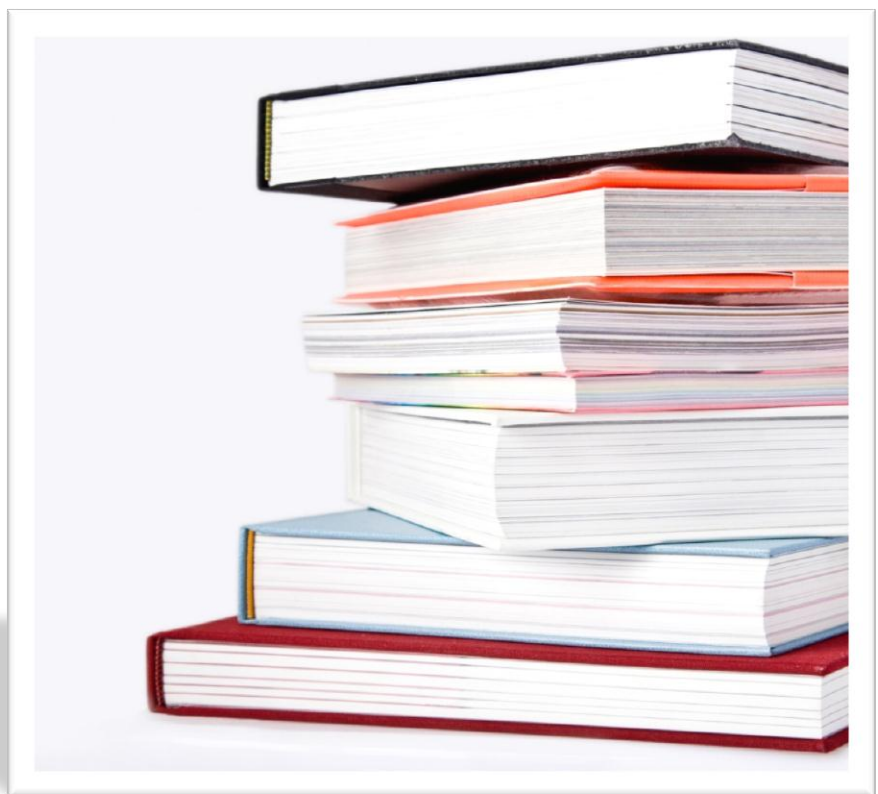


ANNUAIRE DE LA RECHERCHE 2011

RESEARCH YEARBOOK 2011



01/2012

Research Center

INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2011. 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 26 pays différents, ces enseignants-chercheurs forment une véritable équipe multiculturelle et contribuent directement au projet résolument international de l'Ecole.

La vocation d'IESEG 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'IESEG 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 2011. This Research Center gathers all the regular professors² of IESEG School of Management who display a significant research activity. Coming from 26 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.

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,.....)*

SOMMAIRE / CONTENTS

| | |
|--|----|
| INTRODUCTION | 1 |
| ARTICLES PUBLIÉS DANS DES REVUES À COMITÉ DE LECTURE / PUBLISHED PAPERS IN REFEREED PEER-REVIEWED JOURNALS | 3 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 3 |
| FINANCE AND MONETARY MACROECONOMICS | 4 |
| MANAGEMENT | 4 |
| MARKETING | 5 |
| ARTICLES PUBLIÉS DANS D'AUTRES REVUES / PUBLISHED PAPERS IN OTHER JOURNALS | 5 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 5 |
| MANAGEMENT | 5 |
| LIVRES / BOOKS | 6 |
| MARKETING | 6 |
| ARTICLES PUBLIÉS DANS DES LIVRES COLLECTIFS / PUBLISHED PAPERS IN COLLECTIVE BOOKS | 6 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 6 |
| FINANCE AND MONETARY MACROECONOMICS | 6 |
| MANAGEMENT | 6 |
| MARKETING | 7 |
| COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES À COMITÉ DE LECTURE / COMMUNICATIONS IN REFEREED CONFERENCES | 7 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 7 |
| FINANCE AND MONETARY MACROECONOMICS | 8 |
| MANAGEMENT | 8 |
| MARKETING | 11 |
| COMMUNICATIONS SCIENTIFIQUES DANS D'AUTRES COLLOQUES ET SÉMINAIRES / OTHER CONFERENCE AND SEMINAR PRESENTATIONS | 12 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 12 |
| FINANCE AND MONETARY MACROECONOMICS | 12 |
| MANAGEMENT | 12 |
| MARKETING | 13 |
| DOCUMENTS DE TRAVAIL / WORKING PAPERS | 13 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 13 |
| FINANCE AND MONETARY MACROECONOMICS | 13 |
| MANAGEMENT | 14 |
| MARKETING | 14 |
| ETUDES DE CAS / CASE STUDIES | 14 |
| MANAGEMENT | 14 |
| MARKETING | 14 |
| RAPPORTS DE RECHERCHE / RESEARCH REPORTS | 15 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 15 |
| COMPOSITION DU CENTRE DE RECHERCHE EN 2011 / | 16 |
| MEMBERS OF THE RESEARCH CENTER IN 2011 | 16 |
| APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS | 16 |
| FINANCE AND MONETARY MACROECONOMICS | 18 |
| MANAGEMENT | 20 |
| MARKETING | 24 |
| LAW | 26 |

