

**Recent Publications of the Members of IESEG Research**  
*Publications Récentes des Membres d'IESEG Research*

**Articles publiés dans des revues à comité de lecture**  
*Papers in refereed journals*

**Ané, T.**, (2006), Two-Component Extreme Value Distribution for Asia-Pacific Stock Index Returns, *International Journal of Theoretical and Applied Finance*, forthcoming.

**Ané, T.**, C. Labidi, **L. Ureche-Rangau**, (2006), Time-Varying Conditional Dependence in Chinese Stock Markets, *Applied Financial Economics*, forthcoming.

**Ané, T.** (2006), Do Power GARCH Models Really Improve Value-at-Risk Forecasts?, *Journal of Economics and Finance*, forthcoming.

**Ané, T.** (2006), Short and Long Term Components of Volatility in Hong Kong Stock Returns, *Applied Financial Economics*, Vol. 16, pp. 439-460.

Andreu, L., E. Bigné, **R. Chumpitaz, V. Swaen**, (2006), How Does the Retail Environment Influence Consumers' Emotional Experience? Evidence from Two Retail Settings, *The International Review of Retail, Distribution, and Consumer Research*, forthcoming.

**Bielen, F.**, Ch. Sempels, (2006), Vers une meilleure compréhension de la relation entre l'intangibilité des services et le risque perçu : impact de la connaissance et de l'utilisation, *Revue Française de Marketing*, Vol. 206, pp. 41-59.

**Bielen, F.**, Ch. Sempels, (2006), Why is there a future for hospital marketing?, *Hospital*, Vol 8. N° 1, pp. 19-27.

Bigné, E., L. Andreu, **R. Chumpitaz, V. Swaen**, (2006), La influencia de la Responsabilidad Social Corporativa en el comportamiento de compra de estudiantes universitarios, *Revista Española de Investigación de Marketing, ESIC-Market*, à paraître.

Bigné, E., L. Andreu, **R. Chumpitaz, V. Swaen**, (2006), Efectos de las variables ambientales y atribución en las emociones en centros comerciales. Una aplicación en la compra de perfumería y cosmética, *Revista Española de Investigación de Marketing ESIC*, à paraître.

Bigné, E., **R. Chumpitaz**, L. Andreu, **V. Swaen**, (2005), Percepción de la responsabilidad social corporativa : un análisis cross-cultural, *Universia Business Review*, n° 5, pp.14-27.

Blancard, S., J-P. Boussemart, W. Briec, **K. Kerstens**, (2006) Short- and Long-Run Credit Constraints in French Agriculture: A Directional Distance Function Framework Using Expenditure-Constrained Profit Functions, *American Journal of Agricultural Economics*, 88 (2), 351-364.

Briec, W., **K. Kerstens**, (2006) Input, Output and Graph Technical Efficiency Measures on Non-Convex FDH Models with Various Scaling Laws: An Integrated Approach Based Upon Implicit Enumeration Algorithms, *TOP*, forthcoming.

Briec, W., C. Comes, **K. Kerstens**, (2006) Temporal Technical and Profit Efficiency Measurement: Definitions, Duality and Aggregation Results, *International Journal of Production Economics*, forthcoming.

**Carugati, A., E. Hadzilias**, (2006), Development of E-Government services for cultural heritage: Examining the key dimensions, *International Journal of Technology and Human Interaction*, forthcoming.

**Durré, A.**, P. Giot (2006), Appraising the Fed model: An international analysis of earnings, stock prices and bond yields, *Journal of Business Finance and Accounting*, forthcoming.

**Durré, A.** (2006), The Liquidity Premium in the Money Market: A Comparison of the German Mark Period and the Euro Area, *German Economic Review* Vol. 7(2).

**Durré, A.**, P. Bisciari (2005), La Bulle 'Internet', un remake de la bulle de 1929? *Revue d'Economie Financière*, n°81.

**Hota, M. R. McGuiggan** (2005), The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining the Past and Modeling the Future, Karin M. Ekstrom and Helen Brembeck (eds), *European Advances in Consumer Research*, Vol. 7.

**Kerstens, K.**, W. Briec, O. Jokung, (2006), Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach, *Management Sciences*, forthcoming.

