



**ANNUAIRE DE LA RECHERCHE  
*RESEARCH YEARBOOK*  
2008**

IÉSEG School of Management  
Centre de Recherche  
*Research Center*

## SOMMAIRE

### CONTENT

INTRODUCTION.....	3
<i>INTRODUCTION.....</i>	3
ARTICLES PUBLIES DANS DES REVUES A COMITE DE LECTURE .....	4
<i>PUBLISHED PAPERS IN REFEREED PEER-REVIEWED JOURNALS .....</i>	4
ARTICLES PUBLIES DANS D'AUTRES REVUES .....	6
<i>PUBLISHED PAPERS IN OTHER JOURNALS .....</i>	6
LIVRES .....	6
<i>BOOKS .....</i>	6
ARTICLES PUBLIES DANS DES LIVRES COLLECTIFS .....	7
<i>PUBLISHED PAPERS IN COLLECTIVE BOOKS .....</i>	7
COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES A COMITE DE LECTURE .....	8
<i>COMMUNICATIONS IN REFEREED CONFERENCES .....</i>	8
COMMUNICATIONS SCIENTIFIQUES DANS D'AUTRES COLLOQUES ET SEMINAIRES .....	11
<i>OTHER CONFERENCE AND SEMINAR PRESENTATIONS .....</i>	11
PUBLICATIONS D'INSTITUTIONS INTERNATIONALES ET DE BANQUES CENTRALES .....	12
<i>PUBLICATIONS OF INTERNATIONAL INSTITUTIONS AND CENTRAL BANKS .....</i>	12
DOCUMENTS DE TRAVAIL .....	12
<i>WORKING PAPERS .....</i>	12
ETUDES DE CAS .....	15
<i>CASE STUDIES .....</i>	15
RAPPORTS DE RECHERCHE .....	16
<i>RESEARCH REPORTS .....</i>	16
COMPOSITION DU CENTRE DE RECHERCHE EN 2008.....	17
<i>MEMBERS OF THE RESEARCH CENTER IN 2008 .....</i>	17

## **INTRODUCTION**

### ***INTRODUCTION***

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2008. Le centre de recherche IÉSEG RESEARCH rassemble tous les enseignants permanents<sup>1</sup> de l'IÉSEG 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'IÉSEG 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'IÉSEG RESEARCH sont également membres du LABORES, ura CNRS 362, dont l'IÉSEG 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 2008. This research center gathers all the regular professors<sup>2</sup> 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.*

---

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

<sup>2</sup> *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

**Berger, W.**, Kissmer, F. (2008) Optimal Interest Rate Policy During Asset Price Booms: The Mirage of 'Benign Neglect', *Economics Letters*, Vol. 101, pp. 265-267.

**Berger, W.** (2008) Monetary Policy Rules for a Small Open Economy, *Economic Notes*, 37(1), pp. 1-30.

**Berger, W.** (2008) Monetary Policy Rules and the Exchange Rate, *Journal of Macroeconomics*, 30, pp. 1064-1084.

Bleichrodt, H., **Crainich, D.**, Eeckhoudt, L. (2008) Aversion to health inequalities and priority setting in health care, *Journal of Health Economics*, *Journal of Health Economics*, 27(6), pp. 1594-1604.

**Crainich, D.**, Eeckhoudt, L. (2008) On the Intensity of Downside Risk Aversion, *The Journal of Risk and Uncertainty*, 36 (3), pp. 267-276.

**Crainich, D.**, Leleu, H., Mauleon, A. (2008) The Optimality of Hospital Financing System: The Role of Physician-Manager Interactions, *International Journal of Health Care Finance and Economics* 8(4), pp. 245-256.

**Eeckhoudt, L.**, Pestieau, P. (2008) A note of longevity enhancing investment, *Economics Letters*, 101(1), pp. 57-59.

**Eeckhoudt, L.**, Schlesinger, H. (2008) Changes in risk and the demand for saving, *Journal of Monetary Economics*, 55(7) pp. 1329-1336.

Grifell-Tatjé, E., **Kerstens, K.** (2008) Incentive Regulation and the Role of Convexity in Benchmarking Electricity Distribution: Economists versus Engineers, *Annals of Public and Cooperative Economics*, 79(2), 227-248.

Hubrecht, A., **Leleu, H.** (2008) Impact of Trade Area Environment on Bank's Comparative Advantages, *Applied Economics*, 40(17), pp. 2209-2219.

Larbani, M., **Nessah, R.** (2008) A Note on the Existence of Berge and Berge-Nash Equilibria, *Mathematical Social Sciences*, 55, pp. 258–271.

**Milléquant, F.** (2008) L'année économique en France 2007-2008, in *L'Année francophone internationale*, Centre international de documentation et d'échanges de la Francophonie, CIDEF-AFI, Université Laval, Québec, novembre, ISBN 978-2922876-15-4, 244 pages.

Stefanou, S.E., **Kerstens, K.** (2008) Applied Production Analysis Unveiled in Open Peer Review: Introductory Remarks, *Journal of Productivity Analysis*, 30, pp.1-6.

## **FINANCE**

Ané, T., **Ureche-Rangau, L.**, Gambet, J. B., Bouverot, J. (2008) Robust outlier detection for Asia-Pacific stock index returns, *Journal of International Financial Markets, Institutions and Money*, 18, pp. 326-343.

Ané, T., **Ureche-Rangau, L.** (2008) Does trading volume really explain stock returns volatility? *Journal of International Financial Markets, Institutions and Money*, 18(3), pp. 216-235.

**Durré, A.**, Nardelli, S. (2008) Volatility in the euro area money market: effects from the monetary policy operational framework, *International Journal of Finance and Economics*, 13(4), pp. 307-322.

