



University of Bedfordshire
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Luton, LU1 3JU
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Dr Rodolphe Ocler **Senior Lecturer in Business Strategy**

I have been teaching strategy and qualitative research methods for over 15 years to different audiences. I joined the University of Bedfordshire in April 2011 and have been involved in the MBA and transnational education (TNE) programmes since then.

Before that I was Head of the Strategy, Management and Entrepreneurship department of the Chambéry Savoy Business School and developed a training program for the International Labour Organization.

When not working, I enjoy taking care of my four cats, listening to jazz music and reading.

Qualifications

- Qualification aux fonctions de Maitres de conférences - French Ministry of Education Recognition
- PhD in Strategy - Université Lumière Lyon 2, France
- DEA (Master in Research) - Université Lumière Lyon 2/ E.M Lyon, France
- Bcom, Specialist programme in Finance and Accounting - University of Toronto, Canada

Teaching Expertise

- Strategic Management unit - MBA University of Bedfordshire
- Unit Leader, Strategic Management unit - Kaplan
- Unit Leader, Management unit - Kaplan
- Unit Leader, PDP in Accounting and Finance - Kaplan
- PhD Seminar - University of Bedfordshire

- Strategic unit, Exec MBA, Ecole Supérieure de Commerce de Chambéry, France
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Research Interests

- Discourse Analysis
- Storytelling
- Corporate Social Responsibility
- Qualitative Research Methods
- Critical and Postmodern Approach to Management

Research Projects

- Guest Editor, Society and Business Review, Corporate Social Responsibility, Standardization and Critical Management
- Consulting for Luton Borough Council

External Roles

- Editor for Books, Society and Business Review
- Reviewer, Society and Business Review
- Reviewer, M@nagement,
- Reviewer, Journal of Organizational Change Management

Publications

- Professionalism and organization: polysemy of concepts and narratives of actors (with Miguel Delattre) Society and Business Review, Emerald, Volume 8, Number 1, 2013
- Les conditions de développement du professionnalisme des cadres en hôpitaux psychiatriques (avec Miguel Delattre) in Le développement professionnel des cadres apprentissage et gestion des connaissances, Ed Yvon Pesqueux, 2012, p.93-104: Paris, CNDP ESEN
- Polysemy of organizations and organization of polysemy: A French approach, (with Miguel Delattre) Management and Marketing Review January 2010
- The downside of Downsizing: using research action as consulting process, Annals of the University of Craiova - Economic Sciences Series, January 2010
- Analyse de discours et organisations: mythes fantasmés, non-dits et quiproquo, edited by Rodolphe Ocler L'Harmattan January 2010
- Discourse analysis and social corporate responsibility: a qualitative approach, Society and Business Review, Emerald, Volume 4, Number 3, 2009
- Grounding dynamic CRS: a Mass market case analysis (with Miguel Delattre and Pascal Moulette) RESADDERSEE International (RI) , Vol 1 N1, July 2009
- Politique d'ancrage d'une dynamique managériale responsable : dispositifs dans la Grande distribution (en collaboration avec Miguel Delattre et Pascal Moulette) RESADDERSEE International (RI) Vol 1 N 1, juillet 2009
- Singularity of qualitative research: from collecting information to producing results (with M. Delattre, P. Moulette and K. Rimeyko), Tamara, Journal for Critical Postmodern Organization, Vol 7.2, April 2009

Contact Details

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