**Kerstens, K.**, D. Squires, N. Vestergaard (2005) Methodological Reflections on the Short-Run Johansen Industry Model in Relation to Capacity Management, *Marine Resource Economics*, 20(4), pp. 425-443.

**Kleymann, B.** (2005), The Dynamics of Multilateral Allying: A Process Perspective on Airline Alliances. *Journal of Air Transport Management*, Vol. 11 Iss. 3, pp. 135-147.

Lindgreen, A., **V. Swaen**, (2005), Corporate Citizenship: Let Not Relationship Marketing Escape the Management Toolbox, *Corporate Reputation Review*, Vol. 7, N°4, pp. 346-363.

**Malloch, H.**, T. Redman, (2005), A French Model of Craft Training: Its Strategic Relevance and Recruitment Issues for a UK Firm, *International Journal of Human Resource Management*. Vol.16, No.7, July 2005, pp.1304-1324.

**Paparoidamis, N.** (2005), Learning Orientation and Leadership Quality. Their impact on Sales Person's Performance, *Management Decision*, Vol. 43 No 7/8, pp.1054-1063.

**Saeed, J.** (2006), Fundamental Challenges of Social Responsibility, Ethics, Consumerism and the Law Confronting the World of Advertising, *International Journal of Private and Public Partnerships*, forthcoming.

**Sargis Roussel, C.**, (2005), Une approche politique des processus de création de connaissance dans un contexte de changement majeur, *Gestion 2000*, septembre.

**Ureche-Rangau, L., N. Zamfirescu**, (2006), Jumps and Volatility of French Government Bonds Market, Banque & Marchés, 80, Janvier-Février, forthcoming.

Oosterlinck K., **L. Ureche-Rangau**, (2005), Entre la peste et le choléra : Le détenteur d'obligations peut préférer la répudiation au défaut..., 2005, *Revue d'Economie Financière*, n° 79, pp. 309-331.

**Wang, P.J.** (2006), A Re-examination of the Predicting Power of Forward Premia, *Applied Financial Economics*, forthcoming.

**Wang, P.J.** (2005), Statistical Distributions of Time Series in the Frequency Domain, *Statistics and Probability Letters*, forthcoming.

**Wang, P.J.**, T. Jones, (2005), A Different Approach to Estimating Betas of Securities Subject to Thin Trading and Serial Correlation, *Applied Financial Economics*, forthcoming.

Wang, P., **P.J. Wang**, A. Liu, (2005), Stock Return Volatility and Trading Volume Relations - Evidence from the Chinese stock market, *Journal of Chinese Economic and Business Studies*, 3, pp. 39-54.

#### Reuves juridiques Law journals

**Taquet, F.** (2005), Vers une sécurité juridique renforcée des cotisants. *JCP. E* .2005.1809

**Taquet, F.** (2005), Le contrôle URSSAF : évolutions et perspectives. *Droit et Actualités*. Mélanges à Jacques Béguin.p.733 s

**Taquet, F.** (2005), Note sous : Cass.2°. civ.11 octobre 2005. *JCP. E* 2005.1764

**Taquet, F.** (2005), Note sous : Cass.2°. civ.18 octobre 2005. *JCP. E* 2005.1852

**Taquet, F.** (2005), Note sous : Cass.2°. civ.9 février 2006. *JCP. E* 2006.1587

#### Communications scientifiques dans des colloques à comité de lecture Communications in Refereed Conferences

Andreu L., E. Bigné, **R. Chumpitaz**, A. Mattila, **V. Swaen**, (2005), Effects of Perceived Retail Environment on Consumption Emotions, Satisfaction and Behavioral Intentions: A Comparison between Shopping Centers and Traditional Retailing, The Academy of Marketing Science, *2005 World Marketing Congress, Marketing in a Inter-connected World: Opportunities and Challenges*, Muenster, Germany, July 6-9/2005.

**Ané, T.**, **L. Ureche-Rangau**, L. Chiraz, (2005), Time-Varying Conditional Dependence in Chinese Stock Markets, International Conference in Finance, Copenhagen, Danemark, September.

**Ané, T.**, **L. Ureche-Rangau**, L. Chiraz, (2005), Time-Varying Conditional Dependence in Chinese Stock Markets, Global Finance Conference, Dublin, Irlande, June.

