



Chavi (Chi Yun) FLETCHER-CHEN

Ph.D. in Business Administration

Associate Professor, Marketing

Major Coordinator

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EDUCATION

2008 Ph.D. in Business Administration, University of Manchester, United Kingdom

2002 Human Relations, Nottingham University, United Kingdom

RESEARCH INTERESTS

B2B interaction, Conflict and Communication, Innovation, Key Account Management, Language in MNCs, Service Failure

PROFESSIONAL EXPERIENCE

ACADEMIC:

2022 - Present Associate Professor, IÉSEG School of Management, France

2017 - Present Visiting professor, University Carlo Cattaneo - LIUC, Castellanza (VA), Italy

2017 - 2018 Visiting professor, Keele University, Newcastle-Under-Lyme, United Kingdom

2014 - 2015 Visiting professor, College of Management Mahidol Univeristy, Bangkok, Thailand

2013 - 2015 Visiting Lecturer, Birkbeck College University of London, London, United Kingdom

2010 - 2022 Assistant Professor, IÉSEG School of Management, Paris, France

2008 - 2010 Research Associate in Marketing, International Business and Strategy Division, University of Manchester, Manchester, United Kingdom

2008 - 2009 Data Catgorising Project Consultant, Revans Academy/University of Manchester, Manchester, United Kingdom

2007 - 2008 Graduate teaching-research assistant, University of Manchester, Manchester, United Kingdom

PROFESSIONAL:

2004 - 2010 Online-business consultant, Substance®, Sheffield, United Kingdom

2000 - 2001 Digital Marketing Project Consultant, Paul Ping Electronic Co., Ltd, Taipei, Taiwan

1998 - 2001 Appeal case negotiator, International Asian Pacific Patent, Trade and Commercial Law Office, Taipei, Taiwan

CONSULTING EXPERIENCE

- 2001 - 2002** Online Market Developing Consultant, Acer Associate Publishing, Taiwan
- 2001** International Marketing Sales Promotor, Yamaguchi & Associates, Japan
- 1995 - 1999** Sales representative , Kawasima Co., Taiwan

COURSES TAUGHT

- Introduction to negotiation
- Cultural diversity and management, Executive mba
- Cross-cultural relationship management and digital strategy, Grande ecole (bachelor cycle)
- Entrepreneurship
- Introduction to negotiation
- Introduction to negotiation
- Introduction to negotiation
- Marketing research
- Communication diversity and negotiation, Post graduate program
- Intercultural and diversity management
- Communication, Grande ecole (master cycle)
- E-negotiation, Grande ecole (master cycle)
- E-negotiation, Grande ecole (master cycle)
- E-negotiation, Msc in negotiation for organisations
- Interpersonal communication, Msc in negotiation for organisations
- Interpersonal communication applied to negotiation, Grande ecole (master cycle)
- Managerial international negotiation
- Managerial international negotiation
- Research seminar
- Research and use of structural equation modelling
- Marketing-mix: price decisions and channel management

- International business negotiation

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Baliga A. J., Goel A., Fletcher-Chen C., Guda S., Kumar R., (2025), Mental health among B2B salespeople: A morphological analysis, *Journal of Business Research*, 188(2025), pp. 115093

Antioco M., Coussement K., Fletcher-Chen C., Prange C., (2023), What's in a Word? Adopting a Linguistic-Style Analysis of Western MNCs' Global Press Releases, *Journal of World Business*, 58(2), pp. 101414

Fletcher-Chen C., Sharma A., Rangarajan D., (2022), Examining Supplier, Buyer, and Customer Triads: The Critical Role of Conflict in Interaction Processes and Product/Service Innovations, *Industrial Marketing Management*, 107(November), pp. 337–352

Baddar F., Fletcher-Chen C., Batt P., (2017), [Guest editorial] Networks: Relationships and Innovation, *Journal of Business & Industrial Marketing*, 32(6), pp. 773-776

Fletcher-Chen C., AL-Husan S. F., Baddar F., (2017), Relational Resources for Emerging Markets' Non-Technological Innovation: Insights from China and Taiwan, *Journal of Business & Industrial Marketing*, 32(6), pp. 876-888

AlHussan F., AL-Husan S. F., Fletcher-Chen C., (2014), Environmental factors influencing the management of key accounts in an Arab Middle Eastern context, *Industrial Marketing Management*, 43(3), pp. 592-602

Forthcoming

Zhang B., Yi Y., Fletcher-Chen C., Zou P., Wang Z., (2023), Sustainable operations in electric vehicles' sharing: behavioral patterns and carbon emissions with digital technologies, *Annals of Operations Research*, May(3), pp. 1-24.

