INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l’année 2009. 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 15 pays différents, ces enseignants-chercheurs forment une véritable équipe multiculturelle et contribuent directement au projet résolument international de l’École.

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.

Une partie des membres d’IÉSEG RESEARCH sont également membres du LEM-UMR CNRS 8179, dont l’IÉSEG est une institution fondatrice.

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 2009. This Research Center gathers all the regular professors2 of IESEG School of Management who display a significant research activity. Coming from 15 different countries, our researchers work in a true multicultural environment, and directly contribute to the international project of the School.

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

Members of IESEG 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.

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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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**COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES A COMITE DE LECTURE / COMMUNICATIONS IN REFEREED CONFERENCES**

**APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS**

Issues and Total Factor Productivity Growth and Convergence in Petroleum Industry: An Empirical Analysis
Testing for Non-Convexity, Eleventh European Workshop on Efficiency and Productivity Measurement, Pisa,
Italy, 23-26 June.

Total Factor Productivity Growth and Convergence in Petroleum Industry: An Empirical Analysis Testing
for Non-Convexity, Eleventh European Workshop on Efficiency and Productivity Measurement, Pisa, Italy,
24 June.

Leleu, H. (2009), Inner and Outer Approximations of Technology: A Shadow Profit Approach, 7th
International Conference on Data Envelopment Analysis, Philadelphia, USA, 10-12 July.

International Atlantic Economic Conference, Roma, Italy, 11-14 March.

**FINANCE AND MONETARY MACROECONOMICS**

Research Conference, New York, USA, 28-29 September.

Durré, A., Beaufain, R. (2009), Non-linear liquidity adjustments in the euro area overnight money
market, ECB Workshop on Challenges to Monetary Policy Implementation beyond the Financial Market
Turbulence, Frankfurt am Main, Germany, 30 November-1 December.

Durré, A., Beaufain, R. (2009), Global actions to support financial markets: central banks liquidity
injections into the money market, UCL Conference on New Challenges to Central Banking in the Global
Financial System, Namur, Belgium, 11-12 June.

Joliet, R., Muller, A. (2009), “Are Foreign Profitability Disclosures Value-Relevant? Disaggregation
Resolves the Puzzle”. 22nd Australasian Finance and Banking Conference, Sydney, Australia, 16-18
December.

Joliet, R. (2009), U.S. Dollar Exposure of Multinational Firms from U.S. Dollar-Pegged Economies.
Southern Finance Association 2009 Annual Conference, South Seas Island Resort Captiva Island, Florida
(USA), 18-21 November.

Joliet, R., Muller, A. (2009), Dividends and Foreign Performance Signaling. Multinational Finance Society,
16th Annual Conference, Rethymno, Greece, 28 June-1 July.

Management Association 2009 Annual Meetings, Milan, Italy, 24-27 June.

Sendeniz-Yuncu, I. (2009), Futures Market Development and Economic Growth, 16th Annual Conference
of the Multinational Finance Society, Crete, Greece, 28 June-1 July.

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Angot, J. (2009), Renewing the management learning: The using of arts in a dynamic coupling system,
UFHRD 2009 Conference, Newcastle upon Tyne, UK, 10-12 June.

AIMS XVIII conference Grenoble, France, 2-5 June.

Angot, J., Plé, L. (2009), Teaching and learning: a multichannel experience, EDULEARN09 Barcelona,
Spain, 6-8 July.

Giangreco, A., Carugati, A., Sebastiano, A. (2009), Employees’ Performance Assessment Systems in the
Middle East: Moving Beyond Western Logics, Evaluation 2009 Conference, Orlando, USA, 11-14
November.
Goethals, F., Giangreco, A. (2009), Moving away from traditional elements to build trust in e-commerce, ICEB-Conference, Macau, China, 30 November-4 December.


Goethals, F., Tütüncü, Y., Lin, C.-Y., Caron, A. (2009), Mindlessly following partly mindless leaders the case of RFID implementations, ICEB-Conference, Macau, China, 30 November-4 December.


Leclerq, A. (2009), Power dynamics in organizational change: A Foucauldian perspective, 25th EGOS Colloquium (European Group for Organizational Studies), Barcelona, Spain, 2-4 July.

Leclerq, A. (2009), Un regard critique sur l'approche structurationniste en SI: une comparaison avec l'approche foucaldienne, 14ème colloque de l'Association Information Management (AIM), Marrakech, Morocco, 10-12 June.


