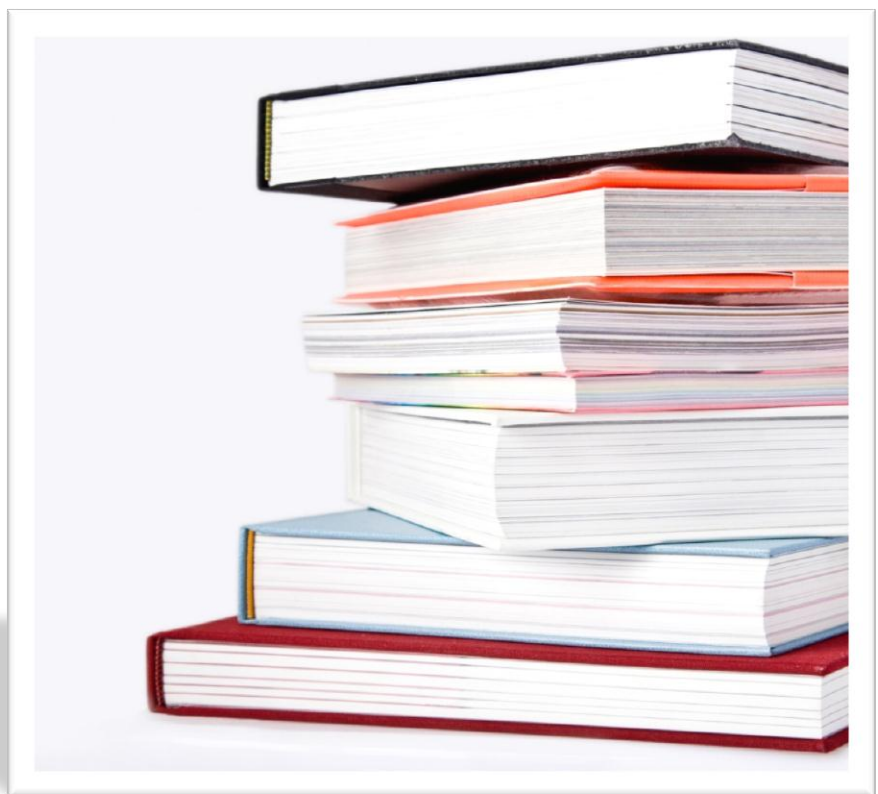


ANNUAIRE DE LA RECHERCHE 2010

RESEARCH YEARBOOK 2010



05/2011

IESEG SCHOOL OF MANAGEMENT

Research Center

INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2010. Le centre de recherche IÉSEG RESEARCH rassemble tous les enseignants permanents¹ de l'IESEG School of Management qui ont une activité de recherche significative. Provenant de 22 pays différents, ces enseignants-chercheurs forment une véritable équipe multiculturelle et contribuent directement au projet résolument international de l'Ecole.

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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 2010. This Research Center gathers all the regular professors² of IESEG School of Management who display a significant research activity. Coming from 22 different countries, our researchers work in a true multicultural environment, and directly contribute to the international project of the School.

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¹ 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,.....).

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,.....)*

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Beldi A., Chastenet W., Dupuis J.C., Talfi, M. (2010), Pertinence des méthodes d'évaluation financière des marques: une étude empirique au niveau international", *Journée de recherche sur les actifs immatériels*, Montpellier, France, 18 June.

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Canato, A., Ravasi, D., Phillips, N. (2010), Adaptation of Practices in Case of Low Cultural Fit: The Adoption of Six Sigma at 4Post, *International Conference on institutions and Work*, Vancouver, Canada, 17-19 June.