Papers in non-refereed journals

Published

Fletcher-Chen C., (2015), Impact of Language Diversity and Social Interaction on Knowledge Transfer , *Journal of US-China Education Review*, 5(3), pp. 159-180

Communications in refereed conferences

International

Fletcher-Chen C., Sharma A., Rangarajan D., (2022), *Examining supplier, buyer, and customer triads* IMP, Okinawa, Japan

Fletcher-Chen C., (2020), *Business-to-Business Value Co-Creation: Triadic Constellation Process and Outcome* AMA Global Marketing SIG, Taormina, Italy

Fletcher-Chen C. C.-Y., (2019), *Imbalanced Interactions of Business-To-Business Triadic Network in Service Innovation Development* IMP Conference, Paris, France

Fletcher-Chen C., (2018), *Process dynamics of service innovation development among triadic business-to-business network firms* IMP Asia, Bandaranaike, Sri Lanka

Fletcher-Chen C., Plé L., Zhu X., (2017), *A Case Study of New Service Development Process in Business Triads* IMP Annual Conference, Kuala Lumpur, Malaysia

Fletcher-Chen C., Plé L., Zhu X., (2017), *Service Innovation in Business Triads* Service Frontiers 2017, New-York, USA

Fletcher-Chen C., Zhu X., (2017), *The Role of Relational Co-production in Service Innovation Networks* Frontiers in Service, New York, USA

Fletcher-Chen C., Zhu X., (2016), *Value Co-Creation in Business Service Networks A Triadic Approach* The IMP Conference Asia in Africa, Cape Town, South Africa

Chen-Fletcher C., Jackson P., AlHussan Baddar F., (2014), *MNCs in Emerging Chinese Market: The Impacts of Language and Communication Media on New Product Performance through Knowledge Integration* Academy of International Business(AIB), Vancouver, Canada

Fletcher-Chen C., AlHussan Baddar F., (2014), *Innovativeness through social-relational coordination mechanism in Chinese emerging markets* IMP, Bali, Indonesia

Fletcher-Chen C., Baddar F., (2014), *Social capital employment in emerging market MNEs for innovativeness* Industrial Marketing and Purchasing Group - IMP ASIA, Bali, Indonesia

Baddar AlHussan F., AlHusan F. B., Chen C., (2012), *Key factors influencing the management of key accounts in B2B markets in an Arab context* IMP Conference, Goa, India

Baddar F., AL-Husan F. B., Fletcher-Chen C., (2012), *Key factors influencing the management of key accounts in B-2-B markets in an Arab context* Industrial Marketing and Purchasing Conference (IMP): Developing Networks in International Marketing and Purchasing, Goa, India

Chen C., (2012), *Behavioral Actions in Conflict Management Impact Corporate Operation* 25th Annual IACM Conference, Stellenbosch, South Africa

Chen C., Jackson P., ALHussan F., (2012), *Conflict management in multilingual communities: The emerged behavioral actions from languages* European International Business Academy (EIBA), Brighton, United Kingdom

Chen C., (2011), *Language impact in multinational teamwork* EURAM, Tallinn, Estonia

Chen C.-Y., (2011), *Conflict in virtual teams. Workshop on Strategic Human Resource Management* 26th Workshop on Strategic Human Resource Management, Reykjavik, Iceland

Chen C., 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

Chen C., Jackson P., (2009), *A micro-level study of language influences on task coordination and team relations* European International Business Academy (EIBA), Valencia, Spain