Merlin-Brogniart, C., Moursli-Provost, A-C. (2009), WP4: PPP between Valenciennes hospital - Teissier Clinic, ServPPIN meeting, Vienna, Austria, 6-8 May.

Mola, L., Rossignoli, C., Carugati, A. (2009), Two cases one result: Marketplace become strategic mediators, Academy of Management Meeting (AoM), Chicago, USA, 7-11 August.


Moyen, E., Lecoq, X. (2009), Co-evolution between Agency and Stages of Institutionalization. The case of Music Industry, Academy of Management Conference, Chicago, IL, USA, 7-11 August.


Sargis-Roussel, C., Deltour, F. (2009), Understanding dynamics of knowledge integration in process innovation projects: political challenges of IT projects, 2009 EGOS Conference, Barcelona, Spain, 2-4 July.


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Demoulin, N., Djelassi, S. (2009), Waiting for Service: Are all Customers the Same?”, 16th International conference on Recent Advances in Retailing and Services Science (EIRASS), Niagara Falls, Canada, July 6-9.


Paparoidamis, N., Chumpitaz, R. (2009), The role of service quality perceptions and service failure/recovery episodes in the formation of B2B Loyalty: An empirical investigation in the Greek IT


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

FINANCE AND MONETARY MACROECONOMICS


Crainich, D. (2009), On the shape on non-monetary measures in the face of risk (Courbage, C. et Rey, B.), Presentation and discussion, 36th EGRIE seminar, Bergen, Norway, September.


Kerstens, K. (2009), Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function, Paris, ESCP, seminar, June.

Leleu, H. (2009), Performance measures for hierarchical organizations: Frontier analysis as a decision support tool, l’Institut des Hautes Etudes Commerciales (Tunis/Carthage), seminar, February.

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PUBLICATIONS D'INSTITUTIONS INTERNATIONALES ET DE BANQUES CENTRALES / PUBLICATIONS OF INTERNATIONAL INSTITUTIONS AND CENTRAL BANKS

FINANCE AND MONETARY MACROECONOMICS

Durré, A. (2009), Monetary policy strategy of the ECB: standard and non-standard measures in turbulent times, European Central Bank Monetary Policy Seminar, Frankfurt-am-Main, Germany, December.

DOCUMENTS DE TRAVAIL / WORKING PAPERS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS


**FINANCE AND MONETARY MACROECONOMICS**


Durré, A. (2009), Requirements for using interest rates as operating target for monetary policy: The case of Tunisia (co-written with A. Chailloux, B. Laurens), IMF Working Paper, WP/09/149.


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COMPOSITION DU CENTRE DE RECHERCHE EN 2009 / MEMBERS OF THE RESEARCH CENTER IN 2009

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

**Dr. Jean-Philippe Boussemart (Full Professor)**
Ph.D. in Economics, University of Paris I
Research direction accreditation - Habilitation à Diriger des Recherches

Specialisation fields: Applied Microeconomics, Applied Econometrics, Productivity and Efficiency Analysis

**Dr. David Crainich (Associate Professor)**
Ph.D. in Economics, Facultés Universitaires Saint-Louis, Bruxelles

Specialisation fields: Risk Theory, Health Economics

**Dr. Hassan El Asraoui (Associate Professor)**
Ph.D. in Economics, EHESS

Specialisation fields: Industrial Economics

**Dr. Kristiaan Kerstens (Full Professor)**
Ph.D. in Economics, KU Brussels
Research direction accreditation - Habilitation à Diriger des Recherches

Specialisation fields: Applied Microeconomics, Efficiency and Productivity Benchmarking of Private and Public Sector Organisations, Portfolio Optimisation

**Dr. Hervé Leleu (Full Professor)**
Ph.D. in Economics, University Paul Sabatier, Toulouse

Specialisation fields: Applied Microeconomics, Production Theory, Operational Research, Efficiency and Productivity Analysis, Health Economics

**Dr. François Millequant (Associate Professor)**
Ph.D. in Economics, University of Paris I

Specialisation fields: Sectorial business cycle analysis, Industrial economics, Regional economics

