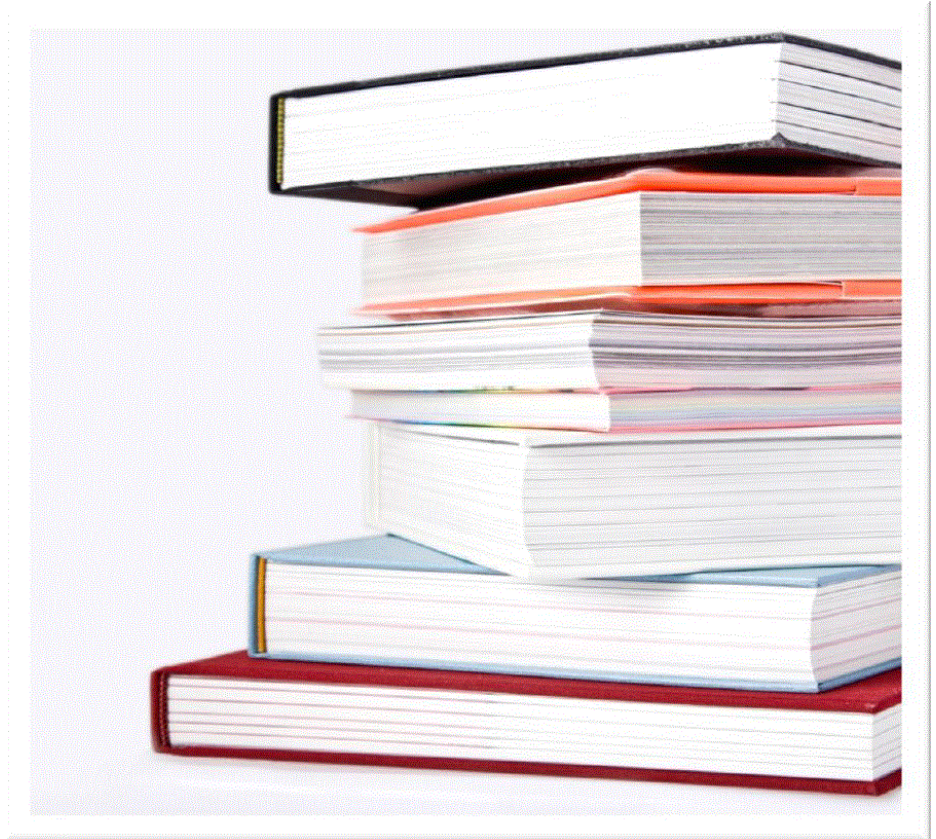


ANNUAIRE DE LA RECHERCHE 2015

RESEARCH YEARBOOK 2015



November 2016

Research Center

INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2015.

Le centre de recherche IÉSEG RESEARCH rassemble tous les enseignants permanents¹ de l'IÉSEG School of Management qui ont une activité de recherche significative. Provenant de 30 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.

DR RUBEN CHUMPITAZ
DIRECTEUR DE LA RECHERCHE



This Research Yearbook presents all the scientific publications made by our Research Center, called IÉSEG RESEARCH, during the year 2015. This Research Center gathers all the regular professors² of IÉSEG School of Management who display a significant research activity. Coming from 30 different countries, our researchers work in a true multicultural environment, and directly contribute to the international project of the School.

The mission of IÉSEG RESEARCH is to contribute to the increase in scientific knowledge in the fields of management and applied economics. Members of IÉSEG 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.

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 IÉSEG. Their research activity is financed by IÉSEG. This yearbook does not contain the publications made by free lance professors of IÉSEG, since their research activity is financed by their principal employer (Foreign University, Public French University, Corporate Firm,.....)

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- Padilla Tinoco S., Creemers S., Boute R., (2015), *Bundling of transport and its impact on inventories and cost allocation in horizontal supply chain partnership* 26th Annual POMS Conference (POMS 2015), Washington DC, USA
- Padilla Tinoco S. V., Boute R., Creemers S., (2015), *Bundling of orders in a horizontal supply chain coordination* 22nd EUROMA Conference on Operations Management for Sustainable Competitiveness (EUROMA 2015). Neuchâtel. Switzerland
- Rostami S., Creemers S., Leus R., (2015), *New benchmark results for the stochastic resource-constrained project scheduling problem* IEEE International Conference on Industrial Engineering and Engineering Management (IEEM2015), Singapore, Singapore
- Rostami S., Garaix T., Xie X., (2015), *Outpatient appointment scheduling for chemotherapy sessions* International Conference on Industrial Engineering and Systems Management (IESM15), Sevilla, Spain