ARTICLES PUBLIES DANS DES REVUES A COMITE DE LECTURE / PUBLISHED PAPERS IN REFEREED PEER-REVIEWED JOURNALS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Bierla, I., Huver B., Richard, S. (2011), Presenteeism at Work: the Influence of Managers, *International Journal of Business and Management Studies*, 3(2), pp. 97-107.

Blancard, S., **Boussemart, J.P.**, **Leleu, H.** (2011), Measuring potential gains from specialization under non-convex technologies, *Journal of the Operational Research Society*, 62, pp. 1871-1880.

Boussemart, J.P., **Leleu, H.**, **Ojo, O.** (2011), Could Society's willingness to reduce pesticide use be aligned with Farmers' economic self-interest?, *Ecological Economics*, 70(10), pp. 1797-1804.

Briec, W., Cavaignac, L., **Kerstens, K.** (2011), Directional Measurement of Technical Efficiency of Production: An Axiomatic Approach, *Economic Modelling*, 28(3), pp. 775-781.

Briec, W., **Kerstens, K.** (2011) The Hicks-Moorsteen Productivity Index Satisfies the Determinateness Axiom, *Manchester School*, 97(4), pp. 765-775.

Briec, W., **Kerstens, K.**, Peypoch, N. (online publication: March 2011), Exact Relations between Four Definitions of Productivity Indices and Indicators, *Bulletin of Economic Research*.

Crainich, D., **Eeckhoudt, L.**, Rey, B. (2011), A propos de la tempérance, *Revue Economique*, 62(4), p. 751-764.

Crainich, D., **Leleu, H.**, Mauleon, A. (2011), Hospital's activity-based financing system and manager physician interaction, *European Journal of Health Economics*, 12(5), pp. 417-427.

Denuit, M., **Eeckhoudt, L.**, Menegatti, M. (2011), Correlated Risks, Bivariate Utility and Optimal Choices, *Economic Theory*, 46(1), pp. 39-54.

Denuit, M., **Eeckhoudt, L.**, Menegatti, M. (2011), A Note on Subadditivity of Zero-Utility Premiums, *ASTIN Bulletin, Journal of the International Actuarial Association*, 41(1), pp. 239-250.

Eeckhoudt, L., Rey, B. (2011), Risk vulnerability: a graphical interpretation, *Theory and Decision*, 71(2), pp. 227-234.

Eeckhoudt, L., Thomas, A., Treich, N. (2011), Correlated Risks and the Value of Information, *Journal of Economics*, 102(1), pp. 77-87.

Epure, M., **Kerstens, K.**, Prior, D. (2011), Bank Productivity and Performance Groups: A Decomposition Approach Based upon the Luenberger Productivity Indicator, *European Journal of Operational Research*, 211(3), pp. 630-641.

Epure, M., **Kerstens, K.**, Prior, D. (2011), Technology-Based Total Factor Productivity and Benchmarking: New Proposals and an Application, *Omega*, 39(6), pp. 608-619.

Kerstens, K., Mounir, A., Van de Woyestyne, I. (2011), Non-Parametric Frontier Estimates of Mutual Fund performance Using C- and L-Moments: Some Specification Tests, *Journal of Banking and Finance*, 35(5), pp. 1190-1201.

Kerstens, K., Mounir, A., Van de Woyestyne, I. (2011), Geometric Representation of the Mean-Variance-Skewness Portfolio Frontier Based upon the Shortage Function, *European Journal of Operational Research*, 210(1), pp. 81-94.

Kerstens, K., Van de Woyestyne, I. (2011), Negative Data in DEA: A Simple Proportional Distance Function Approach, *Journal of the Operational Research Society*, 62(7), pp. 1413-1419.

