

2015

Académie de l'Entrepreneuriat (AEI) – **The French Foundation for Management Education (FNEGE)**, nominated for the Ph.D dissertation award

2010 – 2014

Research Fellowship, **National Agency of Research and Technology (ANRT)**
CIFRE award recipient at STMicroelectronics

2012

19th Internal Product Development Conference (IPDM), Manchester –
nominated for the best paper award

2012

Research and Development Management Association (RADMA), UK -
Research Scholarship awarded

2009

IBM Global Sales School, Graduate program, Certificate of distinction

SUPERVISION

Ph.D supervision

2020 - Mark Micallef - «What is the role of digital technologies in the sales process and how does it affect value creation?» - co-supervision with Prof. Joonas Keranen

2020 - Modupe Adewale - «3D printing and medtech devices» - co-supervision with Prof. Marta Poblet and Dr. Christina Platz

Master by research supervision:

2020 - Reagan Susanto - «Start-up to scaleup: Product development and business model innovation for platform technology company in wearable medical technologies: case of Nutromics», in collaboration with Nutromics and Health Transformation Lab

2015 - Alice Gabriel, Chloé Parent - «Frugal innovation & innovative design at SEB

2014 - Julien Le Grand - «Application of the innovative design to Big data concept at Soft@Home triple play gateway»

2012 - Maxime Barthelemy, Adrien Guemy - «Methods of innovative design to support an entrepreneurship in silicon photonics at STMicroelectronics»

2011 - Arnaud Leguay, David Rousseleau «Designing markets for technologies issued from Advanced R& D at STMicroelectronics»

PROFESSIONAL MEMBERSHIP AND ROLES

-From 2021 – Nominated as a member of CNUM (French National Council for digital affairs, 2021 - 2023)

- From 2019 - Slingshot, Singapore Enterprise – Jury and mentor for healthcare startups (2019, 2020)

- Academy of Management, European Group of Organization Studies member, Association of Information Society member

- Digital Health and Informatics Network (DHIN) – member

- From 2019 – Selection committee of Slingshot startup competition

- From 2020 - RMIT Wearables and Sensing network, Co-director

- From 2019 - OneHealthtech Melbourne – Hub curator and Founder

- From 2014 - ISPIM Scientific panel member

- From 2016 - ISPIM Special Interest group leader – Methods and Skills for researchers and practitioners in innovation management

INVITED KEYNOTES AND SPEAKER ATTENDEES (Selected 2019-2020)

February, 2021 Digital Health Week, University of Melbourne, University of Sydney

November 11, 2020 De Gruyter, Panel Discussion: What do you do when incremental innovation isn't enough?

February 11, 2020 eHealth Conference, University of Sydney – Building value in healthcare presentation, Sydney

February 8, 2020 RMIT Engaging for Impact Health 4.0 Panel Discussion, Panel Chair, Melbourne

February 6, 2020 PauseFest, Panel Discussion on Building Innovation capabilities, Melbourne

November 22, 2019 Wearables and Sensing Network at RMIT – Research projects overview on organizations to support innovation and entrepreneurship, Melbourne

November 7, 2019 Research symposium organizer on “Design theory and Innovation”, supported by Design Society, Mines ParisTech and RMIT, Melbourne

October 31, 2019 Purpose driven strategy seminar in collaboration Marie Stopes Australia, Melbourne

October 2, 2019 Facilitator and Organizer of an industry – hospital panel discussion on Building value in healthcare at Vall d’Hebron Hospital, Barcelona

September 20, 2019 Research Seminar on organizational stigma, IESE Business School, Paris
August 28, 2019 RMIT Symposium on big data in health - organized and facilitated the discussion on the challenges of big data in health, Melbourne

May 2, 2019 Emotions in the context of online collaborations, LBG Open Innovation in Science conference, Vienna

March 5, 2019 RMIT Biomedical and Health Innovation– presenting my work on designing research prototypes in the field of chronic diseases, Melbourne

April 5, 2019 Hack For Sweden – Invited by the Swedish governmental agency to present on open data for cancer epidemiology, Stockholm

April 4, 2019 RMIT Global Business Innovation conversation on big data in healthcare – 100+ attendees, Melbourne

