

ANNUAIRE DE LA RECHERCHE
RESEARCH YEARBOOK
2007

IÉSEG School of Management

Centre de Recherche
Research Center

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INTRODUCTION

INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IESEG RESEARCH pendant l'année 2007. Le centre de recherche IESEG RESEARCH rassemble tous les enseignants permanents¹ de l'IESEG School of Management qui ont une activité de recherche significative. Provenant de 15 pays différents, ces enseignants-chercheurs forment une véritable équipe multiculturelle et contribuent directement au projet résolument international de l'Ecole.

La vocation d'IESEG RESEARCH est de faire progresser les connaissances dans les différents domaines du management et de l'économie appliquée. Ses membres visent à publier les résultats de leurs recherches dans des revues scientifiques reconnues internationalement, ou des ouvrages publiés par des maisons d'édition de renom.

Une partie des membres d'IESEG RESEARCH sont également membres du LABORES, ura CNRS 362, dont l'IESEG est une institution fondatrice.

DR. ERIC DOR

DIRECTEUR DE LA RECHERCHE



This Research Yearbook presents all the scientific publications made by our research center, called IESEG RESEARCH, during the year 2007. This research center gathers all the regular professors² of IESEG School of Management who display a significant research activity. Coming from 15 different countries, our researchers work in a true multicultural environment, and directly contribute to the international project of the School.

The mission of IESEG RESEARCH is to contribute to the increase in scientific knowledge in the fields of management and applied economics.

Members of IESEG RESEARCH conduct projects which are designed to lead to significant contributors, in the form of papers leading academic journals or books edited by major publishing houses.

¹ Les enseignants permanents sont des salariés de l'IESEG. Leurs activités de recherche sont financées par l'IESEG. Cet annuaire ne reprend donc **pas** les publications réalisées par les enseignants vacataires de l'IESEG, dont les activités de recherche sont financées par leur employeur principal (Université Etrangère, Université Publique Française, Entreprise,.....).

² *The regular professors are employees of IESEG. Their research activity is financed by IESEG. This yearbook does **not** contain the publications made by free lance professors of IESEG, since their research activity is financed by their principal employer (Foreign University, Public French University, Corporate Firm,.....)*

ARTICLES PUBLIES DANS DES REVUES A COMITE DE LECTURE

PUBLISHED PAPERS IN REFEREED PEER-REVIEWED JOURNALS

ECONOMIE/ECONOMICS

Boussemart, J.-P., Bric, W. Leleu, H. (2007) “Linear Programming Solutions and Distance Functions Under a Constant Returns to Scale Technology“, *Journal of the Operational Research Society (JORS)*, 1-7.

Eeckhoudt, L., Rey, B., Schlesinger, H. (2007) A Good Sign for Multivariate Risk Taking, *Management Science*, Vol. 53(1), pp. 117-124.

Bric, W., **Kerstens, K.**, Jokung, O. (2007) “Mean-Variance-Skewness Portfolio Performance Gauging: A General Shortage Function and Dual Approach“, *Management Science*, 53(1), 135-149.

Millequant, F. (2007) “L'année économique en France en 2006, L'Année économique francophone, Centre international de documentation et d'échanges de la Francophonie“, *CIDEF-AFI, Université Laval*, Québec, Mai, pp: 47-52.

Nessah, R., Larbani, M., Tazdait, T (2007) “A note on Berge equilibrium“, *Applied Mathematics Letters*, 20, 926-932.

Nessah, R., Chu, C., Yalaoui, F. (2007) “An exact method for Pm / sds, ri / Ci problem“, *Computers & Operations Research*, 34, 2840-2848.

Larbani, M., **Nessah, R.** (2007) “A generalization of Ky Fan inequality and its application to game theory, Nonlinear Analysis and Convex Analysis“, *4th Yokohama: Yokohama Publishers*, 305- 315.

FINANCE

Durré, A., Nardelli, S. (2007) “Volatility in the euro area money market: effects from the monetary policy operational framework“, *International Journal of Finance and Economics*.