Nessah, R. (2011), Generalized Weak Transfer Continuity and Nash Equilibrium, *Journal of Mathematical Economics*, 47(4-5), pp. 659-662.

FINANCE AND MONETARY MACROECONOMICS

Beaupain, R., Durré, A. (2011), Inferring trading dynamics for an OTC market: The case of the euro area overnight money market, *Quantitative Finance*, 11(9), pp. 1285-1295.

Beaupain, R., Joliet, R. (2011), Corporate Drivers of Market Liquidity on the Warsaw Stock Exchange, *Economie Internationale/International Economics*, 125(1), pp. 83-104.

Bollaert, H., Daher, H., Deroo, A., Dupire-Declerck, M. (2011), Corporate Governance and Performance of French Listed Companies, *Bankers, Markets and Investors*, pp. 45- 57.

Joliet, R. (2011), Dollar Exposure of East Asian Firms: New Evidence, *Investment Management and Financial Innovations*, 8 (2), pp. 78-95.

Ongena, S., **Sendeniz-Yuncu, I.** (2011), Which Firms Engage Small, Foreign, or State Banks? And Who Goes Islamic? Evidence from Turkey, *Journal of Banking and Finance*, 35(12), pp. 3213-3224.

MANAGEMENT

Benkraiem, R., Gurau, C. (2011), SME Reliance on Bank Debt in France, *Bankers, Markets and Investors*, 111, pp. 17-26.

Benkraiem, R., Le Roy, F., Louhichi, W. (2011), Sporting Performances and the Volatility of Listed Football Clubs, *International Journal of Sport Finance*, 6 (4), pp. 283-297.

Canato, A., Giangreco, A. (2011), Gurus or Wizards? A review of the role of management consultants, *European Management Review*, 8(4), pp. 231-244.

Carugati, A., Giangreco, A., Sebastiano, A. (2011), Moving the Implementation Line: A Nursing Home's Path to Success with IT, *Systèmes d'information et management*, 16(4), pp. 73-101.

Creemers S., Lambrecht, M. (2011), The modeling of interrupts and planned absences in healthcare operations. *Supply Chain Forum: an International Journal*, 12(1), pp. 32-40.

Gidron, Y., **Giangreco, A., Vanuxem, C., Leboucher, O.** (2011), The Relationship between Stress, Hemispheric Preference and Decision Making among Managers, *Anxiety Stress and Coping*, pp. 1-10.

Goethals, F. (2011), Options in inter-organizational systems integration, *Systèmes d'information et management*, 16(3), pp. 81-114.

Goethals, F. (2011), Mindfully innovating your business model, *Gestion 2000*, 28(5), pp. 47-61.

Leclercq-Vandelannoite, A. (2011), Organizations as discursive constructions: A Foucauldian approach, *Organization Studies*, 32(9), pp. 1247-1271.

Loquineau, O., Caplan, A., Toumazeau, K., Zanetto, C., Billiot, M., **Goethals, F.G.** (2011), On the intention to use an online learning platform feature, *Scientific Journal of Riga Technical University*, 43, pp. 92-98.

Newlands, D., Veludo, M. Bodiglio, P. (2011), Traceability use in Bovine Food Supply Chains, Part 1 -, *The Research, Operations Management*, 37, June, pp. 13-21.

Newlands, D., Veludo, M. Bodiglio, P. (2011), Traceability use in Bovine Food Supply Chains, Part 2 Case Studies, *Operations Management*, 38, August, pp 24-30.

Peccei, R., **Giangreco, A., Sebastiano, A.** (2011), The Role of Organisational Commitment in the Analysis of Resistance to change: Predictor and Moderator Effects, *Personnel Review*, 40(2), pp. 185-204.

Rappold, J. A., Van Roo, B. D., **Di Martinelly, C.**, Riane, F. (2011), An inventory optimization model to support operating rooms schedule, *Supply Chain Forum*, 12(1), pp. 56-69.

Redman, R., **Malloch, H.**, **Kleymann, B.**, Hamilton, P. (2011), Working here makes me sick! The Consequences of Building Syndrome, *Human Resource Management Journal*, 21(1), pp. 14-27.

Sargis-Roussel, C. (2011), Gestion des connaissances en contexte projet: quelles pratiques et quels enjeux pour les entreprises?, *Management & Avenir*, 44, pp. 60-77.

