

PhD candidate in Strategic Management

Sarah BASSITE

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ACADEMIC DEGREES

PhD student.	Université Côte d'Azur, the thesis focuses on lead users entrepreneurs in the health field and the sustainability of their business models (2018-2022)
MSc.	Université Côte d'Azur, MSc. Research Management & Innovation (2018)
MSc.	University of Nice Sophia Antipolis, MSc. Economics and Management of Territories, First class Honours, Valedictorian (2017)
MSc.	University of Nice Sophia Antipolis, MSc. Innovation, Digitization and Territorial Honourable Mention (2016)
BSc.	University of Nice Sophia Antipolis, BSc. Economics and Management (2015)

WORK EXPERIENCE

Research and Teaching Associate (2021/2022, ATER), Université Côte d'Azur, Composante Graduate School and Research of Economics & Management, GREDEG (UMR 7321)

Research Assistant in management (2018, 3 months) at CNRS-GREDEG laboratory, Sophia Antipolis

- Working paper: The digital transformation of inner-city shops: opportunities and challenges for digital marketplaces
- Preliminary results of a field survey of shopkeepers and managers in small and medium-sized towns.

Research Assistant in Management Science (2017, 6 months) at CNRS - GREDEG laboratory, Sophia Antipolis

- Master's Thesis: Trust, a key resource for collaborative economy business models, Supervised by Arnaud Gautier and Rani Dang
- Dissertation awarded best prize by the University Paris Dauphine National contest for the Best Masters' thesis (Chair Trust and Management).

Research Assistant (2016, 6 months) Mediterranean Institute of Risk, Environment and Sustainable Development (IMREDD)

- Master's Thesis: Sustainable and integrated rainwater management within the chair « Water uses and economic rationalities for a Smart & Sustainable Mediterranean City » Supervised by Ali Douai (Gredeg laboratory) and Patrice Francour (Ecomers Laboratory)

Assistant (2016) INNOVATIVE CITY conferences

- Articles for the organizer Christophe Féry on Innovation dynamics at the benefit of sustainable cities and about Planning the attractivity of the city with intelligent urban ports

- **2020: European Center for Advanced Training in Management – 6000 €**
- **2020: MSHS International Mobility Grant – 7000 €**
- **2018: Laureate – Best master thesis award from the University Paris Dauphine National** (Chair Trust and Management). For my Master's thesis: Trust, a key resource for collaborative economy business models

CONFERENCE PRESENTATIONS

Bassite, S. (2021). *Du médecin au créateur de start-up : Barrières et leviers de réussite des start-ups dans le secteur français de la e-santé*, 12ème congrès de l'académie de l'entrepreneuriat et de l'innovation (AEI), en ligne.

Bassite, S. & Ayerbe, C. & Dang, R. (2021). *The interplay between professional user entrepreneurs and entrepreneurial ecosystem: the case of French medical entrepreneurs*. PDW Entrepreneurial Ecosystems and Territories at the Babson College Entrepreneurship Research Conference, online.

Bassite, S. (2021). *Le rôle du professional user entrepreneur dans le design du business model : le cas des entrepreneurs médicaux de la e-santé*. XXXe Conférence de l'Association Internationale de Management Stratégique, en ligne, France.

Bassite, S. (2021). *How do professional user entrepreneurs shape the business model design of their start-ups? The case of French medical entrepreneurs in e-health*. EURAM (European Academy of Management) Conference, online.

Bassite, S. & Gautier, A. & Dang, R. (2020). *Le rôle des mécanismes de confiance dans l'innovation des business models des plateformes digitales*. CIFEPME 2020, en ligne.

Bassite, S. (2020). *Une étude exploratoire des facteurs influençant le design d'un business model pérenne par le professional user entrepreneur: le secteur de la MedTech en France*. XXIXe Conférence Internationale de Management Stratégique AIMS, en ligne.

Bassite, S. (2020). *Une étude exploratoire des facteurs influençant le design d'un business model pérenne par le professional user entrepreneur: le secteur de la MedTech en France*. Internal management seminar at GREDEG laboratory.

Bassite, S. (2020). *An exploratory study of the factors shaping the design of a viable business model by the professional user entrepreneur: the field of MedTech in France*. The Skema Ph.D. Research Day, Online.

Bassite, S. & Gautier, A. & Dang, R. (2019, June). *Reinventing The Business Model of Digital Platforms With Trust*. EURAM (European Academy of Management) Conference, Lisbon, Portugal.

Bassite, S. (2018). *User entrepreneurs and successful business model design: Case study analysis in the field of the connected health*. Rosa Luxemburg Seminar of GREDEG doctoral students.

ORGANIZATION OF CONFERENCES AND WORKSHOPS

2021. Co-organizer of the Conference “Ehealth and Business Model Innovation”, with the Métropole Nice Côte d’Azur, Gredeg laboratory and Master Students in Innovation and Territory Management, 14th April, Special Live On EUR ELMI – Economie and Management. **To see the conference, click [here](#)**

2018. Member of the organizing committee of the 30th Annual European Association for Evolutionary Political Economy (EAEPE) Conference, 06-08 September, GREDEG-CNRS, University of Nice Sophia-Antipolis : <https://eaepe.org>

REVIEWER: CONFERENCE PAPER

Reviewer for AIMS (Association Internationale en Management Stratégique) – 2021, 2022

Reviewer for EURAM (European Academy of Management) - 2019

TEACHING EXPERIENCE

<i>Université Côte d’Azur, Graduate School of Economics and Management (ELMI)</i>				
Year	Course Name	Degree level	Type	Hourly volume
2021	The new challenges of innovative entrepreneurship	Master 1: Innovation, Enterprise and Society (IES)	Lecture Course	12 hours
	Organization Theory	Bachelor – English teaching	Lecture Course	20 hours
2020	Organization Theory	Bachelor – English teaching	Lecture Course	20 hours
2020	The new challenges of innovative entrepreneurship	Master 1: Innovation, Enterprise and Society (IES)	Lecture Course	12 hours
2019	Organization Theory	Bachelor – English teaching	Lecture Course	20 hours
	Introduction in Management	Bachelor 1	Tutorials	6 hours

UNIVERSITY SERVICE

2019-2021. Member council of the DESPEG Doctoral School (Université Côte d’Azur)

2021-2022. Member council of the Maison des Sciences de l’Homme et de la Société Sud-Est

SUPERVISION OF MASTER RESEARCH THESIS

2020-2021. Master Innovation and Management of Territories,

Topic 1: Benefits of social networks on territories (Claire Creschi)

Topic 2: Challenges of healthcare start-ups - the case of LivMed’s (Arnaud Escolano)

Topic 3: Financing Business Innovation : Risks and opportunities (Amiral Sekou Yansané)

Topic 4: Silver economy start-ups : challenges to define viable business model (Clara Barrios)