- Canato, A.**, Ravasi, D., Phillips, N. (2010), Practice adaptation in case of low cultural fit: the case of Six Sigma at 3M, *Culture and Innovation Dynamics Final Workshop*, Milan, Italy, March.
- Canato, A.**, Ravasi, D., Phillips, N. (2010), Adaptation of Practices in Case of Low Cultural Fit: The Adoption of Six Sigma at 4Post, *6th New Institutionalism Workshop*, Lyon, France, 25-26 March.
- Canato, A.**, Brusoni, S. (2010), Invited guest at the *16th Annual Organization Science Winter Conference*, Steamboat Springs, CO, USA, 4-7 February.
- Di Martinelly, C.**, Meskens, N., Zorman, D. (2010), Mise en place d'un itinéraire clinique pratique au CHU Tivoli (Belgique), *Gestion et Ingénierie des Systèmes Hospitaliers (GISEH)*, Clermont-Ferrand (France), 1-4 September.
- Giangreco, A.**, Sebastiano, A., Carugati, A. (2010), Dare to Care, Care to Perform: IT as Modernization Engine in an Italian Nursing Home, *2010 Academy of Management Meeting*, Montréal, Canada, 6-10 August.
- Hoozée, S.** (2010), Comparing the accuracy of ABC and time-driven ABC in complex and dynamic environments: A simulation analysis, *7th Conference on New Directions in Management Accounting*, Brussels, Belgium, 15-17 December.
- Leclercq, A.** (2010), Toward an overarching framework to explore paradox and dialectics of organizational change: a Foucauldian perspective, *26th EGOS Colloquium*, Lisbon, Portugal, 1-3 July.
- Paquette, S., **Fagnot, I.** (2010), Social Media Use and Employee Attitudes towards Information Security, *Pre-International Conference on Information Systems (ICIS) SIGSEC Workshop on Information Security and Privacy (WISP)*, St-Louis, USA, 12 December.
- Smith, P., **Giangreco, A.**, **Vasilaki, A.**, Carugati, A. (2010), On the impact of HR practices on identity: notes from an ethnographic study of a merger, *Congrès de la Société Suisse de Sociologie*, Geneva, Switzerland, 7-9 September.
- Sargis Roussel, C.**, Belmondo, C. Weppe, X. (2010), Practising Exploration: How power, structure and activities affect routines of organizational knowledge generation, *Strategic Management Society Annual Conference*, Rome, Italy, 12-15 September.
- Sargis Roussel, C.**, Belmondo, C. Weppe, X. (2010), Practising knowledge creation within and across organizations: The emergent and constrained building of learning routines, *2010 EGOS Conference*, Lisbon, Portugal, 1-3 July.
- Vasilaki, A.**, **Giangreco, A.**, Smith, P., Carugati, A. (2010), Human Resource Practices and Post-Merger Human Integration. *EURAM 2010 Conference*, Rome, Italy, 19-22 May.
- Vasilaki, A.**, **Tutuncu, Y.** (2010), Flexibility As A Dynamic Capability In Health Care Organisations, *EURAM 2010 Conference*, Rome, Italy, 19-22 May.

MARKETING

- Ajili, I., **Coussement, K.**, Limam, M. (2010), The Effect of Incorporating Data Quality Matrices on Classification Mining. *Meeting on Statistics & Data Mining*, Hammamet, Tunisia, 11-12 March.
- Charry, K.** (2010), Threat appeals for non-profit advertisements of healthy food to children: Impact of repetition on effectiveness and Ethical concerns, *39th EMAC Conference*, Copenhagen, Denmark, 1-4 June.
- Chen, C.Y.**, Jackson, P. (2010), Organizations as multilingual communities: A micro-level study of language influences on parallel processes of tasks and social relations, *36th EIBA Annual Conference*, Porto, Portugal, 9-11 December.
- Coussement, K.** (2010), Customer Intelligence: Tapping the Vein of your Customers. *Meeting on Statistics & Data Mining*, Hammamet, Tunisia, 11-12 March.
- De Bock, K. **Coussement, K.**, Van den Poel, D. (2010), Ensemble Classification based on Generalized Additive Models. *Joint Statistical Meeting (ASA)*, Vancouver, Canada, 31 July-5 August.