Chen C., Jackson P., (2009), *Language-switching, communication and knowledge process in MNEs* Workshop on language and multilingualism in management, Helsinki, Finland

Chen C., Jackson P., (2007), *Managing conflict in virtual teams: The role of communication technologies* European International Business Academy (EIBA), Sicily, Italy

Other conference and seminar presentations

International

Deva T., Basaiawmoit R. V., Fletcher-Chen C., (2025), *Negotiating our way towards sustainability through experiential learning – A Behind-the-scenes perspective on the teaching aid design process of the the Pactopolis board game*. INTRA, Cape Town, South Africa

Fletcher-Chen C., (2024), *What Is Negotiation—Competitive Or Collaborative?* BOYE & COARHUS 24 CONFERENCE, Aarhus, Denmark

Fletcher-Chen C., Plé L., Zhu X., (2018), *Service Innovation in a Triadic Business-To-Business Network* SERVSIG, Paris, France

Fletcher-Chen C., Zhu X., (2016), *Value Co-Creation in Business Service Networks A Triadic Approach* IMP Asia, Cape Town, South Africa

Fletcher-Chen C., Zhu X., Plé L., (2016), *Customer as an initiator in B2B service network Value co-creation / co-destruction* World Marketing Congress, Paris, France

Chen C., Jackson P., (2008), *Lingua franca, communication and knowledge process in MNEs* EURAM European Academy of Management, Liverpool, United Kingdom

National

Fletcher-Chen C., (2015), *Customer as an initiator in B2B service network: Value co-creation/co-destruction* Paris, Paris, France

Fletcher-Chen C., Xia Z., (2015), *Customer as an initiator in B2B service network: Value co-creation/co-destruction* IESEG School of Management, Paris, France

Chen C., Jackson P., (2010), *Virtual teamwork in MNCs* Centre for Comparative and International Business Research (CIBER), Manchester, United Kingdom

Books

Published

Baber W., Fletcher-Chen C., (2022), *Practical Business Negotiation*, 9784806530732, Research Institute of Economy, Trade and Industry, Tokyo

Baber W., Fletcher-Chen C., (2020), *Practical Business Negotiation*, ?, Routledge, London

Fletcher-Chen C., Baber W., (2015), *Practical Business Negotiation*, 978-1-138-78147-1, Routledge, London, 256 pages

Case studies

Fletcher-Chen C., Baliga A. J., (2025), *Navigating Complexity: The Challenges of B2B Salesperson Mental Health Issues*, *The Case Centre*, case study 525-0026-1, teaching note 525-0026-8

Fletcher-Chen C., (2024), *Project Outsourcing*, *The Case Centre*, case study 523-0129-5, teaching note 523-0129-8

Fletcher-Chen C., (2024), *Decision-Making Impediment: Emotional Language In Disputes*, *The Case Centre*, case study 424-0109-1, teaching note 424-0109-8

Fletcher-Chen C., (2024), *Uncertainty Reduction: Process Investigation In Property Disputes*, *The Case Centre*, case study 424-0109-1B, teaching note 424-0109-8B

Fletcher-Chen C., (2022), *House refurbishment*, *The Case Centre*, case study 322-0129-5, teaching note 322-0129-8

Fletcher-Chen C., (2022), *How Would e-Mail Communication Affect Emotions and Relationships?*, *The Case Centre*, case study 322-0295-1, teaching note 322-0295-8

Fletcher-Chen C., (2021), *Business and government demands for chip supply (B)*, *The Case Centre*, case study 321-0153-1, teaching note 321-0153-8

Fletcher-Chen C., (2021), *Business and government demands for chip supply (A)*, *The Case Centre*, case study 321-0141-5, teaching note 321-0141-8

Fletcher-Chen C., (2021), *Three-party negotiation for business service solution-seeking*, *The Case Centre*, case study 521-0125-5, teaching note 521-0125-8

Fletcher-Chen C., (2019), *Complex negotiation among triadic business firms*, *The Case Centre*, case study 519-0006-1, teaching note 519-0006-8