- Savoli A., Barki H., (2015), *Emotional consequences of patient centric health information systems* Administrative Sciences Association of Canada, Halifax, Canada
- Slavich B., Castellucci F., (2015), *Cooking up an artistic identity: The case of high-end chefs*. EURAM, Warsaw, Poland
- Stervinou S., Bayle-Cordier J., Narvaiza L., Aragon C., Iturrioz C., (2015), *Worker cooperatives, a status to survive in a changing world or a status to change the world? Spain and France, two worldviews on worker cooperatives* International Cooperative Alliance (ICA) Conference, Paris, France
- Tamayo K., Giangreco A., Maes J., Sels L., (2015), *Line manager involvement in Human Resource Development: achievements, issues, and future research agenda* 16th International Conference on Human Resource Development Research and Practice, Cork, Ireland
- Vakkayil J., (2015), *Indigenous alternative or disguised capitalism? Economic experiments on frontier lands* 31st EGOS Colloquium , Athens, Greece
- Van den Broeke M., Devoldere B., Creemers S., Boute R., (2015), *The interplay of operations, marketing, and product innovation: a dynamic and interdependent simulation decision model* 22nd Innovation and Product Development Management Conference (EIASM 2015), Copenhagen, Denmark
- Van zijl A., De winne S., Marescaux E., Brebels L., Sels L., (2015), *Introducing the concept of strategic HR differentiation: a literature review and research agenda* The 9th International Conference of the Dutch HRM Network, Utrecht, Netherlands
- Weemaes S., Bruneel J., Debrulle J., Gaeremynck A., Verriest A., (2015), *An empirical investigation of the impact of external knowledge sources on new firm growth* Academy of Management Meeting, Vancouver, Canada
- Weemaes S., Gaeremynck A., Bruneel J., Verriest A., Debrulle J., (2015), *Consultants, outside board members, or both? An empirical investigation of the impact of external knowledge sources on new firm growth* Babson College Entrepreneurship Research Conference, Babson Park, USA
- Zhang L., (2015), *Supply Chain Planning with Integrated Decision Making in Resource Allocation* The Fifth International Conference on Industrial Engineering and Operations Management (IEOM 2015), Dubai, United Arab Emirates

MARKETING AND NEGOTIATION

- Baddar F., (2015), *The Benefits of Wasta Network: The Arab Middle East Region*, Kolding, Denmark
- Baumann A., Lessmann S., Coussement K., De Bock K. W., (2015), *Maximize What Matters: Predicting Customer Churn with Decision-Centric Ensemble Selection* the 23rd European Conference on Information Systems, Münster, Germany
- Borbély A., Caputo A., (2015), *When Organizations Negotiate. An Agenda for Studying Negotiation as a Corporate Capability* International Association for Conflict Management 2015, Clearwater, FL, USA
- Borbély A., (2015), *Sales in a Negotiation program – or vice versa: bridges and complementarities* 4th Sales Educator Academy, Winter Park, FL, USA
- Cadario R., Parguel B., Benoit-Moreau F., (2015), *Is bigger always better? The unit effect in green advertising* EMAC Conference, Leuven, Belgium
- Cadario R., Parguel B., Benoit-Moreau F., (2015), *Is bigger always better? The unit effect in green advertising* ANZMAC Conference, Sydney, Australia
- Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The Tree is Mine, the Forrest isn't: The Construal Level of Possessions* SCP International, Vienna, Austria
- Claus B., Vanhouche W., Dewitte S., Warlop L., (2015), *The Tree is Mine, The Forest isn't : Ownership as Psychological Distance* La Londe Marketing and Communication Conference, La Londe Les Maures, France
- Coussement K., Verstraeten G., (2015), *A Bagging-Based Undersampling Strategy for Classification: A Customer Churn Prediction Application* the International Conference on Contemporary Thinking in Marketing: Big Data Analytics in Marketing , Mumbai, India