**Meng, L.**, Gwilym, O. (2008) The determinants of CDS bid-ask spreads, *Journal of Derivatives*, 16(1) pp. 70-80.

Oosterlinck K., **Ureche-Rangau, L.** (2008) Multiple Potential Payers and Sovereign Bond Prices, *Finance*, 29, pp. 31-52.

**Sami, H.**, Crifo, P. (2008) Entrepreneurship turnover and endogenous returns to ability, *Economic Modelling*, 25(4), pp. 585-604.

## **MANAGEMENT**

**Angot, J., Malloch, H., Kleymann, B.** (2008) The formation of professional identity in French apprenti managers, *Education and Training*, 50(5), pp. 406-422.

**Carugati, A.** (2008) Information system development activities and inquiring systems: an integrating framework, *European Journal of Information Systems*, 17(2), pp. 143-155.

**Goethals, F.** (2008) Important Issues for Evaluating Inter-organizational Data Integration Configurations, *Electronic Journal of Information Systems Evaluation*, 11(3), pp. 185-196.

**Kleymann, B., Malloch, H.**, Redman, T. and **Angot, J.** (2008) The Dynamics of a Variably Coupled Social System: The Case of the Compagnons du Devoir. *Journal of Management Inquiry*, 17(4) pp. 381-396.

## **MARKETING**

**Anticco, M.**, Moenaert, R.K., Feinberg, R.A., Wetzels, M. (2008) Integrating Service and Design: The Influences of Organizational and Communication Factors on Relative Product and Service Characteristics, *Journal of the Academy of Marketing Science* 36(4), pp. 501-521.

**Anticco, M.**, Moenaert, R.K., and Lindgreen, A. (2008) Reducing On-going Product Design Decision-Making Bias, *Journal of Product Innovation Management*, 25, pp. 528-545.

**Antioco, M.**, Moenaert, R.K., Lindgreen, A., and Wetzels, M. (2008) Organizational Antecedents to and Consequences of Service Business Orientations in Manufacturing Companies, *Journal of the Academy of Marketing Science*, 36(3) pp. 337-358.

**Demoulin, N.**, Zidda, P. (2008) Les cartes de fidélité fidélisent-elles la clientèle, *Reflets et perspectives de la vie économique, Quelques morceaux choisis de la recherche en marketing*, De Boeck Université, 2, 47.

**Demoulin, N.**, Zidda, P. (2008) On the impact of loyalty cards on store loyalty: Does the customers' satisfaction with the reward scheme matter? *Journal of Retailing and Consumer services*, Vol. 15, pp. 368-398.

**Swaelen, V., Chumpitaz, R.** (2008) L'impact de la responsabilité sociétale de l'entreprise sur la confiance des consommateurs, *Recherche et Applications en Marketing*, 23(4), pp. 7-35.

**Vanhamme, J.**, de Bont, C. (2008) Surprise Gift" Purchases: Customer Insights from the Small Electrical Appliances Market, *Journal of Retailing*, 84(3), pp. 354-369.

**Vanhamme, J.** (2008) La relation surprise-ravissement revisitée à l'aune du marketing expérientiel, *Recherche et Applications en Marketing*, 23(3), pp. 115-141.

## **ARTICLES PUBLIES DANS D'AUTRES REVUES**

### **PUBLISHED PAPERS IN OTHER JOURNALS**

#### **DROIT/LAW**

**Taquet, F.** (2008) L'accord du 11 janvier 2008 sur la modernisation du marché du travail. *JCP.E (Semaine juridique édition Entreprises)* 2008 n°4. p. 1114.

**Taquet, F.** (2008) La loi de financement de la sécurité sociale pour 2008. *JCP.E. (Semaine juridique édition Entreprises)* 2008 n°3 p. 1100.

#### **LIVRES**

#### **BOOKS**

#### **ECONOMIE/ECONOMICS**

Daue, F., **Crainich, D.** (2008) L'avenir des soins de santé: oser le diagnostic et les therapies, *ASP - Academic and Scientific Publishers*, Brussels, 298 pages.

Tazdaït, T., **Nessah, R.** (2008) La Théorie du Choix Révolutionnaire. Collection Repères La Découverte, 119 pages.

#### **FINANCE**

**Beaupain, R.** (2008) Essays on the dynamics of liquidity in the euro area overnight money market and on the New York Stock Exchange, Doctoral Dissertation, University of Namur (FUNDP).

**Ureche-Rangau, L.** (2008) Dette souveraine en crise: l'expérience des emprunts roumains à la Bourse de Paris durant l'Entre-deux-guerres, Publications de la Sorbonne, Collection Sorbonensis Oeconomica, ISBN 978-2-85944-599-7, 217 pages.

**Wang, P.J.** (2008) Financial Econometrics 2nd edition, Routledge, ISBN: 978-0-415-42670-1 (HB), 978-0-415-42669-5 (PB).

## **ARTICLES PUBLIES DANS DES LIVRES COLLECTIFS**

### **PUBLISHED PAPERS IN COLLECTIVE BOOKS**

#### **ECONOMIE/ECONOMICS**

De Borger, B., **Kerstens, K.** (2008) The Performance of Bus-Transit Operators, in: D.A. Hensher, K.J. Button (eds) Handbook of Transport Modelling, 2nd edition, Amsterdam, Elsevier, 693-714.

#### **MANAGEMENT**

**Goethals, F.G.**, Vandenbulcke, J., Lemahieu, W., Snoeck, M. (2008) Different types of Business-to-Business Integration: Extended Enterprise Integration vs. Market B2B Integration, in Clarke S. (ed.), End-User Computing: Concepts, Methodologies, Tools and Applications, pp 137-151, (Invited Reprint).