Durré, A., Giot, P. (2007) “An international analysis of earnings, stock prices and bond yields“, *Journal of Business Finance and Accounting*, Vol. 34 (3-4), pp. 613-641.

MANAGEMENT

Carugati, A., **Hadzilijs, E.** (2007) “Development of E-Government Services for Cultural Heritage: Examining the key dimensions“, *International Journal of Technology and Human Interaction*, 3(2), pp. 1-16.

Malloch, H., **Kleymann, B.**, **Angot, J.**, Redman, T. (2007) “Les Compagnons du Devoir: A French Compagnonnage as a HRD System“, *Personnel Review*, Vol 36 No. 4, pp: 603-622

MARKETING

Bielen, F., **Demoulin, N.** (2007) "Waiting time influence on satisfaction-loyalty relationship", *Managing Service Quality*, Vol. 17, No.2, pp. 174-193.

Chumpitaz, R., Paparoidamis, N. (2007) "Service quality, relationship satisfaction, trust, commitment, and business-to-business loyalty", *European Journal of Marketing*, Vol. 41, N° 7/8, pp. 836-856.

Demoulin, N. (2007) "Marketing Decision Support System Openness: A Means of Improving Managers' Understanding of Marketing Phenomena", *Decision Support Systems*, 44, 79-92.

Hota, M., McGuiggan, R. (2007) "Kids Commercials and Commercial Kids in the Asia Pacific: Whose Responsibility is it Anyway?" Gary Gregory, Margaret Craig Lees and Teresa Davis (eds.), *Asia Pacific Advances in Consumer Research*, Vol 7.

DROIT/LAW

Taquet, F. (2007) "Chartes d'éthique et droit du travail: est il temps de légiférer?" *Revue Française de Comptabilité*.

Taquet, F. (2007) "Pour la création d'un contrat de départ négocié". *Revue Française de Comptabilité*.

ARTICLES PUBLIES DANS D'AUTRES REVUES

PUBLISHED PAPERS IN OTHER JOURNALS

ECONOMIE/ECONOMICS

Millequant, F. (2007) "Indicateur du Climat des Affaires dans le Nord-Pas de Calais", publication mensuelle pour le magazine *FACE*, Chambre de Commerce et d'Industrie de Lille Métropole.

FINANCE

Wang, P.J., Wang, P. (2007), "Business Cycle Trends, Cycles and Growth Revisted: With Applications to G7 Economies", *Australian Economic Papers*, 46, 3, 282-299.

MARKETING

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LAW

Taquet, F. (2007) “Le projet de loi de financement de la sécurité sociale pour 2008“, *La Semaine Juridique Edition Générale* n° 41, 10 Octobre 2007, act. 447.

Taquet, F. (2007) “De nouvelles règles en matière de service minimum dans les transports“, *La Semaine Juridique Entreprise et Affaires* n° 35, 30 Août 2007, act. 394.

Taquet, F. (2007) “Le nouveau régime applicable aux heures supplémentaires et complémentaires“, *La Semaine Juridique Entreprise et Affaires* n° 35, 30 Août 2007, act. 395.

Taquet, F. (2007) "Brèves réflexions sur les nouvelles dispositions relatives aux droits des cotisants", *Droit social*, juillet août, p. 848.

Taquet, F. (2007) “Procédure de recouvrement des cotisations d'assurance chômage“, *La Semaine Juridique Entreprise et Affaires* n° 23, 7 Juin 2007, 1722.

Taquet, F. (2007) "Chronique Droit social", *Revue des procédures collectives*, juin.

Taquet, F. (2007) “Le contrôle URSSAF selon la technique de l'échantillonnage - Premières réflexions sur une disposition contestée“, *La Semaine Juridique Entreprise et Affaires* n° 22, 31 Mai 2007, 1692.

Taquet, F. (2007) “Portée de l'autorité de chose décidée attachée aux décisions de la commission de recours amiable en matière de sécurité sociale“, *La Semaine Juridique Entreprise et Affaires* n° 19, 10 Mai 2007, 1629.

