

Recently published papers in peer reviewed journals
by IESEG researchers

Ané Thierry & Ureche-Rangau Loredana, Stock Market Dynamics in a Regime Switching Asymmetric Power GARCH, 2004, *International Review of Financial Analysis*, forthcoming

Ané, Thierry and Chiraz Labidi, 2004, Return Interval, Dependence Structure and Normality of Asset Returns, forthcoming in the *Journal of Economics and Finance*.

Ané, Thierry and Chiraz Labidi, 2004, Spillover Effects and Conditional Dependence, forthcoming in the *International Review of Economics & Finance*.

Bielen F. et Sempels C. (2004), Proposition d'une échelle de mesure bidimensionnelle du concept d'intangibilité, Recherche et Applications en Marketing, Volume 19, N°3, à paraître.

Bigné Enrique, **Ruben Chumpitaz**, Luisa Andreu et Valérie Swaen, 2005, Percepción de la responsabilidad social corporativa : un análisis cross-cultural, *Universia Business Review*, n° 5, pp.14-27.

Boitout Nicolas & **Ureche-Rangau Loredana**, 2004, Towards a Multifractal Paradigm of Stochastic Volatility?, *International Journal of Theoretical and Applied Finance*, vol. 7, 7 (November), pp. 823-852

Briec, W., **K. Kerstens** (2004) A Luenberger-Hicks-Moorsteen Productivity Indicator : Its Relation to the Hicks-Moorsteen Productivity Index and the Luenberger Productivity Indicator, *Economic Theory*, 23(4), 925-939.

Briec, W., **K. Kerstens**, J.-B. Lesourd (2004) Single Period Markowitz Portfolio Selection, Performance Gauging and Duality : A Variation on Luenberger's Shortage Function, *Journal of Optimization Theory and Applications*, 120(1), 1-27.

Briec, W., **K. Kerstens**, P. Vanden Eeckaut (2004) Non-convex Technologies and Cost Functions: Definitions, Duality and Nonparametric Tests of Convexity, *Journal of Economics*, 81(2), 155-192

Chumpitaz Ruben et **Swaen Valérie**, 2004, "La qualité perçue comme déterminant de la satisfaction des clients en business-to-business. Une étude empirique dans le domaine de la téléphonie", *Recherche et Applications en Marketing*, Vol. 19, N° 2, pp. 31-52.

Demoulin N., 2004, "Evaluation du Succès des Systèmes d'Aide à la Gestion Marketing (SAGM) : Cadre

Conceptuel et Voies de Recherches Futures", *Systèmes d'Information et Management*, N°3, Vol. 9, 61-85.

Hadzilias, E.A. (2005) "A Methodology Framework for Calculating the Cost of e-Government Services", in M. Böhlen et al. (Eds.): TCGOV 2005, LNAI 3416, *IFIP International Federation for Information Processing*, Springer, pp. 247-256

Hadzilias, E.A. (2004) "Application of the GRAI Architecture for E-Governance Performance Evaluation", *WSEAS Transactions on Information Science and Applications*, Issue 5, Vol. 1, November, pp. 1359-1364.

Kleymann, B. (2005), The Dynamics of Multilateral Allying: A Process Perspective on Airline Alliances. *Journal of Air Transport Management*.

Lindgreen A. and **Swaen V.**, forthcoming 2005, Corporate Citizenship: Let Not Relationship Marketing Escape the Management Toolbox, *Corporate Reputation Review*.

Maignan I. et **Swaen V.**, 2004, "La responsabilité sociale d'une organisation : Intégration des perspectives marketing et manageriale", *Revue Française du Marketing*, N°200, 5, pp.51-66.

Ponis S.T., **Hadzilias E.A.**, Panayiotou N.A. (2004) "Business Process Engineering with ARIS Simulation - A Case Study of a Call Centre Operation Assessment", *WSEAS Transactions on Business and Economics*, Issue 4, Vol. 1, October, pp. 338-343.

Tatsiopoulos, I.P., Ponis, S.T. & **Hadzilias, E.A.** (2004) "An E-Releaser of Production Orders in the Extended Enterprise", *Production Planning & Control*, Vol. 15, No. 2, March, pp. 119-132.

Vaara, E., **Kleymann, B.** and Seristö, H. (2004), Strategies as Discursive Constructions: The Case of Airline Alliances. *Journal of Management Studies*, Vol. 41 No. 1, pp. 1 - 35.

Malloch, Hedley, 2005, 'A French Model of Craft Training: Its Strategic Relevance and Recruitment Issues for a UK Firm', *The International Journal of Human Resource Management*.

Oosterlinck Kim & **Ureche-Rangau Loredana**, Entre la peste et le choléra : Le détenteur d'obligations peut préférer la répudiation au défaut..., 2004, *Revue d'Economie Financière*, n° 79,

Saee, J (2004) Internationalization Strategy of Education in the 21st Century, *Journal of Business Economics and Management*, Vol. V, No2

Saee, J. (forthcoming 2005). "Fundamental Challenges of Social Responsibility, Ethics, Consumerism and the Law Confronting the World of Advertising", reviewed and accepted for publication by *International Journal of Private and Public Partnerships*.