**Goethals, F.G.**, Vandenbulcke, J., Lemahieu, W. (2008) Using Web Services in Business-to-Business integration, in Electronic Commerce: concepts, methodologies, tools and applications, Becker S.A. (ed.), IGI Global, p. 1997-2020, (Invited Reprint).

**Goethals, F.G.**, Vandenbulcke, J., Lemahieu, W., Snoeck, M. (2008) Different types of Business-to-Business Integration, in Electronic Commerce: concepts, methodologies, tools and applications, Becker S.A. (ed.), IGI Global, p. 137-151, (Invited Reprint).

## COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES A COMITE DE LECTURE

### ***COMMUNICATIONS IN REFEREED CONFERENCES***

#### **ECONOMIE/ECONOMICS**

**Berger, W.** (2008) International Policy Coordination and Simple Monetary Policy Rules, 66th International Atlantic Economic Conference, Montréal, Canada, 9-12 October.

**Berger, W.** (2008) Monetary Policy Rules for a Small Open Economy, Annual Conference "Verein für Socialpolitik", Graz, Austria, 23-26 September.

**Kerstens, K.** (2008) Performance Gauging in Discrete Time Using a Luenberger Portfolio Productivity Indicator, Lille (ESC), AFFI 2008, 21 May.

**Leleu, H.**, Blancard, S., **Boussemart, J.-P.** (2008) Measuring gains of specialization under non convex technologies, 2èmes Journées INRA-SFER-CIRAD de recherches en sciences sociales. Colloque INRA-SFER-CIRAD, IÉSEG School of Management et ISA de Lille, 11-12 December.

**Leleu, H.**, Blancard, S., **Boussemart J.-P.**, **Crainich, D.** (2008) How can allocative inefficiency reveal risk preference? An empirical investigation on French wheat farms, 2èmes Journées INRA-SFER-CIRAD de recherches en sciences sociales. Colloque INRA-SFER-CIRAD, IÉSEG School of Management et ISA de Lille, 11-12 December.

**Leleu, H.**, Ayadi, R., **Boussemart, J.-P.**, Saidane, D. (2008) Mergers & Acquisitions and Efficiency in European Banking: A catching-up effect hypothesis, SUERF / BCL conférence « Productivity in the Financial Services Sector », Banque Centrale du Luxembourg, Luxembourg, 11-12 November.

**Leleu, H.**, Deville A. (2008) Mesures de performance opérationnelle et prise de décision au sein des réseaux de distribution bancaire: l'outil au service du manager, Communication au Congrès du Réseau des IAE, IAE de Lille, 10-12 September.

**Leleu, H.**, Ferrier, G., Valdmanis, V. (2008) Hospital Capacity in Large Urban Areas: Is There Enough in Times of Need? Communication aux 25èmes Journées de Micro-économie Appliquée, Université de la Réunion, Saint-Denis, La Réunion, 29-30 May.

**Leleu, H.**, Deville A., Ferrier G. (2008) Performance measures of retail banking networks: a decision support tool. Communication au Workshop « Efficiency and Productivity in Banking Industry », organisé par le European Research Group (Groupement de Recherche Européen (GDR) "Money, Banking & Finance" (Monnaie Banque Finance), le LEM/IÉSEG School of Management et EQUIPPE, Lille, 23 April.

## FINANCE

**Arisoy, Y.E.** (2008) Index futures, spot volatility and liquidity: Evidence from FTSE Xinhua A50 index futures, European Financial Management Association Annual Meetings, Athens, Greece, June.

**Arisoy, Y.E.** (2008) Nonnegative Wealth, Options, and C-CAPM, GDRE Money, Banking, and Finance, Luxembourg, June.

**Durré, A.** (2008) The intra- and the inter-day patterns of the overnight market: evidence from an electronic platform", 6th Workshop on Money and Financial Economics, Halle, July.

**Durré, A.** (2008) Why volatility of the term structure matters? Discussion on the paper entitled "Term Structure of Volatilities and Estimation Method of the Term Structure of Interest Rates" from Antonio Díaz, Francisco Jareño and Eliseo Navarro, Annual Meeting 2008 of the European Financial Management Association, Athens, 25-28 June.

**Meng, L., ap Gwilym, O.** (2008) Volatility transmission between the CDS, equity and bond markets, 6th International Conference on Finance, Athens, 7-10 July.

## MANAGEMENT

**Angot, J.** (2008) Art in management: from source of inspiration to a new way of modelling management learning, 4th Conference of Art of Management, Canada, 9-12 September.

**Angot, J.** (2008) Art in management: how to fight cynicism and giving a new sense to the job, the 9th International Conference on Human Resource Development Research and Practice Across Europe, IÉSEG School of Management, Lille, 21-23 May.

**Bakhouya, B., De Wolf, D.** (2008) Solving the gas transmission problem with consideration of the compressors 9e Congrès de Recherche opérationnelle et d'aide à la décision ROADEF'08, Clermont Ferrand (France), 25-28 February.

**Bakhouya, B., De Wolf, D.** (2008) Optimal dimensioning of pipe networks: the new situation when the distribution and the transportation functions are disconnected" 22 National conference of Belgian Operations Research Society ORBEL22, Bruxelles (Belgique), 16-18 January.

**Carugati, A., Morelli, C., Giangreco, A.** (2008) Socio-Materiality as Lens to Study IT Driven Change, itAIS Conference, ICIS Ancillary Meeting, Paris (France), 13-14 December.