MARKETING

Charry, K., Pecheux, C. (2011), Enfants et promotion de l'alimentation saine: étude de l'efficacité de l'utilisation de la peur en publicité, *Recherche et Application en Marketing*, 26(2), pp 3-28.

Coussement, K., Buckinx, W. (2011), A probability-mapping algorithm for calibrating the posterior probabilities: A direct marketing application, *European Journal of Operational Research*, 214(3), pp. 732-738.

Demoulin, N. (2011), Music congruency in a service setting: the mediating role of emotional and cognitive responses, *Journal of Retailing and Consumer Services*, 18(1), pp. 10-18.

Lee, C., Hu, H., Lin, D., **Zhang, L.** (2011), Determining the throughput of a CONWIP system using adjusted ARM, *Journal of Manufacturing Technology Management*, 22(7), pp. 853-869

ARTICLES PUBLIES DANS D'AUTRES REVUES / PUBLISHED PAPERS IN OTHER JOURNALS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Castillo, J., **Renault, T.** (2011), Strengths and Weaknesses of Portuguese Commercial Banks, *CIB Natixis*, November.

Castillo, J., Prat, S., **Renault, T.** (2011), Inflationary risks: Egypt versus the Maghreb, *CIB Natixis*, October.

Castillo, J., **Renault, T.** (2011), Tunisia: What's next after the Jasmine revolution?, *CIB Natixis*, June.

Castillo, J., **Renault, T.** (2011), The impact of a restructuring on Greek commercial banks, *CIB Natixis*, June.

Milléquant, F., **El Asraoui, H.** (2011), CO.EU.R. COnjuncture EUropéenne et Régionale, publication mensuelle, Industries & Services IESEG, 6 pages, 43 issues published since October 2007.

Milléquant, F. (2011), L'année économique en France 2010-2011, in l'Année francophone internationale 2011-2012, Centre International de documentation et d'échanges de la francophonie CIDEF-AFI, Université Laval, Québec, pp 179-184, ISBN 978-2-922876-18-5, 384 pages.

MANAGEMENT

Maon, F., Lindgreen, A., Swaen, V. (2011), IKEA's road to corporate social responsibility, *The Retail Digest* (Spring, Silver jubilee edition), pp. 76-83.

LIVRES / BOOKS**MARKETING**

Coussement, K., Demoulin, N., Charry, K. (2011), *Marketing Research with SAS Enterprise Guide*, Gower Publishing, London (United Kingdom), 316 pages, ISBN: 978-1-4094-2676-9

ARTICLES PUBLIES DANS DES LIVRES COLLECTIFS / PUBLISHED PAPERS IN COLLECTIVE BOOKS**APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS**

Eekhoudt, L. (published online: 15 June 2010.) Simplifying and solving decision problems by stochastic dominance relations, with Schlesinger, H. Tsetlin, I. in *Encyclopedia of Operations Research and Management Sciences*, John Wiley & Sons Inc.

Nessah, R. Tazdait, T. Larbani, M. (2011), Chapter 12. Strong Berge equilibrium and strong Nash equilibrium: Their relation and existence, in L.A. Petrosjan and V.V. Mazalov (eds.), *Game Theory and Applications*, Vol. 15(12), Nova Science Publishers.

FINANCE AND MONETARY MACROECONOMICS

Beaupain, R., Meng, L. and Marticou, M. (2011), Grass-root stock market investment and long-term commonality in liquidity: Evidence from the Shanghai Stock Exchange, *Contemporary Studies in Economic and Financial Analysis: The Impact of the Global Financial Crisis on Emerging Financial Markets*, volume 93, 625-643.

Hübner, G., **Joliet, R.** (2011), The added value of a Central Agency of European Debt. In: Sapir, A., et al. (eds.), *La crise économique et financière: quelles conséquences?*, 19ème Congrès des Économistes Belges de Langue Française, CIFO, pp.23-42.

MANAGEMENT

Beldi, A. (2011), CRM implementation: The Management of a Technochange in a French Telecommunications Company", in: Anthony V. Stavros eds.: *Advances in Communications and Media Research*, Volume 8, ISBN: 978-1-61324-794-5; Nova Science Publishers.

De Woot, Ph., **Kleymann, B.** (2011), Changer le paradigme culturel dans l'enseignement du management: un impératif, pas une option. In: Taskin, L., and de Nanteuil, M. (Eds.), *Management – Une Science Critique*, De Boeck, Brussels, Belgium.