**Dr. Rabia Nessah (Assistant Professor)**
Ph.D. in Optimisation et Systèmes, Université Technologique de Troyes

Specialisation fields: Game theory, Planification and scheduling problem, Mathematical programming (esp. Integer programming), Operational research, Nonlinear optimization, Convex and correspondence analysis
**Finance and Monetary Macroeconomics**

**Dr. Ingrid Richard-Bierla (Assistant Professor)**
Ph.D. in Economics, University of Lille I

*Specialisation fields:* Game theory, Experimental economics

**Dr. Yakup Eser ArisoY (Assistant Professor)**
Ph.D. Finance, Bilkent University – Ankara Turkey

*Specialisation fields:* Theoretical and empirical asset pricing, interaction between derivative and securities markets

**Dr. Renaud Beaupain (Assistant Professor)**
Ph.D. in Economics and Management, specialism in Finance – University of Namur (FUNDP), Belgium

*Specialisation fields:* Monetary policy implementation, Microstructure of financial markets, High frequency data sets and aggregation, Market quality, liquidity and resilience, Financial econometrics, Corporate valuation and portfolio management, Modeling of financial mechanisms and computer implementation

**Dr. Wolfram Berger (Associate Professor)**
Ph.D. in Economics, University of Hagen, Germany

*Specialisation fields:* Monetary Economics, International Economics, International Finance

**Mrs. Marion Declerck (Teaching and Research Assistant)**
MSc in Audit/Control, IESEG School of Management

*Specialisation fields:* Audit/Control

**Dr. Eric Dor (Associate Professor)**
Ph.D. in Economics, University of Louvain, Belgium

*Specialisation fields:* Monetary Macroeconomics, Time Series Econometrics, Business Cycle Analysis

**Dr. Alain Durré (Associate Professor)**
Ph.D. in Economics, University of Louvain, Belgium


**Dr. Louis Eeckhoudt (Full Professor)**
Ph.D. in Economics, Michigan State University, USA

*Specialisation fields:* Economics of Risk
**DR. LUCA GELSONINI (ASSISTANT PROFESSOR)**  
Ph.D. in Economics, University of Warwick, UK  
*Specialisation fields:* Financial Economics

**DR. ROBERT JOLIET (ASSISTANT PROFESSOR)**  
Ph.D. in Economics and Management, HEC Management School -University of Liège, Belgium  
*Specialisation fields:* Corporate Finance (Financing Policy, Payout Policy, Investment Decisions), International Finance, Portfolio Management

**DR. LEI MENG (ASSISTANT PROFESSOR)**  
Ph.D. in Finance, University of Wales, Aberystwyth, UK  
*Specialisation fields:* Fixed Income and Derivatives Markets; Market Microstructure; Emerging markets; Carbon finance

**DR. HIND SAMI (ASSISTANT PROFESSOR) *until September 2009***  
Ph.D. in Finance, University of Lyon II  
*Specialisation fields:* Corporate Finance Theory; Experimental Finance; Behavioral Finance

**DR. ILKAY SENDENIZ YUNCU (ASSISTANT PROFESSOR)**  
Ph.D. in Finance, Bilkent University, Turkey  
*Specialisation fields:* Banking, financial intermediaries, financial development and economic growth, corporate finance

**DR. LOREDANA URECHE-RANGAU (ASSOCIATE PROFESSOR) *until September 2009***  
Ph.D. in Finance, University of Orléans  
*Specialisation fields:* Finance

**DR. PEJIE WANG (FULL PROFESSOR)**  
Ph.D. in Finance, UMIST, Graduate School of Management, Jiao Tang University at Shanghai  
*Specialisation fields:* financial economics and financial markets

**MANAGEMENT**

**MR. JACQUES ANGOT (ASSISTANT PROFESSOR)**  
MSc in Marketing & Strategy, University of Paris Dauphine  
*Specialisation fields:* Decision making process, Leadership, Critical management Learning, Marketing management
**DR. BOUCHRA BAKHOUYA (ASSISTANT PROFESSOR)***
Ph.D. in Management, Option Applied Mathematics (2008), University of Litorral

*Specialisation fields:* Quantitative Methods: Mathematics

---

**MRS. HELEN BOLLAERT (ASSISTANT PROFESSOR)**
MSc in Finance, University of Lille II

*Specialisation fields:* Top management team characteristics and their impact on firms, Corporate governance and top management teams, Country-specific corporate governance