**Carugati, A., Gibson, C., Mola, L.** (2008) Patterns of Technochange Management in ERP Multisite Implementations, itAIS Conference, ICIS Ancillary Meeting, Paris (France), 13-14 December.

**Carugati, A., Giangreco, A., Sebastian, A., Al Tamini, H.** (2008) Evaluation under Siege: Trends and Sensemaking of Performance Appraisal at Hebron Public Hospital. Paper accepted for presentation as an Interactive Paper at the 2008 Academy of Management Meeting, Anaheim (California, USA), 8-13 August.

**Giangreco, A.**, Peccei, R., Sebastiano, A. (2008) The Role of Organisational Commitment in the Analysis of Resistance to Change: Mediating or Moderator Effects? Paper accepted at the 6th International Conference on Management, Athens, Greece, 7-10 July.

**Giangreco, A.**, **Carugati, A.** Sebastiano, A., Della Bella, D. (2008) Trainees' Reactions to Training: Shaping Groups and Courses for Happier Trainees. Paper accepted at the 9th International Conference on Human Resource Development Research and Practice Across Europe, IÉSEG School of Management, 21-23 May.

**Giangreco, A.**, Sebastiano, A., **Carugati, A.** (2008) Are We Doing the Right Thing? Food for Thought on Training Evaluation. Paper accepted at the Workers Rights Protection in a New World of Work. The case for a comparative and interdisciplinary approach to Labour Relations. 6th international conference in Memory of Professor Marco Biagi, Modena (Italy), 15-19 March.

Mola, L., **Carugati, A.**, Rossignoli, C. (2008) The Unaspected Destiny of a Collaborative e-Marketplace: The Agriok Case, Proceedings of the European Conference on Information Systems, Galway, Ireland, 9-11 June.

**Plé, L.**, **Angot, J.** (2008) Towards a multichannel experience of teaching and learning: an empirical study, ECER (European Conference on Educational Research) Goteborg, 10-12 September.

**Plé, L.** (2008) How Does The Customer Co-Construct The Service Organization Over Time? An Empirical Study of the Impact of the Customer on Intra-Organizational Coordination, 24th EGOS Colloquium, Vrije University Amsterdam, 10-12 July.

**Plé, L.** (2008) How Does The Customer Fit in Relational Coordination? An Empirical Study in Multichannel Retail Banking, 5th SERVSIG Conference, University of Liverpool, 5-7 June.

**Plé, L.**, **Angot, J.** (2008) Teaching and learning a multichannel experience of HRM, the 9th International Conference on Human Resource Development Research and Practice Across Europe, IÉSEG School of Management, Lille, 21-23 May.

**Vasilaki, A.** (2008) The impact of Acquisitions on Innovation: The differences between domestic and cross-border acquisitions, British Academy of Management Annual Conference in Leeds, U.K.

## **MARKETING**

**Antioco, M.**, Le Boedec, A. (2008) Kate Moss or the girl next door? Effects of consumers' self-esteem and model trustworthiness on the effectiveness of cosmetics advertising. 37th European Marketing Academy Conference, The European Institute for Advanced Studies in Management, University of Brighton, UK, 27-30 May.

**Chumpitaz, R.**, **Paparoidamis, N.**, Swaen, V., **Gentilini, C.** (2008) Modeling loyalty in the mobile phones industry: the mediating role of trust, 37th annual conference of the European Marketing Academy, University of Brighton, UK, 27-30 May.

**Chumpitaz R., Paparoidamis, N., Swaen, V.** (2008) Quality, Satisfaction, and Business Loyalty: A Multicultural Study, for presentation at the 2008 Cultural Perspectives in Marketing Conference, Reassessing Multicultural Marketing Issues in a U.S. City on the Rebound, The Academy of Marketing Science, New Orleans, USA, 16-19 January.

De Juan Vigaray, M. D., **Hota, M.**, Sarabia-Sanchez, F.-J. (2008) Interplay between Values Consumption Relying on A Schwartz's Value Typology, European Marketing Academy Annual Conference, Brighton, United Kingdom, 27-31 May.

**Demoulin, N.**, Zidda, P. (2008) Drivers of Customers' Adoption and Adoption Timing of a New Loyalty Card in the Grocery Retail Market, 15th International Conference on Recent Advances in Retailing and Services Science, Zagreb (Croatia), 14-17 July.

**Gentilini, C., Chumpitaz, R.**, Swaen, V. (2008) The challenge of education to sustainable development: some guidelines to communicate with children, 37th annual conference of the European Marketing Academy, University of Brighton, UK, May.

## **COMMUNICATIONS SCIENTIFIQUES DANS D'AUTRES COLLOQUES ET SEMINAIRES**

### **OTHER CONFERENCE AND SEMINAR PRESENTATIONS**

#### **ECONOMIE/ECONOMICS**

**Kerstens, K.** (2008) Ex-Post Performance Gauging in Discrete Time Using a Luenberger Portfolio Productivity Indicator, Cass Business School, London, Seminar, 5 November.

**Kerstens, K.** (2008) Ex-Post Performance Gauging in Discrete Time Using a Luenberger Portfolio Productivity Indicator, Seminar, ZEW, Mannheim, 9 October.

**Kerstens, K.** (2008) Ecological Benchmarking to Explore Alternative Fishing Schemes to Protect Endangered Species: The Danish Demersal Fishery in the North Sea, Seminar, National Taiwan University, Department of Agricultural Economics, Taipei, 4 June.

**Kerstens, K.** (2008) Efficiency and Benchmarking in Banking: Regulatory & Managerial Perspectives, Training course, Soochow University, School of Business, Taipei, 30-31 May.

**Kerstens, K.** (2008) Performance Gauging in Discrete Time Using a Luenberger Portfolio Productivity Indicator, Seminar, National Taiwan University, Department of Economics, Taipei, 29 May.