- Coussement K., Harrigan P., Daly T., Lee J., Soutar G., (2015), *Identification of Market Mavens on Social Media* the International Conference on Contemporary Thinking in Marketing: Big Data Analytics in Marketing, Mumbai, India
- Coussement K., Demoulin N., (2015), *Identifying text-mining adoption drivers* 27th European Conference on Operational Research (EURO), University of Strathclyde, Glasgow, United Kingdom
- De Kerviler G., Demoulin N., Zidda P., (2015), *Pourquoi les acheteurs utilisent leur smartphone pour un achat en magasin ?* 31e Congrès International de l'AFM, Marrakech., Morocco
- De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* EMAC 2015: Collaboration in Research, Leuven, Belgium
- De Kerviler G., Demoulin N., Zidda P., (2015), *Why shoppers use their smartphone for an in-store purchase ?* 31ème Conférence de l'Association Française du Marketing, Marrakech, Morocco
- De Kerviler G., Audrezet A., (2015), *The effect of contextualized background picture in the context of an online purchase of clothes* 44th EMAC Conference, Leuven, Belgium
- De Kerviler G., Demoulin N., Zidda P., (2015), *Drivers of smartphone adoption as a shopping assistant* 44th EMAC Conference, Leuven, Belgium
- De Pauw A.-S., (2015), *Do employer preferences contribute to sticky floors?*, Vancouver, Canada
- De Pauw A.-S., (2015) 6th International Mediation conference, Paris, France
- Debaere S., Coussement K., De Ruyck T., (2015), *A Churn Prediction Decision Support System as an Effective Weapon to Sustain Healthy Online Research Communities* the 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile
- Debaere S., Coussement K., De Ruyck T., (2015), *Sustaining Structural Co-creation: Proactive Churn Identification in Innovation Communities* the 22nd Innovation Product Development Management Conference, Copenhagen , Denmark
- Demangeot C., Zafari K., Allison G., (2015), *Journeys towards the adoption of non-native cuisines: Examples of lived multiculturalism* Cross-Cultural Research Conference, Playa del Carmen, Mexico
- Demangeot C., De Kerviler G., (2015), *How do we write about places? An analysis of place narrative styles in consumer reviews* Perspectives Symposium – The Marketing of Place and Space: Trends, Theories and Technologies,, Leicester, United Kingdom
- Elgoibar P., Euwema M., (2015), *Building trust and constructive conflict management in industrial relations* International Association for Conflict Management conference (IACM), Clearwater, Florida, USA
- Euwema M., Elgoibar P., (2015), *Promoting social dialogue in European organizations. Employee Representatives' Conflict Behavior approach* European Network of Organizational Psychology (ENOP), Paris, France
- Garcia A., Elgoibar P., Euwema M., Wendt H., Munduate L., (2015), *Competences and Conflict Behavior promoting the Impact of Employee Representatives in Organizational Decision Making* International Association for Conflict Management Conference (IACM), Clearwater, Florida, USA
- Geuens S., Coussement K., De Bock K. W., (2015), *An Evaluation Framework for Collaborative Filtering on Purchase information in Recommendation Systems* Conference on Business Analytics in Finance and Industry, Santiago, Chile
- Geuens S., De Bock K., Coussement K., (2015), *Integrating Behavioral, Product, and Customer Data in Hybrid Recommendation Systems Based on Factorization Machines* Conference on Business Analytics in Finance and Industry, Santiago, Chile
- Geuens S., De Bock K. W., Coussement K., (2015), *Integrating Behavioral, Product, and Customer Data in Hybrid Recommendation Systems Based on Factorization Machines* the 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile
- Geuens S., Coussement K., De Bock K. W., (2015), *An Evaluation Framework for Collaborative Filtering on Purchase information in Recommendation Systems* the 2nd Business Analytics in Finance and Industry Conference, Santiago, Chile