Saee, J., and Zahid, M. (2004). "An Empirical Study of Quality Management within the Australian Service Industry". *Journal of Management Systems* Vol 16, Issue 1.

Saee, J., and Mouzytchenko, O. (2004). "A Phenomenological Study of Sub-contracting Small - and Medium-Sized Enterprises and Their Internationalisation Strategies and Responses: A Scottish Perspective", *Journal of Transnational Management Development* Vol. 9, Issue, 1

Sargis Roussel, Caroline, 2004, "Fusion d'entreprises: les défis de l'intégration des connaissances", *Revue française de gestion* VOL 30/149 pp.85-99

Wang, P. Liu, A. and Wang, P.J. (2004), Return and Risk Interactions in Chinese Stock Markets, *Journal of International Financial Markets, Institutions and Money*.

Recently published books by IESEG researchers

Carugati A. (2004), Multiple Perspective Approach for the Development of Information Systems Based on Advanced Mathematical Models, Ph.D. Dissertation, *Technical University of Denmark, Lyngby* (ISBN no. 87-91035-02-3)

Dor, Eric, 2004, Econométrie, *Pearson*, Paris

Kleymann, B. and Seristö, H. , Managing Strategic Airline Alliances. *Aldershot, UK: Ashgate* (2004).

Lambin, Jean-Jacques, **Chumpitaz, Ruben** et de Moerloose, Chantal, (2005), Marketing stratégique et opérationnel, 6ème Edition, 718 pages, *DUNOD*, Paris.

Wang, P. (2004), The Economics of Foreign Exchange, *Springer*.

Recently published papers in collective books
by IESEG researchers

Carugati A. (2004), Uso dei Boundary Objects nello Sviluppo dei Sistemi Informativi, in Lo Sviluppo dei Sistemi Informativi: dai metodi formalizzati ai metodi "in azione", ed. by Cantoni F., Franco Angeli, Milan

Hadzilias, E.A. (2005) "A Methodology Framework for Calculating the Cost of e-Government Services", in M. Böhlen et al. (Eds.): TCGOV 2005, LNAI 3416, *IFIP International Federation for Information Processing*, Springer, pp. 247-256.

Swaen Valérie, 2004, L'utilisation de l'argument 'citoyen' dans les campagnes de communication, SEE Management Files, Fiche n°18, Janvier, publication sur le site internet de Groupe One (www.groupeone.be) (cet article sera publié dans un ouvrage collectif fin 2004)

Recent conferences by IESEG researchers

Fr. Bielen et Ch. Sempels (2004), How intangibility affects perceived risk regarding the degree of service knowledge and service use? *Marketing Science Conference*, June, The Netherlands

Bielen F. et Demoulin N. (2005), "Le temps d'attente dans le domaine des services : ses déterminants et son influence sur la satisfaction et la fidélité", *3èmes interfaces de l'IUT de Lille2 sur le "Temps et Comportement du Consommateur"*, 31 mars 2005.

Bigné E., Andreu L., **Chumpitaz R.** and **Swaen V.**, 2004, La percepción de la responsabilidad social corporativa en las decisiones de compra del consumidor: un enfoque cross-cultural, *XVI Encuentro de Profesores Universitarios de Marketing*, September 22-24, Alicante, Spain.

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Carugati A. (2004), "Information Systems Development as Inquiring Systems: a Theoretical Discussion", *Proceedings of the AIM 2004 Conference*, Evry, France.

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Demoulin N., SENY J. et ZIDDA P. (2004), "De l'impact de la carte de fidélité sur la fidélité à l'enseigne : Le cas de la satisfaction des clients relative au système de rétribution", *7^{ème} colloque Etienne Thil*, 23-24 septembre 2004.

Hadzilias, E.A. (2004) "Application of the GRAI Architecture for E-Governance Performance Evaluation", *3rd International Conference on E-ACTIVITIES* (E-Learning, E-Communities, E-Commerce, E-Management, E-Marketing, E-Governance, E-Health, Tele-Working), October 24-26, Rethymno, Greece.

Kerstens, K ; 21 octobre 2004 : "Adapting the Short-Run Johansen Industry Model for Common-Pool Resources: Planning the Danish Fisheries' Industrial Capacity to Curb Over Fishing" *Brest (Université de Bretagne Occidentale (UBO): Centre de Droit et d'Economie de la Mer (CEDEM)) séminaire*.

Kerstens, K ; 27 juin 2004: Budapest (Budapest University of Economic Sciences and Public Administration (BUESPA)), 13th Annual Conference European Association of Environmental and Resource Economists (EAERE): "Adapting the Short-Run Johansen Industry Model for Common-Pool Resources: Planning the Danish Fisheries' Industrial Capacity to Curb Over Fishing".