**Angot, J., H. Malloch, B. Kleymann**, T. Redman, (2005), Les Compagnons du Devoir : Emergent Lessons for HRD, University of Sheffield (6th conference at Leeds) *International Conference of UFHRD*.

**Angot, J., H. Malloch, B. Kleymann**, T. Redman, (2005), Les Compagnons du Devoir: A French High-Skill VET System, *International JNET conference*, University of Oxford, July 13-15.

**Angot, J., H. Malloch, B. Kleymann**, T. Redman, (2005), Cultural & Institutional Blocks to Internationalisation: The Case of the Younger Worker, (8th Conference on Cairns, Australia), *International Human Resource Management Conference*.

**Angot, J., H. Malloch, B. Kleymann**, (2005), The Internationalisation of a Community of Practice, EIASM Human Resources Workshop, April 28/29, Brussels.

Beckmann, S., E. Bigné, L. Andreu, **R. Chumpitaz**, **V. Swaen** (2005), An International Comparison of Corporate Social Responsibility Perceptions, The Academy of Marketing Science, *2005 World Marketing Congress, Marketing in a Inter-connected World: Opportunities and Challenges*, Muenster, Germany, July 6-9/2005.

**Bielen, F.**, C. Sempels (2005), Need for a client-driven logic in services marketing modelling: the example of perceived intangibility affected by the level of education, *14th Annual AMA Frontiers in Services Conference*, Arizona.

**Bielen, F.**, **N. Demoulin** (2005), Effects of waiting for services on the relationship between satisfaction and loyalty, *34th European Marketing Academy Conference*, May, Milan.

**Bielen, F.**, C. Sempels (2005), Le risque perçu d'un service est-il réellement influence par son intangibilité ?, *21ème Congrès Annuel de l'Association Française de Marketing*, Mai, Nancy.

**Carugati, A.**, **N. Demoulin**, **E. Hadzilias** (2005) Setting the Framework For Developing E-government Services on Cultural Heritage, *13th European Conference on Information Systems*, 26-28 may, Regensburg.

**Chumpitaz, R.**, **N. Paparoidamis** (2005), Formulating loyalty attributes in b2b failure/recovery episodes: the impact of quality, service recovery, relationship satisfaction and trust, The Academy of Marketing Science, *2005 Annual Conference, Marketing Technology and Customer Commitment in the New Economy*, Tampa, Florida, USA

**Demoulin, N.**, S. Djelassi (2005) Les délais de livraison : perceptions et impacts sur le comportement du consommateur, *Conférence Internationale COM - ICI* : "Les valeurs du temps dans le développement des organisations : entre instantanéité électronique et développement durable", Brest, December, 1.

**Durré, A.** (2006), Volatility regimes and the provision of liquidity in order book markets: presented at the 9th *Conference of the Swiss Society for Financial Market Research*, Zurich, April 2006.

**Durré, A.** (2005), Pitfalls to avoid when estimating the yield curve: Discussion on the paper entitled The Dynamic Relationship between the Euro Overnight Rate, the ECB's Policy Rate and the Term Spread from Dieter NAUTZ and Christian Offermanns, *Annual Congress 2005 of the Verein für Socialpolitik*, September 2005.

**Durré, A.** (2005), What do market participants look for in the overnight market: Discussion on the paper entitled Money Market Volatility – A Simulation Study from Michal Kempa, *SUERF/Bank of Finland Conference*, Helsinki, September 2005.

**Durré, A.** (2005), An international analysis of earnings, stock prices and bond yields, presented at the *Global Finance 2005*, Dublin, June 2005.

**Hadzilias, E.** (2005), "Defining Manufacturing Fitness for the Virtual Enterprise", 18th *International Conference on Production Research ICPR-18*, July 31 – August 4, University of Salerno, Fisciano Campus, Salerno, Italy.

**Hadzilias, E.** (2005), "Using e-Government Services for the Environmental Planning of Polycentric Urban Regions", *TED Workshop on e-Participation in Environmental Decision Making*, May 19–22, Helsinki, Finland.

**Hadzilias, E.** (2005), "Repositioning the order decoupling point in one-unit production enterprises", *International Conference on Industrial Engineering and Systems Management (IESM'05)*, May 16-19, Marrakech, Morocco.