- Heuvinck N., Van den Bergh B., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* EMAC 2015 Conference, Leuven, Belgium
- Heuvinck N., Cornelis E., (2015), *Anyway the wind blows - Manufacturing consent: How refutational messages two-sided messages steer ambivalent attitudes* SCP 2015 Conference, Phoenix, USA
- Hota M., De Juan Vigaray M., (2015), *The Impact of Corporate Brand Success on The Country of Origin Effect and Perceived Quality of Fashion Apparel* EMAC 2015, Leuven, Belgium
- Hota M., (2015), *Real Kids In A Virtual World: Children's Motives For Participating In Virtual Gaming Communities* Kids and Retailing Colloquium 2015, Budapest, Hungary
- Janssen C., Sen S., (2015), *What's so funny about corporate social responsibility? Consumer responses to humor in CSR communication campaigns* 44th European Marketing Academy (EMAC) Conference, Leuven, Belgium
- Janssen C., Sen S., (2015), *What's so funny about corporate social responsibility? Consumer responses to humor in CSR communication campaigns* International Marketing Ethics and Corporate Social Responsibility: An Academic Symposium, Rome, Italy
- Janssen C., Swaen V., Vanhamme J., (2015), *There's more to corporate crises than meets the eye: A consumer-oriented perspective and the link to corporate social responsibility* C(I)RC - Corporate (Ir-)Responsibility and its Consequences in a globalized world Interdisciplinary workshop, Bochum, Germany
- Janssen C., Vanhamme J., Leblanc S., (2015), *Should Luxury Brands Shout or Whisper? The Effects of Brand Prominence on Consumer Perceptions of Responsible Luxury* 2015 Association for Consumer Research (ACR) Conference, New Orleans, USA
- Lewicki R., Elgoibar P., (2015), *Trust repair after conflicts in an industrial relations context* International Association for Conflict Management (IACM), Tampa, USA
- Moysan Y., (2015), *How wearables can both improve customer experience in branches and enhance network sales effectiveness?* EFMA Distribution Summit, Barcelona, Spain
- Moysan Y., (2015), *Banking on wearables: how does it differ compare to mobile banking?* EFMA Distribution Summit, Barcelona, Spain
- Moysan Y., (2015), *Panorama international sur les initiatives Digitales dans le secteur de l'assurance* La transformation Digitale pour l'Assurance, Paris, France
- Moysan Y., (2015), *Will Mobile Payments Future be on your wrist?* EFMA Mobile Banking Advisory Council, Paris, France
- Moysan Y., (2015), *Le digital en 2020 : quelles perspectives dans le secteur Bancassurance ?* Le digital en 2020 : quelles perspectives dans le secteur Bancassurance ?, Paris, France
- Moysan Y., (2015), *How wearable tech could change insurance and banking industries in the near future?* dialogkonferansen 2015, Strömstad, Sweden
- Moysan Y., (2015), *Exploring the future for wearable technology in retail* e tail france 2015, Versailles, France
- Moysan Y., (2015), *360° Perspective - A critical assessment of the mobile payment sphere: Who's going to lead the payment revolution?* Mobile Shopping Europe, Londres, United Kingdom
- Pender E., Elgoibar P., Euwema M., Munduate L., (2015), *Trustworthiness, trust and influence in organizational decision making processes.* European Association of Work and Organizational Psychology (EAWOP), Oslo, Norway
- Ramirez Marin J., Barragan Diaz A., (2015), *Fashionable Feelings: Emotions generate concessions in French intra and intercultural negotiations* IACM 2015, Clearwater, USA
- Rossi P., Pantoja F., Kim K., Yoon S., (2015), *The Mind of the Beholder: How Luxury Associations Moderate Product-Environment Congruence Effects in Product Placement* Global Fashion Management 2015, Florence, Italy
- Rossi P., Pantoja F., Borges A., (2015), *What a Delicious Name!" Biasing Food Perceptions through Embodiment* ACR 2015, New Orleans, USA

Rossi P., Herter M., Costa D., Gonçalves D., (2015), *Saving the Planet or Saving the Brand? How Brand Strength Influences Consumers' Perceptions of Brand Sustainability* 2015 AMS World Marketing Congress, Bari, Italy

Rossi P., Fornerino M., Cuny C., (2015), *Does a Spoonful of Sugar-Free Make Food Look Healthier? Healthy Implicit Associations for Sugar-Free and Alternative Products* 2015 AMS Annual Conference, Denver, USA

Rossi P., Pantoja F., Borges A., Yamim A., (2015), *Shining Bright Like a Diamond? It Might Be Rich, but Only in Calories! A Structured Abstract* 2015 AMS Annual Conference, Denver, USA

Swaen V., Janssen C., Dupont B., (2015), *CSR communication and the sceptical consumer: An investigation of the roles of third-party labels and type of appeal across two product categories*, 44th European Marketing Academy (EMAC) conference, Leuven, Belgium

Tessitore T., Van Kerckhove A., Geuens M., (2015), *Starting off with an apology: Paving the way to consumer persuasion?* 44th EMAC Conference, Leuven, Belgium

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* International SCP 2015 Conference, Vienna, Austria