Fletcher-Chen C., (2019), *Information Delivery: Lost In Transmission*, *The Case Centre*, case study 419-0059-5, teaching note 419-0059-8

Fletcher-Chen C., (2019), *Stages of Team Development: A Perfect Hexagon*, *The Case Centre*, case study 419-0109-5, teaching note 419-0109-8

Fletcher-Chen C., (2019), *Global B2B Sales in Robotics Industry-Inter-firm negotiation*, *The Case Centre*, case study 519-0158-1, teaching note 519-0158-8

Fletcher-Chen C., (2019), *Internal Customer Management for Business Development in Robotics Industry (A)*, *The Case Centre*, case study 419-0111-1, teaching note 419-0111-8

Fletcher-Chen C., (2019), *Internal Customer Management for Business Development in Robotics Industry (B)*, *The Case Centre*, case study 419-0112-1, teaching note 419-0112-8

Fletcher-Chen C., (2019), *Three-Party Negotiation: Aussi Dairy in Agricultural Business Value Chain*, *The Case Centre*, case study 319-0342-1, teaching note 319-0342-8

Baber W., Fletcher-Chen C., (2018), *Intellectual Property Negotiation between Mukashi Games and Pixie*, *The Case Centre*, case study 318-0033-8, teaching note 318-0033-8B, 318-0033-1

Fletcher-Chen C., (2017), *The perception of e-mail between sender and receiver*, *The Case Centre*, case study 417-0056-1, teaching note 417-0056-8

Fletcher-Chen C., Schmid P., Baber W., (2017), *Electro Car Merger Negotiation*, *The Case Centre*, case study 317-0215-1, teaching note 317-0215-8, teaching note supplement 317-0215-8B

Fletcher-Chen C., (2016), *Conflict Alteration Through Emotion Recognition*, *The Case Centre*, case study 416-0101-1, teaching note 416-0101-8

Fletcher-Chen C., (2016), *Non Literal Communication-Response to Emotion*, *Case Centre*, case study 416-0017-1 , teaching note 416-0017-18

Fletcher-Chen C., (2016), *Communication for job interview*, *The Case Centre*, case study 416-0016-1 , teaching note 416-0016-8

Fletcher-Chen C., (2016), *Relationship Bonding*, *The Case Centre*, case study 416-0015-1, teaching note 416-0015-8

Fletcher-Chen C., (2015), *Mind reading for uncertainty reduction in communication* , *The Case Centre*, case study 415-126-1, teaching note 415-126-8

Fletcher-Chen C., (2015), *Value co-creation in communication*, *Case Centre*, case study 415-117-1 , teaching note 415-117-8

Fletcher-Chen C., (2014), *First Encounter: Self-presentation for a job interview*, *Case Centre*, case study 414-095-1, teaching note 414-095-8

Fletcher-Chen C., (2014), *Breaking the ice: The first encounter*, *Case Centre*, case study 414-096-1, teaching note 414-096-8

Fletcher-Chen C., (2013), *The Power of Attraction (A): How to Impress People in Resume*, *Case Centre*, case study 413-111-1, teaching note 413-111-8

Fletcher-Chen C., (2013), *The Power of Attraction (B): How to Impress People to Get Hired*, *Case Centre*, case study 413-112-1, teaching note 413-112-8

Fletcher-Chen C., (2013), *Brand Impact on Business Expansion (B)*, *Case Centre*, case study 813-065-1, teaching note 813-065-8

Fletcher-Chen C., (2013), *Managing Business Competition and Collaboration*, *European Case Clearing House*, case study 313-022-1, teaching note 313-022-8

Fletcher-Chen C., (2013), *Strategic Market Expansion Between Entrepreneur Consultancy and MNC*, *European Case Clearing House*, case study 813-004-1, teaching note 813-004-8

Fletcher-Chen C., (2013), *Topic Avoidance and Information Disclosure in Business Sales Negotiation (A)*, *European Case Clearing House*, case study 813-018-1, teaching note 813-018-8

Fletcher-Chen C., (2013), *Brand impact on business expansion (A)*, *Case Centre*, case study 813-063-1, teaching note 813-063-8