**Hota, M., R. McGuiggan** (2005), The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining the Past and Modeling the Future, *European Association for Consumer Research Conference*, June 15-18, 2005, Gothenburg, Sweden.

**Kerstens, K., R. Chumpitaz, N. Paparoidamis, M. Staat** (2006), Measuring Market Efficiency Revisited, *EMAC (European Marketing Academy)*, May 23-26 Athens (Athens University of Economics and Business).

**Kerstens, K.** (2005), Brussel (FUSL), *Ninth European Workshop on Efficiency and Productivity Measurement: Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach*.

**Kleymann, B.** (2006), More Notes on Alliance Dynamics : How Large can an Alliance Group get? *Annual Meeting of the Air Transport Research Society*, Nagoya, Japan.

**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.

**Ouertani, N.** (2005), Northern Finance Association (NFA), Vancouver, Canada; 18th *Australasian Finance & Banking Conference*, Sydney, Australia.

**Ouertani, N.** (2006), Heterogeneous Basket Options Pricing Using Analytical Approximations, *Bachelier Finance Society 2006, 4<sup>th</sup> World congress*, Tokyo, Japon, Août 2006.

**Ouertani, N.** (2006), Heterogeneous Basket Options Pricing Using Analytical Approximations, *European Financial Management Association 2006 Annual Meeting*, Madrid, Espagne, Juin 2006.

**Ouertani, N.** (2006), Heterogeneous Basket Options Pricing Using Analytical Approximations, 9th *Conference of the Swiss Society for Financial Market Research*, Zurich, Suisse, Avril 2006.

**Ouertani, N.** (2005), Heterogeneous Basket Options Pricing Using Analytical Approximations, 18th *Annual Australasian Finance and Banking Conference*, Sydney, Australie, Décembre 2005.

**Ouertani, N.** (2005), Heterogeneous Basket Options Pricing Using Analytical Approximations, *Northern Finance Association Conference*, Vancouver, Canada, Septembre 2005.

Rivera J., V. Molero, **R. Chumpitaz** (2006) The implementation of market orientation: An exploratory study, 2006 *Annual Conference of Business Association of Latin American Studies (BALAS)*, San Ignacio University, Lima, Peru, May 10-14.

Rivera J., **R. Chumpitaz**, V. Molero (2005), Les stratégies du marketing écologique à partir d'une perspective de "stakeholders" papier accepté pour présentation au *Congres International "Marketing Trends"*, Paris, janvier 21-22.

**Saeed, J.** (2005), Knowledge Management and its Application Within the Contemporary Global Economy, 6th *European Conference on Knowledge Management*, University of Limerick, Ireland, 8-9 September 2005.

**Sargis Roussel, C.** (2005), Création de connaissance et jeux de pouvoir : le cas d'un projet dans le secteur bancaire, *Conférence de l'AIMS* (association internationale de management stratégique), Angers, juin.

**Triki, T.** (2005): The 9th World Congress of the Econometric Society, London, UK; Northern Finance Association (NFA), Vancouver, Canada; 18th *Australasian Finance & Banking Conference*, Sydney, Australia.

**Ureche-Rangau, L., K. Oosterlinck**, Are Repudiations Less Harmful than Defaults?, XIV International "Tor Vergata" Conference on Banking and Finance, Rome, Italy, December.

**Communications scientifiques  
 dans d'autres colloques et séminaires  
 Other conference and seminar presentation**

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

**Carugati, A., F. Bolici** (2005), Managing Knowledge in ISD: the role of communities of practice and boundary objects, *Proceedings of the Workshop Collaboration, Cooperation, Transaction in Various Communities: Exploring Differences and Commonalities*, Milan, Italy.

**Chumpitaz, R., K. Kersteens, N. Paparoidamis** (2006), "Measuring Market Efficiency Revisited", 35<sup>th</sup> *European Marketing Academy EMAC Conference*, Sustainable Marketing Leadership, Athens, Greece, May 23-26.

**Chumpitaz R., N. Paparoidamis, Ch. Chung** (2006), The impact of service quality, relationship satisfaction, trust and commitment on loyalty: an empirical investigation in a business-to-business services context, 2006 *AMS Annual Conference - Revolution in Marketing: Market Driving Changes*, San Antonio, USA, May 24-27.