Van den Bergh B., Heuvinck N., Schellekens G., Vermeir I., (2015), *A change of pace: Goal gradients in locomotor behavior* La Londe 2015 Conference in Marketing Communications and Consumer Behavior, La Londe les Maures, France

Willems K., Jeroen S., Demoulin N., (2015), *Lost in store navigation: What's the bottom line of irritation, shortfall, and unplanned purchases* EMAC 2015: Collaboration in Research, Leuven, Belgium

Zeugner-Roth K., Fischer P. M., (2015), *The Role of Product Ethnicity in Domestic Country Bias* 44th European Marketing Academy Conference, Leuven, Belgium

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

ECONOMICS AND QUANTITATIVE METHODS

Berger L., Emmerling J., (2015), *Integrated Assessment Modeling beyond Utilitarianism: Dynasties, hedging, risk sharing* Equity and Risk in Integrated Assessment Models, EquiRisk Project, Paris, France

FINANCE, AUDIT AND CONTROL

Beaupain R., Durré A., (2015), *Excess liquidity and the money market in the euro area* GREQAM - Aix-Marseille Université, Aix-en-Provence, France

Beuselinck C., Blanco B., Garcia Lara J., (2015), *The Role of Foreign Shareholders in Disciplining Financial Reporting* University of Padova, Padova, Italy

Bouten L., Cho C., Michelon G., Roberts R., (2015), *Does the choice of CSR rating provider matter?* Amsterdam Business School, Amsterdam, Netherlands

Braouezec Y., (2015), *Public versus private insurance contracts with (and without) transaction costs : The optimal segmentation policy of an informed insurer* GATE Seminar, Lyon, France

Erdemlioglu D., (2015), *Financial flights, stock market linkages and jump excitation* The Federal Reserve Bank, St. Louis, USA

MANAGEMENT

De Colle S., (2015), *The Trouble with Shareholder Value Ideology: New Insights from Economics and Corporate Law* IÉSEG School of Management, Paris - 5th Annual CSR Research Days International Seminar, Paris, France

Mlinar T., (2015), *Dynamic capacity control for manufacturing environments* 3rd Seminar of Stochastic Optimization and Control working group GdT COS, Paris, France

MARKETING AND NEGOTIATION

Barragan Diaz A., Ramirez Marin J., (2015), *Selecting You, Selecting Me: Similarity Biases In Personnel Selection*. IÉSEG School of Management, Lille, France

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

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

Geuens S., (2015), *Recommendation Systems for E-Commerce, Evaluating Collaborative Filtering in a Binary Purchase Setting* IÉSEG School of Management, Lille, France

Moysan Y., (2015), *Objets connectés: appropriation, expérience et plateformes* IÉSEG School of Management, Paris, France

Swaen V., (2015), *The psychological micro-foundations of corporate social responsibility: A systematic review focused on employees*, Research seminar, IOS Axis, LEM, IAE, November 20, Lille, France

ETUDES DE CAS / CASE STUDIES

ECONOMICS AND QUANTITATIVE METHODS

Parvulescu R., Drapier C., Jaume O., (2015), *A strategic geographical implantation: audacity vs security.*, Case Centre, case study 215-056-1, teaching note 215-056-8, teaching note supplement F215-056-8

MANAGEMENT

Angot J., Plé L., (2015), *Cresus: Preventing problem debt and over- indebtedness through a high social impact hybrid model with La Banque Postale*, Case Centre, case study 715-001-1, teaching note 715-001-8

Fagnot I., Savoli A., (2015), *IT Implementation - A Success or A Failure?*, Case Centre, case study 915-025-1, teaching note 915-025-8

Giangreco A., Lauwers M., Vakkayil J., (2015), *I believe I can't fly! Piloting changes at Air France*, Case Centre, case study 315-149-1, teaching note 315-149-8

Goethals F., (2015), *A non-IT person starting an online shop in the fashion industry - The case of Goldfish.be*, Case Centre, case study 915-014-1, teaching note 915-014-8

Mitra P., Slavich B., (2015), *From zero to plus size: The growth story of the CUBjeans start-up*, Case Centre, case study 315-138-1, teaching note 315-138-8

Newlands D. J., (2015), *Reengineering a Mobile Phone Cover Supply Chain*, Case Centre, case study 615-021-1, teaching note 615-021-8

MARKETING AND NEGOTIATION

Coussement K., Vindevogel B., (2015), *Global.com: Building Analytical Capabilities in the Mobile Telecom Market*, Case Centre, case study 315-096-1, teaching note 315-096-8

