



**Press Release
April 2009**

**Alain Fayolle, professor at EMLYON Business School,
expert for the OECD and the Swedish government**

Alain Fayolle, 55, Doctor in Management Science, has been entrusted with a mission by the OECD. The study, one of analysis and field inquiries, concerns the evaluation of public policies within the Berlin area, in terms of entrepreneurship vis-à-vis higher education institutions and universities. Indeed, the OECD sees entrepreneurship as a key factor to development and encourages its teaching, especially to young people.

At the same time, Alain Fayolle is working on a second assignment for the Swedish government. The latter aims at encouraging the creation and development of programs of excellence in entrepreneurship by Swedish universities. To achieve this, it has appointed four world famous experts in entrepreneurship, including Alain Fayolle under the auspices of the Swedish national higher education agency. After a call for projects, the task of these experts is to evaluate the proposals and select the best of them.

Alain Fayolle, a renowned specialist in entrepreneurship, has been teaching this subject for fifteen years. His research focuses more particularly on entrepreneurial pedagogy. He is the author of "L'Art d'Entreprendre" (Village Mondial Editions/Les Echos Editions, October 2007) and of « Entrepreneurship and New Value Creation. The dynamic of the entrepreneurial process » (Cambridge University Press, November 2007).

Alain Fayolle, founder member of the Academy of Entrepreneurship, has recently launched, in partnership with the Express Roularta Group, *L'Expansion Entrepreneuriat*, the first magazine to popularize science on subjects like company creation, economic growth and innovation. He leads the editorial staff with Bernard Surlemont from the University of Liège. Every issue revolves around a specific theme, illustrated by analysis, international studies, practical cases, testimonies and interviews.

At EMLYON Business School, Alain Fayolle runs the Research in Entrepreneurship Center. A team of ten researchers and doctoral students works with him on the study of the dynamics of entrepreneurial processes. Through which complex processes do people go through to reach the final stages of the creation of a firm? What factors favor or impede entrepreneurial success? What educational principles and what tools might help entrepreneurs see their project through to the end?

At a time when entrepreneurship appears as one of the solutions to the crisis, the growing recognition of the importance of work on this subject confirms the avant-garde status of EMLYON Business School and its faculty in the field of entrepreneurship.

Press Contact EMLYON Business School:

Valérie Jobard

jobard@em-lyon.com

04 78 33 78 29

06 07 81 70 02