Taquet, F. (2007) "De nouvelles règles en matière de contrôle URSSAF", *Bulletin Dictionnaire Permanent social*, 857.

Taquet, F. (2007) “Premier aperçu sur le décret n°2007-546 du 11 avril 2007 relatif aux droits des cotisants“, *La Semaine Juridique Entreprise et Affaires* n° 18, 3 Mai 2007, 1587.

Taquet, F. (2007) “Validité du licenciement d'un salarié protégé d'une entreprise défailante lorsque la lettre de licenciement fait référence à l'autorisation du juge commissaire et à celle de l'inspecteur du travail“, *La Semaine Juridique Entreprise et Affaires* n° 14, 5 Avril 2007, 1467.

Taquet, F. (2007) "Le renforcement des pouvoirs des URSSAF", *Sem soc Lamy*, 30 avril, n° 1305.

Taquet, F. (2007) “L'envoi sous pli recommandé d'une feuille blanche à un salarié suivi de la remise d'une lettre en main propre constitue un licenciement sans cause réelle et sérieuse“, *La Semaine Juridique Entreprise et Affaires* n° 11, 15 Mars 2007, 1366.

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Taquet, F. (2007) “Exclusion d'un lien de subordination entre une société et des fonctionnaires exerçant leur activité de ‘correspondants locaux’ sous l'autorité de l'administration préfectorale“, dans *La Semaine Juridique Entreprise et Affaires* n° 8, 22 Février 2007, 1253.

Taquet, F. (2007) “Incidences des mentions portées par l'employeur sur l'attestation pour l'Assedic en application de l'article R. 351-5 du Code du travail“, *La Semaine Juridique Entreprise et Affaires* n° 1, 4 Janvier 2007, 1010

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LIVRES

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MANAGEMENT

Plé, L., Joffre, O., Simon, E. (2007) “Cas en management stratégique: Autour du diagnostic“, *Editions EMS*, 232 p.

Sae, J. (2007) “Contemporary Corporate Strategy: Global Perspectives“, *Routledge Publishing – UK, USA and Canada*, December, 384 p.

Sae, J., Ginevičius, R., Rutkauskas, A.V. (2007) *Enterprise Management: Diagnosis, Strategy, Efficiency (Europe)*, ISBN 978-9955-28-114-6

MARKETING

Lambin, J.J., **Chumpitaz, R.,** Shuiling, I. (2007) “Market-driven Management“, 2ème Edition, 477 pages, *Macmillian, London, UK*.

ARTICLES PUBLIES DANS DES LIVRES COLLECTIFS

PUBLISHED PAPERS IN COLLECTIVE BOOKS

FINANCE

Durré, A. (2007) "Complexity and challenges of modelling the central bank operational policies", in D. G. Mayes and J. Toporowski (eds), "Open market operations and financial markets", Chapter 10, *Routledge International Studies in Money and Banking*, pp.257-263.

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Angot, J., Milano, P. (2007) “Comment lier concepts et données?“ in: Thiétard & al, *Méthode de recherche en Management*, 3ème édition, *Dunod Paris*, Chapitre 7 (3).

Angot, J., Josserand, E. (2007) “Méthode d'analyse des réseaux sociaux“ in: Thiétard & al, *Méthode de recherche en Management*, 3ème édition, *Dunod Paris*, Chapitre 14 (3).

Plé, L., Joffre, O. (2007) “The Sound Company” in: Lambin J-J., Chumpitaz R., Schuiling I., "Market-driven management, Strategic and operational marketing", *Palgrave MacMillan*, 477p.

Plé, L., Garmilis, J., Joffre, O. (2007) “Bouygues: un portefeuille béton?” in: Joffre O., Plé L., Simon E. (coord.), *Autour du diagnostic, Editions EMS*, pp 161-174.

Plé, L., Joffre, O. (2007) “Nintendo: Une DS à laquelle tout le monde dit Wii !” in: Joffre O., Plé L., Simon E. (coord.), *Autour du diagnostic, Editions EMS*, pp 46-61.