**Durré, A.** (2005), Money Market Expectations: A Note on the Information Content of surveys vs. implied forward rates, presented at the *European Central Bank, Monetary Policy Seminar*, Frankfurt-am-Main (Germany), June 2005.

**Kerstens, K.** (2006), Warwick (University of Warwick, Warwick Business School), séminaire: Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach.

**Kerstens, K.** (2006), Verona (Università degli Studi di Verona, Dipartimento di Scienze Economiche), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach".

**Kerstens, K.** (2006), Hong Kong (Hong Kong Baptist University, School of Business), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 20 février 2006.

**Kerstens, K.** (2006), Bangor (University of Wales, School for Business and Regional Development), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 25 janvier 2006.

**Kerstens, K.** (2005), Wageningen (Wageningen University, Business Economics), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 6 décembre 2005.

**Kerstens, K.** (2005), Valencia (Universitat de Valencia, Departament d'Estructura Econòmica), séminaire: "Adapting the Short-Run Johansen Industry Model for Common-Pool Resources: Planning the Danish Fisheries' Industrial Capacity to Curb Over Fishing" 26 octobre 2005.

**Kerstens, K.** (2005), Castelló de la Plana (Universitat Jaume I, Departament d'Economia & Departament de Finances I Comptabilitat), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 25 octobre 2005.

**Kerstens, K.** (2005), Gent (Universiteit Gent, Faculty of Economics and Business Administration), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 18 octobre 2005.

**Kerstens, K.** (2005), Barcelona (Universitat Autònoma de Barcelona, Departament d'Economia de l'Empresa), séminaire: "Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach" 7 septembre 2005.

**Kleymann, B.** (2005), What Organisation Theory can teach us about alliance dynamics. Keynote address of the management track at the *Annual Meeting of the Air Transport Research Society*, Rio de Janeiro, Brazil.

**Livres  
Books**

Lambin, J.-J., **R. Chumpitaz**, C. de Moerloose (2005), Marketing stratégique et opérationnel, 6ème Edition, 718 pages, DUNOD, Paris.

**Chapitres dans des livres collectifs  
Chapters in collective books**

**Hadzilias, E.** (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.

**Hota, M., R. McGuiggan** (2005), The Relative Influence of Consumer Socialization Agents on Children and Adolescents: Examining the Past and Modeling the Future, Karin M. Ekstrom and Helen Brembeck (eds.), European Advances in Consumer Research, Vol 7.

**Plé, L., O. Joffre** (2005), Construction et interprétation de la matrice BCG : le cas Sound, in Kalika M. et al., Management, Cas et applications, Vuibert, Paris, pp. 118-125.

**Documents de travail d'universités  
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Working papers from universities and similar institutions**

**Bielen F., N. Demoulin** (2005), Evaluation à l'égard du temps d'attente et son effet modérateur sur la relation satisfaction-fidélité des patients, Document de travail n°2005-01, LABORES CNRS, Université Catholique de Lille.

**Durré, A.** (2005), An international analysis of earnings, stock prices and bond yields (co-written with P. Giot), simultaneously published in ECB Working Paper Series, 515 and in NBB Working Paper – Research, 73.

**Durré, A.** (2005), Volatility Regimes, Order Books and Liquidity: The case of Euronext (co-written with H. Beltran-Lopez and P. Giot), CORE Discussion Paper, 2005/12.

**Hota, M.** (2005), The Relative Influence of Consumer Socialisation Agents on Australian Children and Adolescents – A Public Policy Note, working paper submitted to the NSW Department of Education and Training.

**Ouertani, N.** (2006), Heterogeneous Basket Options Pricing Using Analytical Approximations", (avec Dionne, G., Gauthier, G. et Tahani, N.), HEC Montréal 2006, Centre de Recherche en E-Finance, CREF 06-01.

**Ouertani, N.** (2006), Les méthodes de tarification des options paniers, HEC Montréal 2006, Centre de Recherche en E-Finance, CREF 06-06.

**Publications d'institutions internationales  
et de banques centrales  
Publications of international institutions  
and central banks**

**Durré, A., S. Nardelli**, (2005), The Transmission of overnight interest rate volatility to longer-term interest rates in the euro area money market, *ECB Monthly Bulletin*, August, pp. 24-26.