---

**DR. ANNA CANATO (ASSISTANT PROFESSOR)**
Ph.D. in Business Administration and Management, Bocconi University, Milan, Italy

*Specialisation fields:* Strategy, International Strategy, Research methods

---

**DR. ANDREA CARUGATI (ASSISTANT PROFESSOR)**
Ph.D. in Information Systems, Technical University of Denmark

*Specialisation fields:* Knowledge processes in Information Systems Development, Management of information system development projects, IT project management in distributed organizations, The interplay of information technology, organisations, work practices and mental models. System approach as lens for analysis and problem solving

---

**MS. ISABELLE FAGNOT (ASSISTANT PROFESSOR)**
Master of Arts in Linguistics, Syracuse University, USA

*Specialisation fields:* Behavioral issues in Information Systems and Information Technology

---

**DR. ANTONIO GIANGRECO (ASSOCIATE PROFESSOR)**
Ph.D. in Industrial Relations, London School of Economics, MBA, SDA Bocconi, Italy

*Specialisation fields:* Human Resources Management, Organisational Behaviour, Organisation

---

**DR. YORI GIDRON (ASSISTANT PROFESSOR)**
Ph.D. in Experimental psychology, Dalhousie Univ., Halifax, Canada

*Specialisation fields:* Health Psychology, Psychoneuroimmunology of diseases, Job-Stress, Stress management

---

**DR. FRANK GOETHALS (ASSISTANT PROFESSOR)**
Ph.D. in Applied Economics from the K.U.Leuven, Belgium

*Specialisation fields:* Inter-organizational systems integration, e-commerce, Management of Information Systems
DR. BIRGIT KLEYMANN (ASSOCIATE PROFESSOR)
Ph.D. in Philosophy, Helsinki School of Economics, Finland

DR. AURÉLIE LECLERCQ (ASSISTANT PROFESSOR)
Ph.D. in Management, Paris-Dauphine University
Specialisation fields: Management of Information Systems & e-management, Organizational behavior, Organizational control, Resistance to change

DR. XAVIER LECOCQ (FULL PROFESSOR)
Ph.D. in Strategic Management, IAE Lille
Specialisation fields: Strategy Organization Entrepreneurship

DR. HEDLEY MALLOCH (FULL PROFESSOR)
Ph.D. in Management, University of Glasgow, UK
Specialisation fields: Human Resources Management and Strategy

MR. JULIEN MARGAINE (ASSISTANT PROFESSOR)
MSc in Organization Dynamics and Management, University of Nanterre, Paris X
Specialisation fields: Management Control Institutionalization of Financial Professions

DR. ANNE-CATHERINE MOURSIL-PROVOST (ASSISTANT PROFESSOR)
Ph.D. in Organization Management Science, University of Louvain, Belgium
Specialisation fields: Organisation theory, convention theory, management control systems

DR. DAVID NEWLANDS (ASSISTANT PROFESSOR)
Ph.D. in Operations Management, Coventry University, UK
Specialisation fields: Customer needs analysis, product and process design, value analysis, total quality management, manufacturing strategy, operations efficiency and effectiveness, reengineering, benchmarking, organisational learning, just in time, supply chain management, purchasing, key performance indicators, logistics, cost reduction

DR. LOIC PLÉ (ASSISTANT PROFESSOR)
Ph.D. in Management Science, University Paris IX
Specialisation fields: Service marketing and management, Customer Participation and co-creation strategies and organizations, Coordination theories, Multichannel distribution management and strategies, Retail banking, Video Game Industry
**DR. CAROLINE ROUSSEL-SARGIS (ASSOCIATE PROFESSOR)**
Ph.D. in Management Science, University of Lille I

*Specialisation fields:* Management control, Accounting, Knowledge Management

**MR. BENOÎT ROUX (TEACHING AND RESEARCH ASSISTANT)**
MSc in Finance, IESEG School of Management

*Specialisation fields:* Business exploration, Strategic Analysis tutorials, Fundamentals of Strategy tutorials

**DR. EVREN SAHIN (ASSOCIATE PROFESSOR)**
Ph.D. in Industrial Engineering, École Centrale, Paris

*Specialisation fields:* Operations Management, Supply Chain Management, Service Operations Management, Inventory control, Stochastic models

**DR. YAZGI TÜTÜNCÜ (ASSISTANT PROFESSOR)**
Ph.D. in statistics and operation research, Coventry University, UK


**DR. ATHINA VASILAKI (ASSISTANT PROFESSOR)**
Ph.D. in Strategic Management (Mergers and Acquisitions), Middlesex University, London, U.K.