Sebastiano, A., **Giangreco, A.** (2007) “La Resistenza al Cambiamento: Trattazione Teorica di un Modello Empirico” in *Change Management, Quaderni Oro Ipsoa, Milan*, 4: 74-92.

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Taquet, F. (2007) “Entreprises en difficulté et droit du travail” in Decoopman, N. (coord.) *PUF*, p 77 s.

COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES A COMITE DE LECTURE

COMMUNICATIONS IN REFEREED CONFERENCES

ECONOMIE/ECONOMICS

Blancard, S., **Boussemart, J-P.,** Briec, W., **Kerstens, K.** (2007) “Technology Adoption in French Agriculture and the Role of Financial Constraints”, *XXIVèmes Journées de Microéconomie Appliquée*, Fribourg, 31 May and 1 June and *Tenth European Workshop on Efficiency and Productivity*, Lille, France, June 27-30.

Kerstens, K., Mounir, A. (2007) "Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function" *Tenth European Workshop on Efficiency and Productivity Measurement*, IÉSEG School of Management, Lille, France, June 30.

Nessah, R., Larbani, M. (2007) “New Sufficient Conditions for the g-maximum Inequality”, *Fifth International Conference on Nonlinear Analysis and Convex Analysis (NACA 2007)*, Hsinchu, Taiwan, May 31-June.

FINANCE

Durré, A. (2007) "The daily and the intra-daily patterns of the overnight market: Evidence from an electronic platform", *ECB Central Bank Workshop on The Analysis of the Money Market: Role, Challenges and Implications from the Monetary Policy Perspective*, Frankfurt-am-Main, November 2007.

Durré, A., Stoughton, N.M., Wu, Y., Zechner, J. (2007) "Are intermediated investment solutions useful?": Discussion on the paper entitled Intermediated Investment Management, *European Finance Association 2007 Conference*, Ljubljana, Slovenia, August.

Sami, H. (2007) “Entrepreneurship, technological change and Endogenous Returns to Ability”, *34th Conference European Association for Research in Industrial Economics (EARIE 2007)*, Valencia, Italy, 6-9 September.

MANAGEMENT

Angot, J. (2007) “The first stages of a Professional orientation in junior management training: Lessons from the ‘Apprenti Manager’ Programme in French Business Schools” *8th International Conference of UFHRD*, Oxford, June 27-29.

Goethals, F.G., Snoeck M., Lemahieu W. (2007) “The Business-to-Business Integration solution space”. *Pre-ICIS Workshop on E-Business*, Montreal-Canada, December 9.

Goethals, F.G. (2007) “Inter-organizational process integration problems”. Proceedings of the *Seventh International Conference on Electronic Business (ICEB)*, Taipei December 2-6.

Kleymann, B., Malloch, H., Redman, T., **Angot, J.** (2007) “The Dynamics of a Variably Coupled System: The Case of the Compagnons du Devoir”. To be presented as a Competitive Paper at the *Academy of Management Annual Meeting*, Philadelphia, USA, August.

Malloch, H., Kleymann, B. (2007) “The survival of an antique apprentice training system: the case of the Compagnons du Devoir” Accepted for presentation at the 2007 *Journal of Vocational Education and Training Conference*, Worcester College, Oxford, 6-8 July.

Malloch, H., Redman, T. (2007) “Transformational and transactional leadership and employee attitudes: a comparative UK-France Study” Accepted as refereed paper for the *Eighth International Conference on HRD Practice Across Europe*, Oxford Brookes University, UK, 27-29 June.

Moursli, A-C., Brogniart-Merlin, C. (2007) “Dynamics of innovation in the nursing home industry”, *XVIIth International Conference of RESER - Service Competitiveness and Cohesion*, Tampere (Finland), September.

Ritvala, T., **Kleymann, B.** (2007) “A Multilevel Model of Regional Cluster Emergence - An Interpretative Case Study on Functional Foods”. Accepted as Interactive Paper at the *Academy of Management Annual Meeting*, Philadelphia, USA, August 2007.