**Kerstens, K., Van de Woestyne, I.** (2008) Efficiency and Productivity in Banking Industry organisé par le Groupement de Recherche Européen (GdRE) n° 335 "Monnaie Banque et Finance": Performance Gauging in Discrete Time Using a Luenberger Portfolio Productivity Indicator" Workshop, IÉSEG, Lille, 23 April.

#### **FINANCE**

**Durré, A.** (2008) Trading dynamics in the (electronic) overnight market: What have we learned with the turmoil?, European Central Bank Monetary Policy Seminar, Frankfurt-am-Main, Germany, June.

**Durré, A.** (2008) Trading dynamics in the overnight money market: What can we learn from the electronic platform?" Seminar of the Department of Economics at the Université catholique de Louvain, Louvain-la-Neuve, Belgium, May.

### **MARKETING**

**Antioco, M.** (2008) Seminar Presentation, Judge Business School, University of Cambridge, March.

## **PUBLICATIONS D'INSTITUTIONS INTERNATIONALES ET DE BANQUES CENTRALES**

### ***PUBLICATIONS OF INTERNATIONAL INSTITUTIONS AND CENTRAL BANKS***

### **FINANCE**

**Durré, A.**, Nardelli, S., Pilegaard, R. (2008) The analysis of the euro money market from a monetary policy perspective, ECB Monthly Bulletin, February, pp. 65-79.

**Durré, A.**, Nardelli, S. (2008) The volatility of money market interest rates in 2007, ECB Annual Report 2007, pp. 39-42.

## **DOCUMENTS DE TRAVAIL**

### ***WORKING PAPERS***

### **ECONOMIE/ECONOMICS**

Arfa, C., **Leleu H.**, Ben Romdhane, H. (2008) Directional distance function for FDH technologies with an application to Tunisian public hospitals. Document de travail du LEM, n°2008-05 et IESEG Working Paper, 2008-ECO-03.

Blancard, S., **Boussemart, J.-P.**, **Crainich, D.**, **Leleu, H.** (2008) How can allocative inefficiency reveal risk preference? An empirical investigation on French wheat farms. Document de travail du LEM, n°2008-02 et IESEG Working Paper, 2008-ECO-02.

**Boussemart, J.-P.**, **Leleu, H.** (2008) Comparing TFP Catching-up and Capital Deepening in US and European Growths: A Directional Distance Function Approach. Document de travail du LEM, n°2008-01 et IESEG Working Paper, 2008-ECO-01.

**Boussemart, J.-P.**, Briec, W., **Leleu, H.** (2008) Linear Programming Solutions and Distance Functions Under alpha-Returns to Scale. Document de travail du LEM, n°2008-09 et IESEG Working Paper, 2008-ECO-06.

Brandouy, O., Briec, W., **Kerstens, K.**, van de Woestyne, I. (2008) Portfolio Performance Gauging in Discrete Time Using a Luenberger Productivity Indicator, IESEG Working Paper, 2008-ECO-12.

Briec, W., **Kerstens, K.** (2008) The Luenberger Productivity Indicator: An Economic Specification Leading to Infeasibilities, IESEG Working Paper, 2008-ECO-09.

Briec, W., **Kerstens, K.** (2008) The Hicks-Moorsteen Productivity Index Satisfies the Determinateness Axiom, IESEG Working Paper, 2008-ECO-10.

Briec, W., **Kerstens, K.** (2008) Infeasibility and Directional Distance Functions with Application to the Determinateness of the Luenberger Productivity Indicator, IESEG Working Paper, 2008-ECO-11.

Cheryche, L., Kuosmanen, T., **Leleu, H.** (2008) Technical and economic efficiency measures under short run profit maximizing behavior. Document de travail du LEM, n°2008-07 et IESEG Working Paper, 2008-ECO-05.

**Crainich, D., Leleu, H.**, Mauleon, A. (2008) Impact du passage à la T2A: une modélisation pour l'hôpital public. Document de travail du LEM, n°2008-10. et IESEG Working Paper, 2008-ECO-07, Working Paper of Center for Research in Economics (CEREC), Facultés Universitaires Saint Louis, Bruxelles, WP 2008-01.

De Borger, B., **Kerstens, K.**, Staat, M. (2008) Transit Costs and Cost Efficiency: Bootstrapping Nonparametric Frontiers, IESEG Working Paper, 2008-ECO-08, Document de travail du LEM, n°2008-11.

Deville, A., **Leleu, H.** (2008) Lorsque mesurer la performance s'envisage comme un outil d'aide à la décision: le cas de la performance des agences bancaires. Document de travail du LEM, n°2008-06 et IESEG Working Paper, 2008-ECO-04.

Ferrier, G., **Leleu, H.**, Valdmanis, V. (2008) Measuring and Decomposing Inefficiency at the Industry Level with an Illustration of the Effects of Certificate of Need Programs on the Hospital Industry, Document de travail du LEM, n°2008-12.

**Kerstens, K.**, Mounir, A., van de Woestyne, I. (2008) Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function, IESEG Working Paper, 2008-ECO-17, Document de travail du LEM, n°2008-21.

**Kerstens, K.**, Moulaye Hachem, B., van de Woestyne, I., Vestergaard, N. (2008) Optimal Capacity Utilization and Reallocation in a German Bank Branch Network: Exploring Some Strategic Scenarios, IESEG Working Paper, 2008-ECO-19, Document de travail du LEM, n°2008-23.