Kesting, P., Smolinski, R., **Speakman, J.I.F.** (2010), Conflict in Organisations: The Role of Routine, *Negocia, Biennial Conference, Paris, 17-18 November.*

Maon, F., **Swaen, V.** (2010), From Eastern dawn to Northern lights: A comparative analysis of CSR implementation practices across Europe, *Academy of Marketing Science Conference, Lille, France, 21-24 July.*

Murtezaj, V. (2010), How Has Globalization Shaped the Course of International Relations: Are We Moving Closer Or Further Apart? IFAC International Workshop on Supplemental Ways for Improving International Stability - SWIIS 2010, Pristina, Kosovo, 27-29 October.

Paparoidamis, N., Chumpitaz, R. (2010), *The impact of service quality and service recovery on buying centers' satisfaction and behavioral intentions: an empirical investigation, 39th Annual Conference of the Academy of Marketing Science, Portland, Oregon, USA., 26-29 May.*

Pauwels Delassus, V. (2010), From Local to Global: Brand replacement from a consumer's perspective, *Academy of marketing Science Cultural Perspectives in marketing conference, Lille, France, 21-24 July.*

Speakman, J.I.F. (2010), When The Going Gets Tough, The Tough Get Dynamic: How Key Account Managers Use Adaptive Behavior in the Management of Conflicts, *2010 AMS Conference, Portland, Oregon, USA, 26-29 May.*

COMMUNICATIONS SCIENTIFIQUES DANS D'AUTRES COLLOQUES ET SEMINAIRES / OTHER CONFERENCE AND SEMINAR PRESENTATIONS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

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Kerstens, K. (2010), Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier: The Shortage Function and Some Alternatives and Negative Data in DEA: A Simple Proportional Distance Function Approach, *Seminars at Taipei (National Chiao Tung University and Institute of Business and Management), 22 July.*

FINANCE AND MONETARY MACROECONOMICS

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Durré, A. (2010), Analyse des réactions des banques centrales face à la crise, *Colloque de l'ADEL sur «Faut-il changer le système financier? Leçons et perspectives d'une crise, Louvain-la-Neuve, Belgium, March.*

Gelsomini, L., Cave, J. (2010), A theory of trading on the FX single-dealer platform, *Workshop on Asset Pricing, Grande Arche de la Défense, Paris, France, 20-21 May.*

Lefebvre, J. (2010), Invited seminar speaker, Block Trades and Market Liquidity on Euronext Paris, *Lille School of Management Research Center (Université Lille II and Skema Business School), Lille (France), 16 December .*

MANAGEMENT

Canato, A. (2010), Explaining the uneven evolution of human knowledge, *CID (Culture and Innovation Dynamics) Workshop*, Bocconi University, Milano, Italy, 22-23 March.

Carugati, A., **Giangreco, A.**, Sebastiano, A. (2010), Guided Emancipation: a Successful Path to IT Use in an Italian Nursing Home. *4th Annual Meeting of the SIGGTM Pre-ICIS 2010 International Workshop on GTM Research*, St. Louis (USA), 11 December.

Duenas, A. (2010), Invited speaker to the Health Service: *Human Resources Crisis & Sustainable capacity for Research Conference* organized by CREMS at the Università Carlo Cattaneo, Castellanza, Italy, 1 October.

MARKETING

Coussement, K., Buckinx, W. (2010), Increasing Marketing Relevance Through Personalized Offers, *SAS Forum France 2010*, Paris (France), 14-15 October.

Demoulin N., S. Djelassi, S. (2010), Waiting for Banking Service Delivery: The relationship between delivery time and service evaluation, *Journée de recherche du LEM*, 29 April.

Masserot, C., **Charry, K.**, Pecheux, C. (2010), La communication marketing: menace ou solution face au problème de l'obésité enfantine, Presentation of the achievements of the MarCO Research Program, funded by ANR, La Sorbonne, Paris, France, 26 November.

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MANAGEMENT

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MANAGEMENT

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COMPOSITION DU CENTRE DE RECHERCHE EN 2010 / MEMBERS OF THE RESEARCH CENTER IN 2010

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IESEG Research Center

May 2011

Edited by Monika Marin under the supervision of Eric Dor

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Membre de la Conférence des Grandes Écoles

Diplôme Visé Grade de master

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