Sargis Roussel, C., Dondeyne, C. (2007) “Management Control Systems as Knowledge Sharing Facilitator, an Exploratory Study”, *International Management Control Systems Research Conference*, Paris, September.

Sargis Roussel, C., Bollaert, H., **Moursli, A-C.** (2007) “Management control systems in SMEs: a study using a contingency approach”, *International Management Control Systems Research Conference*, Paris, September.

Sargis Roussel, C., Deltour, F. (2007) “How does knowledge integration occur during organizational projects. An empirical investigation of the influence of social capital”, *EGOS Conference*, Vienna, July.

Sargis Roussel, C., Deltour, F. (2007) “L’intégration des connaissances lors de projets organisationnels transversaux: quelle influence du capital social?“, *Conférence de l’AIMS*, Montréal, June.

Sargis Roussel, C., Deltour, F. (2007) “This project is relevant to all of us: The role of social capital as a lever of knowledge integration”, *EURAM Conference*, Paris, May.

Ureche-Rangau, L., Carugati, A., (2007) “Foreign Delisting and Domestic Stock Value: Multiple Frameworks, Different Views?”, proceedings of the *FinanceCom Conference*, Montreal, 8 December.

MARKETING

Antioco, M., Moenaert, R.K., Lindgreen, A. (2007) “Reducing On-going Product Design Decision-Making Bias”, *14th International Product Development Management Conference*, The European Institute for Advanced Studies in Management, 10-13 June, University of Porto, Porto, Portugal (Best Paper Award).

Antioco, M., Kleijnen, M. (2007) “Consumer Adoption of Technological Innovations: Effects of Psychological and Functional Barriers in a Lack of Content versus a Presence of Content Situation”, *36th European Marketing Academy Conference*, The European Institute for Advanced Studies in Management, 22-25 May, University of Reykjavik, Reykjavik, Iceland.

Demoulin, N., Le Boedec, A. (2007) “Matching music and restaurant image to enhance affective, cognitive and behavioral responses in a catering environment”, *14th International conference on retailing and service science*, San Francisco, June 29 - July 2.

Paparoidamis, N., Chumpitaz, R. (2007) “Sales Managers’ Learning Orientation and Salespeople’s Goal Orientation: The Impact on Organisational Performance”, *AMS World Marketing Congress*, Verona, Italy, July 12-14.

Paparoidamis, N.G., Chumpitaz, R. (2007) “Sales managers’ learning orientation and salespeople’s goal orientation: the impact on organisational performance”, The Academy of Marketing Science, *2007 World Marketing Congress, Marketing Theory and Practice in an Inter-functional World*, Verona, Italy, July 11-14.

Tähtinen, J., Paparoidamis, N., Chumpitaz, R. (2007) “Relationship Recovery and Business Loyalty: conceptual model and proposition”, *Relationship Marketing Summit Conference*, Buenos Aires, Argentina, December 13-15.

Tähtinen, J., Paparoidamis, N.G., Chumpitaz, R. (2007) “Relationship Recovery and Relationship Continuation”, presented at the *17th Nordic Workshop on Inter organisational Research*, Åbo/Turku, Finland, October 16-18.

Tähtinen, J., Paparoidamis, N.G., Chumpitaz, R. (2007) “Business Relationship Recovery – A Process Model, Electronic” proceedings of *23rd IMP Conference*, Manchester, UK, August 30th.

COMMUNICATIONS SCIENTIFIQUES DANS D'AUTRES COLLOQUES ET SEMINAIRES

OTHER CONFERENCE AND SEMINAR PRESENTATIONS

ECONOMIE/ECONOMICS

Kerstens, K. (2007) “Benchmarking in Portfolio Analysis”, *Guest Lecture*, Taipei (Soochow University, School of Business, Department of Accounting), 14 December.

Kerstens, K. (2007) “Hedonic Price Function Estimation in Economics and Marketing: Revisiting Lancaster’s Issue of 'Noncombinable' Goods”, *Seminar*, Taipei (National Taiwan University, Department of Economics), 13 December.

Kerstens, K. (2007) “Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function” *Seminar*, Taipei (National Taiwan University, Department of Agricultural Economics), 11 December.