Kjærsgaard, J., Vestergaard, N., **Kerstens, K.** (2008) Ecological Benchmarking to Explore Alternative Fishing Schemes to Protect Endangered Species by Substitution: The Danish Demersal Fishery in the North Sea, IESEG Working Paper, 2008-ECO-18, Document de travail du LEM, n°2008-22.

**Nessah, R., Kerstens, K.** (2008) Characterizations of the Existence of Nash Equilibria with Non-convex Strategy Sets, IESEG Working Paper, 2008-ECO-13, Document de travail du LEM, n°2008-19.

**Nessah, R., Tian, G.** (2008) The Existence of Equilibria in Discontinuous and Nonconvex Games, IESEG Working Paper, 2008-ECO-14, Document de travail du LEM, n°2008-17.

**Nessah, R., Tian, G.** (2008) Existence of Equilibrium in Minimax Inequalities, Saddle Points, Fixed Points, and Games without Convexity Sets, IESEG Working Paper, 2008-ECO-15, Document de travail du LEM, n°2008-18.

**Nessah, R., Chu, C.** (2008) A Lower Bound for the Weighted Completion Time Variance Problem, IESEG Working Paper, 2008-ECO-16, Document de travail du LEM, n°2008-20.

### **FINANCE**

**Beaupain, R., Durré, A.** (2008) The interday and intraday patterns of the overnight market: Evidence from an electronic platform, European Central Bank Working Paper 988, December.

**Wang, P.** (2008) International Business Cycle Coherence and Phases- A spectral analysis of output fluctuations of G7, IESEG Working Paper, 2008-FIN-1.

**Wang, P.** (2008) A Spectral Analysis of Business Cycle Patterns in UK Sectoral Output, IESEG Working Paper, 2008-FIN-2.

### **MANAGEMENT**

**Bollaert, H., Daher, H., Declerck, M., Deroo, A.** (2008) Corporate Governance and Performance of French Listed Companies, IESEG Working Paper, 2008-MAN-4.

Demil, B., **Lecocq, X.**, Wezel, F.C. (2008) The curse of the follower': path-dependency and its consequences in the Role Playing Game industry, IESEG Working Paper, 2008-MAN-1, Document de travail du LEM, n°2008-3.

**Goethals, F., Carugati, A., Leclercq, A.** (2008) e-Commerce Behavior in different Countries, IESEG Working Paper, 2008-MAN-2, Document de travail du LEM, n°2008-4.

**Plé, L., Lecocq, X., Angot, J.** (2008) Customer-Integrated Business Models: A Theoretical Framework, IESEG Working Paper, 2008-MAN-3, Document de travail du LEM, n°2008-24.

### **MARKETING**

De Juan Vigaray, M. D., **Hota, M.** (2008) Schwartz's Values, Consumer Values and Segmentation: The Spanish Fashion Apparel Case, IESEG Working Paper, 2008-MARK-1, Document de travail du LEM, n°2008-8.

## ETUDES DE CAS

### CASE STUDIES

#### MANAGEMENT

Filippelli, N., Ramponi, M., **Giangreco, A.** (2008) Poison or Gold? The Endless Dilemma of Garbage Disposal, case study code 208-070-1 and relative teaching notes code 208-070-8. ECCH European Case Clearing House.

**Giangreco, A., Carugati, A.** (2008) Designing the organisational chart from the bottom (A) case study code 408-026-8, (B) case study code 408-027-1, Teaching notes code 408-026-8, ECCH European Case Clearing House.

Smith, P., **Carugati, A., Giangreco, A.** (2008) The Scanfin Merger: A Matter of Culture and Identity (Case A) code 408-115-1 with teaching notes code 408-115-8, ECCH European Case Clearing House.

Smith, P., **Carugati, A., Giangreco, A.** (2008) The Scanfin Merger: Communicating a New Corporate Identity to Employees (Case B), code 908-025-1 with teaching notes code 908-025-8, ECCH European Case Clearing House.

Smith, P., **Carugati, A., Giangreco, A.** (2008) The Scanfin Merger: Managing Organisational Change (Case C), code 308-343-1 with teaching notes code 308-343-8, ECCH European Case Clearing House.

Smith, P., **Carugati, A., Giangreco, A.** (2008) The Scanfin Merger: Technology, Strategy and Change (Case D), code 608-037-1 with teaching notes code 608-037-8, ECCH European Case Clearing House.

#### MARKETING

**Hota, M.** (2008) Carbonated Beverages: Adding Variety to the Diet, Case study, code 508-023-1, Teaching notes code 508-023-8, Teaching notes supplement code 508-023-9, ECCH European Case Clearing House.

**Hota, M.** (2008) Creating the Service product and Adding Value, Background Note, code: 508-025-5, ECCH European Case Clearing House.

**Hota, M.** (2008) Starbucks: Brewing More than Just Coffee, Case Study, code: 508-025-1, Teaching notes code 508-025-8, ECCH European Case Clearing House.

**Hota, M.** (2008) The Big Mac Undergoes a Healthy Makeover, Case Study, code: 508-022-1, Teaching notes code 508-022-8, Teaching notes supplement code 508-022-9, ECCH European Case Clearing House.

## RAPPORTS DE RECHERCHE

### *RESEARCH REPORTS*

#### ECONOMIE/ECONOMICS

**Milléquant, F., El Asraoui, H., Desrumaux, J.** (2008) Enjeux économiques et sociétaux des nanotechnologies. Étude du cas des nanomatériaux à base de carbone. IÉSEG et LEM, rapport d'étape pour la Grande Campagne "Ensemble Innovons" de l'Université Catholique de Lille, 29 pages, novembre.