Elgoibar P., Lindholst M., (2015), *Why Should a Broken Ankle Stop you from Making Progress? Case and teaching note*, Case Centre, case study 415-028-1, teaching note 415-028-8

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

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

RAPPORTS DE RECHERCHE / RESEARCH REPORTS

FINANCE, AUDIT AND CONTROL

Beldi A., Joliet R., Goullet C., De la Pallière N., (2015), *Etude de la variabilité des structures capitalistiques franchisantes, incidences sur la gouvernance des réseaux de franchise*, Fédération Française de la Franchise (FFF)

Beuselinck C., (2015), *Nieuwe belastingen hebben ook een prijskaartje (in Dutch)*, opinion report prepared for Trends/Tendances

DOCUMENTS DE TRAVAIL / WORKING PAPERS

FINANCE, AUDIT AND CONTROL

Gatfaoui H., (2015), *Investigating the Linkages between U.S. CDS Spreads and Both the Equity Market Price and Equity Market Volatility Channels: A Quantile Cointegrating Regression Approach*, SYRTO Working Paper Series

Tarnaud A., Leleu H., (2015), *A DEA-financial technology: prior to portfolio analysis with DEA*, IÉSEG Working Paper Series 2015-EQM-02, LEM Working Paper 201502, IÉSEG School of Management

MANAGEMENT

Mitra P., Slavich B., (2015), *Plus size denim jeans: A case study on a fashion start-up called Cub Jeans*, Case Centre, IÉSEG School of Management

MARKETING AND NEGOTIATION

Coussement K., Lessmann S., Verstraeten G., (2015), *Data Preparation Techniques for Customer Churn Prediction*, LEM Working Paper LEM-DP 2015-03, LEM

COMPOSITION DU CENTRE DE RECHERCHE EN 2015 / MEMBERS OF THE RESEARCH CENTER IN 2015

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Research domains: Operations Management

Christopher CONWAY (Assistant Professor)

Ph.D. in Business Administration, University of Arkansas, USA

Research domains: Management of Information Systems, Temporal dissonance and IS workers, Affective consequences of color in IS, Technology Adoption, Virtual teams and virtual worlds, Combination of Forecasts

Stefan CREEMERS (Associate Professor)

Ph.D. in Applied Economics, KU Leuven, Belgium

Research domains: Project Management, Supply Chain Management, Inventory Management, Business Games

Jonas DEBRULLE (Associate Professor)

Ph.D., Management Sciences, Innovation and entrepreneurship, Queensland University of Technology, Australia

Research domains: New venture creation, Business owner characteristics, Start-up innovation management

Christine DI MARTINELLI (Assistant Professor)

Ph.D. in Economic and Management Sciences, Louvain School of Management, Belgium

Research domains: Operations Management

Alejandra DUENAS (Full Professor)

Ph.D. in Automatic Control and Systems Engineering, University of Sheffield, United Kingdom

Research domains: Operations Research and Health Economics

Isabelle FAGNOT (Assistant Professor)

Ph.D. in information science and technology, Syracuse University, USA

Research domains: Behavioral issues in Information Systems and Information Technology, Organizational Information security, Culture of Information Professional, mHealth(mobile technologies in the health sector)

Christophe GARONNE (Assistant Professor)

Ph.D. in Management Sciences, Entrepreneurship, Queensland University of Technology, Australia

Research domains: New venture creation process, Business planning, New venture strategies, Non predictive theories (such as Effectuation)

Antonio GIANGRECO (Full Professor)

Ph.D. in Industrial Relations, London School of Economics, United Kingdom

Research domains: performance assessment, training evaluation, organisational change and resistance, human resource practices, IT driven change

Annabelle GLAIZE (Teaching and Research Assistant)

Master of International Business Economy and Strategy, IÉSEG School of Management, France

Research domains: Management, Operations Management

Frank GOETHALS (Associate Professor)

Ph.D. in Applied Economics, KU Leuven, Belgium

Research domains: IS adoption and resistance, Trends in new technologies

Birgit KLEYMANN (Associate Professor)

Doctor of Philosophy, Helsinki School of Economics, Finland

Research domains: Systems perspective on the responsibility of the firm, Critical Management Studies, Organisation Theory

Marion LAUWERS (Teaching and Research Assistant)

