

## CV GREGOIRE DENIS

### Other title(s)

- Chair holder of the [Rogers—J.A. Bombardier Chair of Entrepreneurship](#)
- Associate Editor, [Academy of Management Journal](#)
- Associate Director, [Creative Destruction Lab - Montreal](#)

### Education

- Ph.D. Business Administration (Strategy and Entrepreneurship), University of Colorado at Boulder
- M. Sc. (Management), HEC Montréal
- B. Sc. (Architecture), McGill University

### Expertise

- Entrepreneurship
- Entrepreneurial opportunities
- International entrepreneurship
- Cognitive sciences
- Research methods

### Current research

My research centers on the cognitive processes supporting entrepreneurship, innovation and strategy.

Winter 2025

ENTR 51014A

[CDL Course 2: Growing technology ventures](#)

Fall 2024

ENTR 11000A

[Entrepreneurship and innovation : concepts and tools](#)

ENTR 51013A

[CDL Course 1: Introduction to technology entrepreneurship](#)

Winter 2024

ENTR 51014A

[CDL Course 2: Growing technology ventures](#)

Fall 2023

MNGT 10407

[Management](#)

ENTR 51013A

[CDL Course 1: Introduction to technology entrepreneurship](#)

This publication selection covers the last five years.

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[Journal articles \(7\)](#)

GRÉGOIRE, Denis, TRÖSTER, Christian, KOTHA, Reddi, ZHU, Jing, FARH, Crystal, ROBERSON, Quinetta, GRUBER, Marc et al.; « [Compelling Empirics in Quantitative Studies](#) », Academy of Management Journal, vol. 68, no 4, 2025, p. 669-679.

GRÉGOIRE, Denis, TER WAL, Anne L. J., LITTLE, Laura M., BERMISS, Sekou, KOTHA, Reddi, GRUBER, Marc; « [Mobilizing New Sources of Data: Opportunities and Recommendations](#) », Academy of Management Journal, vol. 67, no 2, 2024, p. 289-298.

ROBINSON, Melanie, SOUBLIÈRE, Jean-François, AGOGUÉ, Marine, GRÉGOIRE, Denis, RUA, Tuvana, PLOURDE, Yves; « [Tackling the Anxiety of Learning Statistics: The Mystery of the Red Envelope](#) », Decision Sciences : Journal of Innovative Education, vol. 21, no 3, 2023, p. 167-176.

COWEN, Amanda P., RINK, Floor, CUYPERS, Iya R. P., GRÉGOIRE, Denis, WELLER, Ingo; « [Applying Coleman's Boat in Management Research: Opportunities and Challenges in Bridging Macro and Micro Theory](#) », Academy of Management Journal, vol. 65, no 1, 2022, p. 1-10.

DAVIDSSON, Per, GRÉGOIRE, Denis, LEX, Maïke; « [Venture Idea Assessment \(VIA\): Development of a needed concept, measure, and research agenda](#) », Journal of Business Venturing, vol. 36, no 5, 2021, p. 1-23.

GISH, J. Jeffrey, WAGNER, David T., GRÉGOIRE, Denis, BARNES, Christopher M.; « [Sleep and entrepreneurs' abilities to imagine and form initial beliefs about new venture ideas](#) », Journal of Business Venturing, vol. 34, no 6, 2019, p. 1-24.

GRÉGOIRE, Denis, CHERCHEM, Naïma; « [A structured literature review and suggestions for future effectuation research](#) », Small Business Economics : An Entrepreneurship Journal, vol. 54, no 3, 2019, p. 621-639.

#### Books (1)

AGOGUÉ, Marine, CHÉNARD POIRIER, Léandre, GRÉGOIRE, Denis, PLOURDE, Yves, ROBINSON, Melanie, SOUBLIÈRE, Jean-François; [Survivre à son projet de recherche : introduction à la méthodologie en gestion](#), Les Éditions JFD, 2023.

#### Book chapters (1)

PODOYNITSYNA, Ksenia, SNIHUR, Yuliya, THOMAS, Llewellyn D. W., GRÉGOIRE, Denis; « [Creating Meta-Narratives: How Analogies and Metaphors Support Business Model Innovation](#) », Business Models and Cognition, Emerald Publishing, 2020, p. 135-167.

This selection of supervision activities covers the last five years.

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Master's thesis direction – MSc in Management (5)

[Enough fuel in the tank: The drivers of competitive advantage among AI start-ups](#), by David Cormier  
August 2022

Les dilemmes de Marie-Pier: L'entrepreneuriat contre vents et marées , by Marie-Pier Villeneuve  
March 2022

Les dilemmes de Marie-Pier: L'entrepreneuriat contre vents et marées , by Marie-Pier Villeneuve  
March 2022

[Quelles interactions sociales apportent de la valeur à l'écosystème entrepreneurial ? Le cas de Next AI Montréal](#), by Kasia Myszka  
March 2022

[Quelles interactions sociales apportent de la valeur à l'écosystème entrepreneurial ? Le cas de Next AI Montréal](#), by Kasia Myszka  
March 2022

[Supervised project supervision – MSc in Management \(2\)](#)

La pénurie de pilotes d'avion au Québec : comment aider les petits transporteurs aériens à améliorer l'attraction et la rétention , by Remi St-Jean  
January 2021

La pénurie de pilotes d'avion au Québec : comment aider les petits transporteurs aériens à améliorer l'attraction et la rétention , by Remi St-Jean  
January 2021