RESEARCH INCOME

2020 IMA Research Foundation Grant – Engaging accountants in value-based healthcare : Strategic Performance Evaluation

2020 QUT Future Health Precinct – Organizing a collaborative tactile tools Workshop

2020 Callaghan Innovation - Designing collaborative research programme on Veracity

2020 RMIT College of Business and Law Research Grants. Who should receive

the COVID19 Vaccine First? A model to optimize and fulfil need-based demand under supply constraints

2020 - 2022 Erasmus+ Knowledge Alliance project « Envisioning the Future of Teaching and Training for Creativity, Innovation and Entrepreneurship »
612537-EPP-1-2019-1-SI-EPPKA2-KA

2019 Malcolm Moore Industry award “Value driven innovation in the stigmatized social business

2019 RMIT Enabling Capability Development Capability Development Fund
“New Capability Development in health innovation with Vall D’Hebron: A pilot study”

2019 RMIT Enabling Capability Development Capability Development Fund
- Research impact study

2019 RMIT Enabling Capability Development Capability Development Fund
– Gamification in research translation

2018 - 2019 External Research contract funded by La Paillasse on “Elaborating a framework for structuring interdisciplinary research projects in the field of chronic risks”

2015 – 2017 ANR PatentLab “Patent Design and Management for new innovative ecosystems”

2014 – 2016 World Energy Council on risk management

2010 – 2014 National Agency for Research and Technology (ANRT) Industrial Research Training Convention (CIFRE) Award recipient

COMMERCIAL OUTCOMES

- Ancy, Pascal, Gousseau, Simon, and Kokshagina, Olga. 2019. *Heat Pipe and Method of Manufacturing the Same*. US Patent 10,186,474.

- Bar, Pierre, Taluy, Alisee and Kokshagina, Olga. 2016. *Integrated Circuit Chip Assembled on an Interposer*. US Patent 9,780,015.

- Lhostis, Sandrine, Olga Kokshagina, Yann Beilliard, and Vincent Fiori. 2016. *Device Comprising a Three-Dimensional Integrated Structure with Simplified Thermal Dissipation, and Corresponding Fabrication Method*. US Patent 9,449,896.

- Monfray, Stephane, Sandrine Lhostis, Christophe Maitre, Olga Kokshagina, and Philippe Coronel. 2017. *Integrated Circuit Chip Cooling Device*. US Patent 9,615,443

- Monfray, Stephane, Christophe Maitre, Olga Kokshagina, Thomas Skotnicki, and Ulrich Soupremanien. 2019. *Device for Converting Thermal Energy into Electrical Energy*. US Patent Application US14/903,994

- Taluy, Alisee, Bar, Pierre., Kokshagina, Olga. *Chip integrated circuit board mounted on a support*. FR3018953B1

INDUSTRY REPORTS

- Rohrbeck, R., Kokshagina, O., & Roth, S. (2020). Vertical Industry Development to Leverage Innovation: A Model for Leapfrogging Technology and Driving Competitiveness. Asian Development Bank, <http://dx.doi.org/10.22617/WPS200164-2>

- Rickards, L., Steele, W., Kokshagina, O., Moraes, O. (2020). Research impact as ethos, RMIT university.

- Kokshagina O. (2019). Building value in healthcare: patients and healthcare providers perspectives, RMIT University

PRESS COMMENTARIES

- Kokshagina O. (2021) Too much information: the COVID work revolution has increased digital overload [[Link](#)]

- Kokshagina O., Abbasi B., Fadaki M., Chhetri P., Saeed N. (2020) Vaccine roll-out: This model found 3 key factors for success [[Link](#)]

- Kokshagina O., Abbasi B., Fadaki M., Chhetri P., Saeed N. (2020) We modelled how a COVID vaccine roll-out would work. Here's what we found [[Link](#)]

- Kokshagina, O. Vesty, G. (2020). Time for Change: Health Funding Models, InnovationAus, Public Policy and Business Innovation, 29 June 2020 [[Link](#)]

- Kokshagina O. (2019). Innovation competitions are the next big thing. Here are 8 ways to make them work, The Conversation, November 20, 2019 [[Link](#)]

- Kokshagina O. (2019). Avez-vous besoin d'un « company builder » ? Maddynews. January 7, 2019. [[Link](#)]

- Kokshagina O., Sitruk Y. (2017). Open Science: how to identify exploration axes in a transdisciplinary context? Paris Innovation Review. October 13, 2017 [[Link](#)]

- Kokshagina O. (2017). A new R&D paradigm: crafting strategy by designing patents. Paris Innovation Review. March 28, 2017 [[Link](#)]