Fletcher-Chen C., (2013), *Negotiation in Pursuit of Equity and Social Exchange*, *European Case Clearing House*, case study 813-008-1, teaching note 813-008-8

Fletcher-Chen C., (2013), *Negotiation in Pursuit of Equity and Social Exchange (B)*, *European Case Clearing House*, case study 813-028-1, teaching note 813-028-8

Fletcher-Chen C., (2013), *Intra-team Conflict Resolution (A)*, *European Case Clearing House*, case study 413-061-1, teaching note 413-061-8

Fletcher-Chen C., (2013), *Intra-team Conflict Resolution (B): How to write convincing e-mails*, *European Case Clearing House*, case study 413-062-1, teaching note 413-062-8

Fletcher-Chen C., (2013), *Wedding Plans*, *European Case Clearing House*, case study 513-043-1, teaching note 513-043-8

Fletcher-Chen C., (2013), *Ethics in Negotiation*, *European Case Clearing House*, case study 713-038-1, teaching note 713-038-8

Fletcher-Chen C., (2013), *Brainstorming on Property to Sale and Purchase*, *European Case Clearing House*, case study 913-005-1, teaching note 913-005-8

Fletcher-Chen C., (2013), *Topic Avoidance and Information Disclosure in Business Sales Negotiation (B)*, *European Case Clearing House*, case study 813-019-1, teaching note 813-019-8

Chen C., (2012), *E-Negotiation on property sale*, *European Case Clearing House*, case study 512-112-1, teaching note 512-112-8

Chen C., (2012), *CircuitInnovator Virtual Team Project*, *European Case Clearing House*, case study 612-046-1, teaching note 612-046-8

Fletcher-Chen C., (2012), *Crisis Negotiation*, *European Case Clearing House*, case study 212-063-1, teaching note 212-063-8

Grants

2017 Visiting Professor (Erasmus Grants), Keele University (United Kingdom)

2013 Visiting Professor (Erasmus Grants), Birkbeck College University of London (United Kingdom)

PROFESSIONAL MEMBERSHIPS

2016 AMS

2014 Academy of International Business (AIB)

2014 AIB, USA

2013 Industrial Marketing & Purchasing Group (IMP) Conference

2009 European Academy of Management (EURAM)

2008 European International Business Academy (EIBA)

2008 - 2010 Academy of Management (AOM), USA

EDITORIAL ACTIVITY

Associate Editor in an academic journal

European Journal of Marketing

Guest editor of an a academic journal

Journal of Business and Industrial Marketing

Reviewer in an academic journal

Journal of Business and Industrial Marketing

Journal of Business Research

Journal of World Business

Industrial Marketing Management

Journal of Business and Industrial Marketing

Reviewer in an book / textbook

Understanding Intercultural Interaction (Emerald publisher)

Marketing: An Introduction, United Kingdom

Marketing (Sage publisher)

PROFESSIONAL SERVICE

Chair in an academic conference

IMP Asia, Japan

Chair of the organizing committee of an academic conference

IMP Annual 2019, France

IEOM, France

IMP Asia 2016, IÉSEG School of Management, Indonesia

Invited Lecturer

Marketing Research, United Kingdom

Introduction to Negotiation , Italy

Marketing Strategy, United Kingdom

Negotiation, Thailand

Negotiation training, Denmark

Keynote address

2022 Kyoto Negotiation Conference, Japan

Manager of a professional working group

2024 Gamified workshop for corporate professionals

Session chair in an academic conference

IMP Annual 2019, France

IMP Asia, Sri Lanka

IMP Asia, Japan

IMP Asia 2016, South Africa

IMP Annual 2017, Malaysia

IMP Asia 2018, Sri Lanka

RESEARCH ACTIVITIES

COMMITTEE CHAIR

Contribution to an international academic partnership

Bridge university partnerships between IESEG and Mahidol, College of Management Mahidol University, Thailand

Member of a recruitment jury (orals)

Chair for orals, IESEG School of Management, France

Substantial support to students' association and activity

Negotiation Competition Training, IESEG School of Management, France