**Milléquant, F., El Asraoui, H., Desrumaux, J., Kieffer, E.** (2008) Mesure de l'impact de la pédagogie de l'entrepreneuriat sur la création ou la reprise d'entreprise chez les diplômés de l'Université Catholique de Lille, Institut de l'Entrepreneuriat, Institut Catholique de Lille, juin, 148 pages + annexes (120 pages).

**Milléquant, F., El Asraoui, H.** (2008) État des lieux du secteur des Nanotechnologies : Analyse du poids, importance et retombées économiques actuelles et à venir, IÉSEG et LEM, rapport d'étape pour la Grande Campagne "Ensemble Innovons" de l'Université Catholique de Lille, janvier, 11 pages.

## COMPOSITION DU CENTRE DE RECHERCHE EN 2008

### MEMBERS OF THE RESEARCH CENTER IN 2008

#### APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS



##### **DR. JEAN-PHILIPPE BOUSSEMART**

*Full Professor*

Applied Microeconomics

PhD in Economics, University of Paris I, MSc in Management, IÉSEG School of Management



##### **DR. DAVID CRAINICH**

*Associate Professor*

Economics

PhD in Economics, Facultés Universitaires Saint-Louis, Belgium, MSc in Economics, Université Catholique de Louvain, Belgium



##### **DR. HASSAN EL ASRAOUI**

*Associate Professor*

Industrial Economics

PhD in Economics, EHESS, University of Aix-Marseille, MSc in Economics, University of Lille I



##### **DR. KRISTIAAN KERSTENS**

*Full Professor*

Applied Microeconomics

HDR: State autorisation to supervise PhD Thesis, PhD in Economics, KU Brussels, M.A. in Economics, KU Leuven



##### **DR. HERVÉ LELEU**

*Associate Professor*

Economics

PhD in Economics, University Paul Sabatier, Toulouse



##### **DR. FRANÇOIS MILLEQUANT**

*Associate Professor*

Industrial Economics

PhD in Economics, University of Paris I, MSc in Economics, University of Paris I, MSc in Management, IÉSEG School of Management



**DR. RABIA NESSAH**  
*Assistant Professor*  
Quantitative Methods, Operations Management  
PhD in Optimisation et Systèmes, Université Technologique de Troyes



**DR. INGRID RICHARD-BIERLA**  
*Assistant Professor*  
Applied Microeconomics  
PhD in Economics, University of Lille I, MSc in Economics, University of Lille I

## FINANCE AND MONETARY MACROECONOMICS



**DR. YAKUP ESER ARISOY**  
*Assistant Professor*  
Finance  
Ph.D Finance, Bilkent University – Ankara Turkey, M.A. International Financial Analysis – Newcastle University – UK, B.S.c Industrial Engineering - Bogazici University - Turkey



**DR. RENAUD BEAUPAIN**  
*Assistant Professor*  
Finance  
PhD in Economics and Management, specialism in finance – University of Namur (FUNDP), Belgium, MSc International Securities, Investment and Banking – ICMA Centre, University of Reading, UK



**DR. WOLFRAM BERGER**  
*Associate Professor*  
Economics  
PhD. in Economics, University of Hagen, Germany, MSc in Economics, University of Münster, Germany



**DR. ERIC DOR**  
*Associate Professor*  
Monetary Macroeconomics  
PhD in Economics, University of Louvain, MSc in Economics, University of Louvain



**DR. ALAIN DURRÉ**  
*Associate Professor*  
Monetary Macroeconomics

PhD in Economics, University of Louvain, MSc in Economics, University of Louvain



**DR. LOUIS EECKHOUDT**  
*Full Professor*  
Economics of Risk

PhD in Economics, Michigan State University



**DR. LEI MENG**  
*Assistant Professor*  
Finance

PhD in Finance, University of Wales, Aberystwyth, MSc in International Banking and Financial Studies, University of Southampton, BSc in Economics, Hunan University



**DR. HIND SAMI**  
*Assistant Professor*  
Economics, Finance

PhD in Finance, University of Lyon II, DEA in international economics and finance, University of Lyon



**DR. ILKAY SENDENIZ YUNCU**  
*Assistant Professor*  
Finance

PhD in Finance, Bilkent University, Turkey, MSc in Civil Engineering, Middle East Technical University, Turkey, MBA, Middle East Technical University, Turkey



**DR. LOREDANA URECHE-RANGAU**  
*Assistant Professor*  
Finance

PhD in Finance, University of Orléans, MSc in Finance, University of Orléans, Superior Diploma in Finance and Insurance University of West Timisoara



**DR. PEIJIE WANG**  
*Full Professor*  
Finance

PhD in Finance, UMIST, Graduate School of Management, Jiao Tang University at Shanghai

## MANAGEMENT



**MR. JACQUES ANGOT**  
*Assistant Professor*  
Management, Marketing  
MSc in Marketing & Strategy, University of Paris Dauphine



**DR. BOUCHRA BAKHOUYA**  
*Assistant Professor*  
Management  
PhD in management , Option applied mathematics (2008) at University of Litorral.