Kerstens, K ; 24 juin 2004: Toronto (University of Toronto), North American Productivity Workshop 2004: "A New Disposability Assumption to Model Congestion in Production: Convex and Non-convex Nonparametric Technologies and Distance Functions" (avec P. Vanden Eckhout).

Kleymann, B. (2004), The Airline Alliance Group as a Loosely Coupled System. Paper presented at the annual conference of the Air Transport Research Society, Istanbul, July 2004

Hadzilias, E.A. (2005) "A Methodology Framework for Calculating the Cost of e-Government Services", TED Conference on e-Government, Electronic democracy: The challenge ahead, March 2-4, Bozen-Bolzano, Italy

Hadzilias, E.A. (2004) "Application of the GRAI Architecture for E-Governance Performance Evaluation", 3rd International Conference on E-ACTIVITIES (E-Learning, E-Communities, E-Commerce, E-Management, E-Marketing, E-Governance, E-Health, Tele-Working), October 24-26, Rethymno, Greece

Malloch, Hedley, Birgit Kleymann and Jacques Angot, 2005, 'Les Compagnons du Devoir: A French High-Skill VET System'. Accepted for presentation at the Journal of Vocational Education and Training Sixth International Conference, Harris Manchester College, University of Oxford, 13-15 July 2005. (With **Birgit Kleymann, Jacques Angot** and Professor Tom Redman)

Malloch, Hedley, Birgit Kleymann and Jacques Angot 2004, 'The Internationalisation of the Younger Worker: The Case of the Industrial Journeyman Programme'. Paper given to the Chartered Institute of Personnel Development Professional Standards Conference, Keele University, UK; 28-30 June 2004. (With Professor Tom Redman,)

Ponis S.T., **Hadzilias E.A.** & Panayiotou N.A. (2004) "Business Process Engineering with ARIS Simulation - A Case Study of a Call Centre Operation Assessment", *5th International Conference on Mathematics and Computers in Business and Economics* (MCBE'04), November 15-17, Venice, Italy.

Rivera Jaime, **Chumpitaz Ruben** et Molero Victor (2005), "Les stratégies de marketing écologique à partir d'une perspective de "stakeholders"", papier accepté pour présentation au Congrès International "Marketing Trends", Paris, janvier 21-22.

Saee, J (2004) Globalization and its Impact on National Economies and Enterprises: A Critical Perspective in the *Business and Economics Society International Conference proceedings*

Swaen V. and Vanhamme J., 2004, The use of corporate social responsibility arguments in communication campaigns : Does source credibility matter?, paper accepted for presentation and publication to the *Association for Consumer Research Conference*, October 7-10, Portland, USA.

Forthcoming presentations of IESEG researchers in major conferences

The following papers have been accepted for presentation after competitive selection processes by the program committees of some major conferences.

Andreu L., Bigné E., **Chumpitaz R.**, Mattila A.S. et Swaen V., 2005, "Effects of Perceived Retail Environment on the Shopping Experience? An Empirical Examination in Shopping Centres & Traditional Retailing", papier accepté pour présentation lors du *12th Biennial World Marketing Congress*, 6-9 Juillet, Muenster, Allemagne.

Beckmann S., Bigné E., Andreu L., **Chumpitaz R.**, et **Swaen V.** (2005), "An International Comparison of Corporate Social Responsibility Perceptions", papier accepté pour présentation lors du *12th Biennial World Marketing Congress*, 6-9 Juillet, Muenster, Allemagne.

Bielen F. et Demoulin N. (2005), Effect of waiting for services on the relationship between satisfaction and loyalty, *34th EMAC Conference*, Milan, Italy.

Bielen F. et Demoulin N. (2005), La satisfaction à l'égard du temps d'attente dans les services et son impact sur la relation satisfaction-fidélité : application au secteur hospitalier, *21^{ème} Congrès annuel de l'Association Française du Marketing*, Nancy, France.

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Bielen F. et Sempels C. (2005), Le risque perçu est-il réellement influencé par son intangibilité, *21^{ème} Congrès annuel de l'Association Française du Marketing*, Nancy, France.

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Chumpitaz Ruben et Pappadakis Nicholas (2005), "An empirical examination of the relationship between service quality, relationship satisfaction, trust, commitment and loyalty in a business-to-business services context ", *AMS, 2005 World Marketing Congress*, Marketing in a Inter-connected World: Opportunities and Challenges, Muenster, Germany, July 6-9/2005.

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Kleymann, B. (2005), What Complex Adaptive Systems Theory can teach Alliance Managers. Paper to be presented at the *annual conference of the Air Transport Research Society, Federal University of Rio de Janeiro, Brazil*, July 2005

Kleymann, B., Malloch, H., Angot, J. and Redman, T., The Dynamics of a Variably Coupled Social System. Paper to be presented at the *20th workshop on strategic HRM, EIASM*, Bruxelles, April 2005

Malloch, H., Redman, T., Angot, J. and **Kleymann, B.** (2005), Les Compagnons du Devoir: A French High-Skill VET System. Paper to be presented at the *Journal of Vocational Education and Training 6th International JNET conference*, University of Oxford, July 2005.