Ph.D. Student, Management Sciences, Management, University of Lille 1, France

Research domains: Management, Management Information Systems

Aurélien LECLERCQ-VANDELANNOITTE (Full Professor)

Ph.D. in Management Sciences, University Paris Dauphine, France

Research domains: Management, Management Information Systems, Human Resource Management

Xavier LECOCQ (Full Professor)

Ph.D. in Strategic Management, IAE of Lille, France

Research domains: Innovation and Entrepreneurship, Strategy and Ethics

Libo LI (Teaching and Research Assistant)

Ph.D. Student, KU Leuven, Belgium

Research domains: Management Information Systems

Johan MAES (Full Professor)

Ph.D. in Applied Economics, KU Leuven, Belgium

Research domains: Strategic Human Resource Management, Turnover and retention, Human capital theory, Entrepreneurship and corporate entrepreneurship

François MAON (Associate Professor)

Ph.D. in Management Sciences, Louvain School of Management, Belgium

Research domains: Corporate social responsibility; stakeholder engagement practices; stakeholder influence processes; cross-sector social partnerships; corporate branding and identity management

Paulami MITRA (Teaching and Research Assistant)

Ph.D. Student, Université Catholique de Louvain- Mons, Belgium

Research domains: Management and Strategy

Thierry NADISIC (Associate Professor)

Ph.D. in Management, HEC Paris Business School, France

Research domains: Organizational justice

David NEWLANDS (Associate Professor)

Ph.D. in Developing supply chain improvement methodologies, Coventry University, United Kingdom

Research domains: Supply Chain Management, Operations Management, Supplier Development, Static micro-economic cost models, Performance and Efficiency, Services Marketing

Loic PLE (Associate Professor)

Ph.D. in management sciences, University Paris Dauphine, France

Research domains: Service marketing and management, Customer Participation and co-creation strategies and organizations, Coordination theories, Multichannel distribution management and strategies, Retail banking, Video Game Industry

Salim ROSTAMI (Teaching and Research Assistant)

Ph.D. Student, Management Sciences, Operations Research, KU Leuven, Belgium

Research domains: Sequencing and scheduling, Scheduling under uncertainty, Project planning and scheduling, Combinatorial optimization

Benoît ROUX (Teaching and Research Assistant)

Ph.D., Management Sciences, Strategy, University of Lille 1, France

Research domains: Strategy and Organizations

Azadeh SAVOLI (Assistant Professor)

Ph.D. in Information Systems, HEC Montreal, Canada

Research domains: IT usage and adoption, Healthcare Information Systems, IT Security, Users' emotions and perceptions

Amanda SHANTZ (Assistant Professor)

Ph.D. in Human Resource Management, University of Toronto, Canada

Research domains: Human Resource Management, Management

Barbara SLAVICH (Associate Professor)

Ph.D. in Management sciences, ESADE Business School, Spain

Research domains: Creativity management, managing and growing ventures in creative industries, organizational and social mechanisms in highly creative and symbolic industries.

Kristine TAMAYO (Teaching and Research Assistant)

Ph.D. Student, KU Leuven, Belgium

Research domains: Human Resource Management

Jacob VAKKAYIL (Assistant Professor)

Ph.D. in Fellow Program in Management, Xavier Institute of Management, India

Research domains: Collaboration across boundaries, Institutions and organizations

Gert WOUMANS (Teaching and Research Assistant)

Research domains: Operations Management

Huan YU (Teaching and Research Assistant)

Master, Management Sciences, Operations, Hefei University of Technology, China

Research domains: Operations Management

Linda ZHANG (Full Professor)

Ph.D. in Industrial Engineering, Nanyang Technological University, Singapore

Research domains: Warehousing systems, Healthcare service design and management, The design and development of high value-added, customer driven products and the corresponding systems

MARKETING AND NEGOTIATION

Fawaz BADDAR (Assistant Professor)

Ph.D. in Strategic Sales and Account Management, Cranfield University, United Kingdom

Research domains: Marketing, Management, International Negotiation

Adrian BARRAGAN DIAZ (Teaching and Research Assistant)

Master, Management Sciences, Human Resource Management, University of Seville, Spain

Research domains: International Negotiation, Human Resource Management

Adrian BORBELY (Assistant Professor)

Ph.D. in Management, ESSEC Business School, France

Research domains: Negotiation processes (esp. internal negotiations), Management of the legal function and the dispute resolution activities

Elke CABOOTER (Assistant Professor)

