Les compétences au service de l'entreprise et de la vie économique.

Recently published papers in peer reviewed journals by IESEG researchers


Recently published books by IESEG researchers


Dor, Eric, 2004, Économétrie, Pearson, Paris


Recently published papers in collective books by IESEG researchers


Swaen Valérie, 2004, L’utilisation de l’argument ‘citoyen’ dans les campagnes de communication, SEE Management Files, Fiche n°18, Janvier, publication sur le site internet de Groupe One (www.groupeone.be) (cet article sera publié dans un ouvrage collectif fin 2004)

Recent conferences by IESEG researchers

Fr. Bielen et Ch. Sempels (2004), How intangibility affects perceived risk regarding the degree of service knowledge and service use? Marketing Science Conference, June, The Netherlands


Kerstens, K ; 21 octobre 2004 : "Adapting the Short-Run Johansen Industry Model for Common-Pool Resources: Planning the Danish Fisheries Industrial Capacity to Curb Over Fishing" Brest (Université de Bretagne Occidentale (UBO); Centre de Droit et d’Economie de la Mer (CEDEM)) séminaire.

Kerstens, K ; 27 juin 2004: Budapest (Budapest University of Economic Sciences and Public Administration (BUESPA)), 13th Annual Conference European Association of Environmental and Resource Economists (EAERE): "Adapting the Short-Run Johansen Industry Model for Common-Pool Resources: Planning the Danish Fisheries Industrial Capacity to Curb Over Fishing".

Kerstens, K ; 24 juin 2004: Toronto (University of Toronto), North American Productivity Workshop 2004: "A New Disposable Assumption to Model Congestion in Production: Convex and Non-Convex Nonparametric Technologies and Distance Functions" (avec P. Vanden Eckeault).


Swaen V. and Vanhamme J., 2004, The use of corporate social responsibility arguments in communication campaigns: Does source credibility matter?, paper accepted for presentation and publication to the Association for Consumer Research Conference, October 7-10, Portland, USA.

Forthcoming presentations of IESEG researchers in major conferences

The following papers have been accepted for presentation after competitive selection processes by the program committees of some major conferences.


Bielen F. et Demoulin N. (2005), Effect of waiting for services on the relationship between satisfaction and loyalty. 34th EMAC Conference, Milan, Italy.


Bielen F. et Demoulin N. (2005), Le temps d’attente dans le domaine des services : ses déterminants et son influence sur la satisfaction et la fidélité, Interfaces “Temps et comportement du consommateur”, Université de Lille II

Bielen F. et Sempels C. (2005), Le risque perçu est-il réellement influencé par son intangibilité, 21ème congrés annuel de l’Association Française du Marketing, Nancy, France.


Chumpitaz Ruben et Paparoidamis Nicholas (2005), "Formulating loyalty attributes in b2b failure/recovery episodes: the impact of quality, service recovery, relationship satisfaction and trust", The Academy of Marketing Science, 2005 Annual Conference, Marketing Technology and Customer Commitment in the New Economy, Tampa, Florida, USA


