



## **Chavi (Chi Yun) FLETCHER-CHEN**

**Ph.D. in Business Administration**

**Associate Professor, Marketing**

**Major Coordinator**

**C.Chen@ieseg.fr**

### **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 University, 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 Categorising 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

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- 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

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- 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

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### Papers in refereed journals

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#### 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

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#### 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

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#### 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**

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### **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

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### 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

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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

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

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

## PROFESSIONAL MEMBERSHIPS

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**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

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### 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**

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### **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**

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## **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