**MRS. HELEN BOLLAERT**  
*Assistant Professor*  
Management, Audit Control  
MSc in Finance, University of Lille 2



**DR. ANDREA CARUGATI**  
*Assistant Professor*  
Informations Systems  
PhD in Information Systems, Technical University of Denmark, Master in Management of Production, Chalmers University of Technology, Gothenburg, Bachelor in Industrial Engineering, Politecnico of Milan



**DR. ANTONIO GIANGRECO**  
*Associate Professor*  
Human Resources Management  
PhD in Industrial Relations, London School of Economics, MBA, SDA Bocconi, Laurea Magistrale in Management e Consulenza Aziendale, Università degli Studi di Trento



**DR. FRANK GOETHALS**  
*Assistant Professor*  
Informations Systems  
Doctoral research at SAP research chair “Extented Enterprise infrastructure, F.E.T.E/W. Leuven, Doctoral dissertation / classifying and Assessing Extented Enterprise Integration Approaches



**DR. DAVID KIMBER**

*Associate Professor*

International Business Ethics, Corporate Governance

PhD in Management, Royal Melbourne University Institute of Technology, Master of Arts, Melbourne University, Master of Education, RMIT, Bachelor of Commerce, Monash University



**DR. BIRGIT KLEYMANN**

*Associate Professor*

Strategy, Management

PhD, Helsinki School of Economics, MSc, Cranfield Institute of Technology, BA in International Business, American University of Paris



**DR. AURELIE LECLERCQ**

*Assistant Professor*

Management

PhD in Management, Paris-Dauphine University, MSc, EM Lyon



**DR. XAVIER LECOCQ**

*Full Professor*

Management

PhD in Strategic Management, IAE Lille, MSc in Audit-Control – IAE Lille



**DR. HEDLEY MALLOCH**

*Full Professor*

Human Resources Management

PhD in Management, University of Glasgow, MSc, City University London, BSc, London School of Economics



**DR. ANNE-CATHERINE MOURS LI-PROVOST**

*Assistant Professor*

Audit and Control, Management

PhD in Organization Management Science, University of Louvain, MBA, University of Louvain



**DR. DAVID NEWLANDS**

*Assistant Professor*

Operations Management

PhD in Operations Management, Coventry University, Bachelor in Manufacturing Systems Engineering, Coventry University



**DR. LOÏC PLÉ**  
*Assistant Professor*  
Service Marketing and Management  
PhD University Paris IX, France



**DR. CAROLINE ROUSSEL-SARGIS**  
*Assistant Professor*  
Audit and Control, Knowledge Management  
PhD in Management, University of Lille I, MSc in Management, University of Lille I, MSc in Management, ICN, Nancy, Chartered Accountant



**DR. JOHN SAEE**  
*Full Professor*  
Cross Cultural Management, Human Resources, Strategy  
PhD in Management, University of Technology, Sydney, Master of Commerce, Flinders University of New South Wales, Sydney, Bachelor of arts, Flinders University of South Australia



**DR. EVRIN SAHEN**  
*Associate Professor*  
Operations Management  
PhD in Industrial Engineering, École Centrale, Paris, MSc in Industrial Engineering, École Centrale, Paris



**DR. FRAN SIEMENSMA**  
*Assistant Professor*  
International Business Ethics, Corporate Governance  
PhD in Management, Victoria University (Australia), Master of Arts, Bachelor of Social Work, Melbourne University



**DR. YAZGI TÜTÜNCÜ**  
*Assistant Professor*  
Operations Management  
PhD in statistics and operation research, Coventry University, UK, MSc in Industrial Engineering, Baskent University, Turkey



**MRS. ATHINA VASILAKI**  
*Assistant Professor*  
Human Resources Management  
MSc Research Methods for Business and Management, Middlesex University, UK

## **MARKETING**



### **DR. MICHAEL ANTIOCO**

***Associate Professor***

Marketing

PhD in Marketing Management, Eindhoven University of Technology, MSc in Management Science, Catholic University of Louvain



### **DR. RUBEN CHUMPITAZ**

***Full Professor***

Strategic Marketing

PhD in Marketing, University of Louvain, MSc in Management, University of Louvain, MBA, ESAN, Peru, MSc in Civil Engineering, ESAN, Peru



### **DR. NATHALIE DEMOULIN**

***Assistant Professor***

Retail Marketing

PhD in Management, Marketing, University of Mons, Belgium, MSc in Management, University of Mons, Belgium, Certificate of Advanced Studies in Applied Computer Sciences, FUCAM, Complementary education in Marketing Research, Northwestern University



### **DR. MAUD DERBAIX**

***Assistant Professor***

Marketing

PhD in Economics and Business, University of Namur, CeRCLe, MSc in Business Engineering, Catholic University of Louvain



### **MRS. CHLOÉ GENTILINI**

***Research and Teaching Assistant***

Marketing

PhD Program at Catholic University of Louvain La Neuve, Belgium, Master of Sciences-Marketing, IÉSEG School of Management



### **DR. MONALI HOTA**

***Assistant Professor***

Marketing

PhD at Western Sydney University, Australia



**MRS. RALUCA MOGOS DESCOTES**

***Assistant Professor***

Marketing

MSc in Administration and Management Science - University of Nancy, MSc in International Business - University of Transilvania, Romania



**DR. NICHOLAS PAPAROIDAMIS**

***Associate Professor***

Marketing

PhD Cardiff University, Cardiff Business School, Diploma in Social Research Studies MBA, Cardiff Business School, Ptychion (Bsc) in Industrial Management, University of Piraeus



**DR. VALERIE SWAEN**

***Assistant Professor***

Marketing

Ph.D in Management Science, Université catholique de Louvain, Belgium



**DR. VÉRONIQUE PAUWELS-DELASSUS**

***Assistant Professor***

Marketing

PhD in Management – University of Lille 2

**LAW**



**DR. FRANÇOIS TAQUET**

***Associate Professor***

Law

PhD in Law, University of Lille II, MSc in Law, University of Lille II

IÉSEG Research Center

February 2009

Édité par Monika Marin sous la direction de Eric Dor  
*Edited by Monika Marin under the supervision of Eric Dor*

IÉSEG School of Management  
3 rue de la Digue, 59000 Lille, France  
Membre de la Conférence des Grandes Écoles  
Diplôme Visé Grade de master  
[www.ieseg.fr](http://www.ieseg.fr)