*Specialisation fields:* Mergers and Acquisitions, Leadership, Organisational Culture, Innovation Management, Employee Behaviour

**MARKETING**

**DR. MICHAEL ANTIOCO (ASSOCIATE PROFESSOR)**
Ph.D. in Marketing Management, Eindhoven University of Technology

*Specialisation fields:* New Product Development, Knowledge Management & Decision Making, Advertising, Communication Studies: Social Networks

**DR. KARINE CHARRY (ASSISTANT PROFESSOR)**
Ph.D. in Applied Economics and Management, Marketing, Louvain School of Management and University of Mons, Belgium

*Specialisation fields:* Consumer Behavior, Social Marketing, Children as consumers, Advertising and persuasion processes

**DR. RUBEN CHUMPITAZ (FULL PROFESSOR)**
Ph.D. in Marketing, University of Louvain, Belgium

*Specialisation fields:* Strategic Marketing, Quantitative Marketing, Modelling and forecasting methods, Satisfaction and liability in B2C and B2B, Service quality
**DR. KRISTOF COUSSEMENT (ASSISTANT PROFESSOR)**
Ph.D. in Marketing, Ghent University, Belgium

Specialisation fields: Customer Intelligence, Customer Relationship Management, Database Marketing, Data Mining, Text Mining

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**DR. NATHALIE DEMOULIN (ASSOCIATE PROFESSOR)**
Ph.D. in Management, Marketing, University of Mons, Belgium

Specialisation fields: Marketing: Retailing and services, Waiting time and delivery perception, Sensory marketing and store environment, Loyalty and loyalty card

---

**DR. MAUD DERBAIX (ASSISTANT PROFESSOR)**
Ph.D. in Economics and Business, University of Namur, Belgium

Specialisation fields: Consumer behavior, Cultural consumption, Valuing process and Pricing for the performing arts

---

**DR. MONALI HOTA (ASSISTANT PROFESSOR)**
Ph.D. in Marketing, University of Western Sydney, Australia

Specialisation fields: Children as Consumers, Cross Cultural and International Marketing, Consumer Behaviour

---

**DR. RALUCA MOGOS DESCOTES (ASSISTANT PROFESSOR)**
Ph.D. in Management Science, Nancy University of Nancy, France and University of Dortmund, Germany

Specialisation fields: International performance of SMEs (small and mid-sized firms), acquisition and use of export information, entry modes

---

**DR. NICHOLAS PAPAROIDAMIS (ASSOCIATE PROFESSOR)**
Ph.D. in Marketing, Cardiff University, UK

Specialisation fields: Services Marketing, B2B Marketing, Sales Management

---

**DR. VÉRONIQUE PAUWELS-DELAUS (ASSISTANT PROFESSOR)**
Ph.D. in Marketing, University of Lille II

Specialisation fields: Marketing stratégique Strategic Marketing, Gestion de la marque et du capital de marque Brand Management and Brand Equity, Stratégie de développement de nouveaux produits New product development, Stratégie de communication Communication strategy.

---

**DR. REMIGIUSZ SMOLINSKI (ASSISTANT PROFESSOR)**
Ph.D. in Management Science, HHL Leipzig Graduate School of Management, Germany

Specialisation fields: Negotiation, Conflict Resolution, Decision Making, Routine
**Dr. Ian Speakman (Assistant Professor)**
Ph.D. in Conflict Management Theory, Cranfield SOM, UK

*Specialisation fields:* Negotiation, Conflict Management, Game Theory, Sales Management, Key Account Management, International Trade

---

**Dr. Valérie Swaen (Associate Professor)**
Ph.D. in Management Science, Université catholique de Louvain, Belgium

*Specialisation fields:* Consumer Behavior, Corporate Social Responsibility, Marketing Research

---

**Dr. Joëlle Vanhamme (Associate Professor)**
Ph.D. in Management Science, Catholic University of Louvain, Belgium

*Specialisation fields:* Consumer Behavior

---

**Law**

**Dr. François Taquet (Associate Professor)**
Ph.D. in Law, University of Lille II

*Research direction accreditation: Habilitation à Diriger des Recherches*

*Specialisation fields:* Labour law and social security