Ph.D. in Applied Economics, Ghent University, Belgium

Research domains: Consumer behavior, Response styles, Survey design, Consumer psychology

Karine CHARRY (Associate Professor)

Ph.D. in Applied Economics and Management, Louvain School of Management - UCLouvain-Mons, Belgium

Research domains: Consumer Behavior, Children, Social Marketing, Communication

Chavi (Chi Yun) CHEN (Assistant Professor)

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

Research domains: Key Account Management, Business Network, Social Capital, B2B Sales Management

Ruben CHUMPITAZ (Full Professor)

Ph.D. in Marketing, Université catholique de Louvain, Belgium

Research domains: Marketing, Quantitative Methods, CRM, Strategic Marketing

Bart CLAUS (Assistant Professor)

Ph.D. in Business Economics, KU Leuven, Belgium

Research domains: Choice architecture, Consumer Identities, Ownership and the sharing economy, Shopper behavior, New technologies

Helen COCCO (Teaching and Research Assistant)

Ph.D. Student, Management Sciences, Marketing, University of Lille 1, France

Research domains: Customer Experience, omnichannel, consumer behaviour

Kristof COUSSEMENT (Full Professor)

Ph.D. in Applied Economics, Ghent University, Belgium

Research domains: Marketing Analytics, Data Mining, Machine Learning, Text Mining

Koen DE BOCK (Associate Professor)

Ph.D. in Applied Economics, Ghent University, Belgium

Research domains: Marketing

Gwarlann DE KERVILER (Assistant Professor)

Ph.D. in Marketing, University of Paris Dauphine, France

Research domains: Luxury Marketing, Fashion Management, Customer Relationship management, Mobile Marketing

Steven DEBAERE (Teaching and Research Assistant)

Master, Engineering, Computer Science, Ghent University, Belgium

Research domains: Marketing, Quantitative Methods

Catherine DEMANGEOT (Associate Professor)

Ph.D., Sales and Marketing, Aston Business School, United Kingdom

Research domains: Multicultural marketplaces, Online communities, Consumer empowerment, Intercultural competences

Nathalie DEMOULIN (Associate Professor)

Ph.D. in Management sciences, Louvain School of Management - UCLouvain-Mons, Belgium

Research domains: Marketing

Patricia ELGOIBAR (Assistant Professor)

Ph.D. in Organizational Psychology, KU Leuven, Belgium

Research domains: International Negotiation, Human Resource Management, Management

Nico HEUVINCK (Assistant Professor)

Ph.D. in Marketing, Applied Economic Sciences, Ghent University, Belgium

Research domains: Consumer Behavior, Attitude theory, Judgment and decision making, Store atmospherics, Nostalgia

Monali HOTA (Assistant Professor)

Ph.D. in Marketing, University of Western Sydney, Australia

Research domains: Marketing

Catherine JANSSEN (Assistant Professor)

Ph.D. in Management Sciences, Louvain School of Management, Belgium

Research domains: Consumer behavior, Corporate communication, Corporate Social Responsibility

Yvon MOYSAN (Lecturer)

MSc, ESSEC Business School, France

Research domains: Marketing

Valon MURTEZAJ (Assistant Professor)

Doctorate of Diplomacy, SMC University, Switzerland

Research domains: International Negotiation, Management

Nicholas PAPAROIDAMIS (Associate Professor)

Ph.D. in Marketing, Cardiff Business School, Cardiff University, United Kingdom

Research domains: Services Marketing, B2B Marketing, Sales Management, Ethics

Véronique PAUWELS (Associate Professor)

Ph.D. in Management, University of Lille 2, France

Research domains: Brand management, Brand Equity, CSR, Brand values creation, strategic marketing

Jimena RAMIREZ MARIN (Assistant Professor)

Ph.D. in Work and Organizational Psychology, University of Seville, Spain

Research domains: International Negotiation, Culture

Valérie SWAEN (Full Professor)

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

Research domains: Marketing, Human Resource Management, Quantitative Methods, Strategy and Ethics

Tina TESSITORE (Assistant Professor)

Ph.D. in Applied Economic Sciences, Ghent University, Belgium

Research domains: Consumer Behavior, Consumer Psychology, Marketing communications, Public policy in marketing

Katharina ZEUGNER-ROTH (Associate Professor)

Ph.D. in Management, University of Vienna, Austria

Research domains: Country-of-Origin Effects, International Marketing, Ethical Consumer Behavior, Global Branding