Kerstens, K. (2007) “Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function” *Seminar*, Barcelona (Universitat Autònoma de Barcelona, Departament d’Economia de l’Empresa), 26 September.

Kerstens, K. (2007) “Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function”, *Guest Lecture* pendant le "UKEPAN International Training Workshop on Performance Measurement, Leicester (University of Leicester, School of Management), 5 July.

FINANCE

Durré, A. (2007) “Trading dynamics in the overnight money market: What can we learn from the electronic platform?”, *European Central Bank Monetary Policy Seminar*, Frankfurt-am-Main, Germany, November.

Durré, A. (2007) “The euro area money market: organisation of trades and volatility”, *Presentation* at the University "Ca' Foscari" of Venice, March.

MANAGEMENT

Kimber, D., Siemensma, F. (2007) “Ethics Education in International Contexts”, *Presentation*, AAPAE Conference, RMIT University, Melbourne, Australia, June.

Malloch, H. (2007) “The French Compagnonnage as a HRD system”, *Staff Research Seminar*, University of Newcastle-upon-Tyne Business School, 24 January.

PUBLICATIONS D'INSTITUTIONS INTERNATIONALES ET DE BANQUES CENTRALES

PUBLICATIONS OF INTERNATIONAL INSTITUTIONS AND CENTRAL BANKS

FINANCE

Durré, A. (2007), “Volatility of the overnight interest rate and its transmission along the money market yield curve” (co-written with S. Nardelli), *ECB Monthly Bulletin*, August, pp. 26-29.

DOCUMENTS DE TRAVAIL

WORKING PAPERS

ECONOMIE/ECONOMICS

Boussemart, J-P., Bric, W., Tavera, C. (2007) “More evidence on technological catching-up in the manufacturing sector” *IÉSEG Working Paper Series*, 2007-ECO-2.

Boussemart, J-P., Bric, W., Leleu, H. (2007) “Linear Programming Solutions and Distance Functions Under a Constant Returns to Scale Technology” *Document de travail du LEM*, 2007-1.

Bric, W., **Kerstens, K.** (2007) “Portfolio Selection in Multidimensional General and Partial Moment Space” *Document de travail du LEM*, 2007-04.

De Borger, B., **Kerstens, K.**, Prior, D. (2007) “Static Efficiency Decompositions and Capacity Utilisation: Integrating Economic and Technical Capacity Notions” *Document de travail du LEM*, 2007-03.

Fievez, M., **El Asraoui, H.** (2007) “Le contenu des échanges UE-Turquie et les impacts économiques de l'intégration turque” *Document de travail du LEM*, 2007-05.

Grifell-Tatjé, E., **Kerstens, K.** (2007) “Incentive Regulation and the Role of Convexity in Benchmarking Electricity Distribution: Economists versus Engineers” *IÉSEG Working Paper Series*, 2007-ECO-1 and *Document de travail du LEM*, 2007-28.

FINANCE

Durré, A. (2007), “The intra- and the inter-day patterns of the overnight market: evidence from an electronic platform” (co-written with R. Beaupain), *Documents de travail du LEM*, 2007-26.

Durré, A. (2007) “Volatility in the euro area money market: effects from the monetary policy operational framework” (co-written with S. Nardelli), *Documents de travail du LEM*, 2007-15.

MANAGEMENT

Plé, L., Leca, B. (2007) “Une épistémologie à hauteur d’homme: l’anthropologie interprétative de Clifford Geertz et son apport à la recherche en management“, *IÉSEG Working Paper Series*, 2007-MAN-1.

ETUDES DE CAS

CASE STUDIES

MANAGEMENT

Martone, A., **Giangreco, A.** (2007) “The Transition Towards a Managerial Model: A Case Study of the Istituto Europeo di Design”, *CCMP Centrale de Cas et de Médias Pédagogiques*, case study code G1525(GB), 19 pages.

COMPOSITION DU CENTRE DE RECHERCHE EN 2007

MEMBERS OF THE RESEARCH CENTER IN 2007

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS



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