Goethals, F., Plé, L., Taisne, M. (2011), Antecedents of students' intent to watch online theory videos as part of an Online Learning Platform, in *Advances in Web-Based Learning, ICWL 2011 (International Conference on Web-based Learning)*, Hong Kong, December 8-10, 2011, *Lecture Notes in Computer Science*, Springer, Volume 7048, pp.198-208.

Debrulle, J., **Maes, J., Verbruggen, M., Sels, L.** (2011), Eenmaal zelfstandige, altijd zelfstandige? Een onderzoek naar de demografische en loopbaangerelateerde uitstroomfactoren van vrijwillige en noodgedwongen zelfstandigen. In S. Manigart (ed.). *Groei in Vlaanderen. Gent: STOIO.* (p.162-188). (translated: Once self-employed, always self-employed? An investigation of the demographic and career related exit factors of voluntary and necessity self-employed people).

Debrulle, J., **Maes, J.**, Sels, L. (2011), Het effect van het menselijk en sociaal kapitaal van de bedrijfseigenaar op de exportactiviteiten van de startende onderneming. In S. Manigart (ed.). *Grenzeloos ondernemen in Vlaanderen. Een wetenschappelijk beleidsondersteunend perspectief op internationaal ondernemen. Gent: STOIO*. ISBN 9789081659000. (p.63-90). (translated: the effect of the human and social capital of the firm owner on the export activities of start-ups).

Sermanet, L., **Goethals, F.**, **Carugati, A.**, **Leclercq-Vandelanoitte, A.** (2011), Antecedents of children's satisfaction with company websites and their links with brand awareness; in Belkhamza Z., Azizi Wafa S., *Measuring Organizational Information Systems Success: New Technologies and Practices, IGI Global*, pp. 276-291.

Zhang, L., (2011), Planning process families with PROGRES, In *Operations Management Research and Cellular Manufacturing: Innovative Methods and Approaches*, Modrak, V. and Pandian, S. (Eds.), ISBN 978-1-61350-047-7, IGI Global, Hershey, PA, USA, Chapter 15, pp. 317-335.

MARKETING

Maon, F., Lindgreen, A., **Swaen, V.** (2011), Organizational Stages and Cultural Phases: A Critical Review and a Consolidative Model of Corporate Social Responsibility Development", *International Journal of Management Reviews*, 12, 1, 20-38; reproduced in Gond J-P. and Moon J. (Ed.) (2011), *Corporate Social Responsibility, Critical perspectives on Business and Management, Routledge*, Part 3, 36, 978-0-415-54804-5.

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

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Aubriot, D., **Berre, D.**, Nabeneza, S., Tillard E. (2011), Les arbustes fourragers à Mayotte: valeurs alimentaires et importance dans les systèmes d'alimentation des élevages bovins laitiers. In: *3R 2011, 18th Congress Rencontres Autour des Recherches sur les Ruminants*, Paris, 7-8 December.

Berre, D., Blancard, S., **Boussemart, J.P.**, **Leleu, H.**, Tillard, E. (2011), Analyse de l'efficience éco-environnementale des exploitations laitières réunionnaises. *5th Journées de Recherches en Sciences Sociales*, Dijon, 8-9 December.

Bierla, I., Huver B., Richard, S. (2011), Working When Sick: Do Managers Lead by Example?, *International Conference on Applied Economics*, Perugia (Italy), 25-27 August.

Bierla, I., Huver B., Richard, S. (2011), Presenteeism at Work: the Influence of Managers, *International Conference on Business and Management*, Izmir (Turkey), 27-29 April.

Boussemart, J.P., **Leleu, H.**, **Ojo, O.** (2011), The spread of pesticide practices among cost efficient farmers, *5èmes Journées de recherche en sciences sociales de l'INRA-SFER-CIRAD*, Dijon, 8-9 December.

Boussemart, J.P., Kassoum, A., **Vigeant, S.** (2011) Impact de l'introduction des DPU sur l'efficacité technique des exploitations agricoles, *5èmes Journées de recherche en sciences sociales de l'INRA-SFER-CIRAD*, Dijon, 8-9 December.

Boussemart, J.P., Van den Eeckhaut, P. (2011), Cost efficiency of farms with heterogenous production using non convex, robust and partial cost frontier, *XII European Workshop on Efficiency and Productivity Analysis*, Verona, 21-24 June.

Briec, W., **Kerstens, K.**, Van de Woestyne, I. (2011), Polynomial Goal Programming and Shortage Function Approaches to Reconstruct MVS Portfolio Frontiers: A Preliminary Comparison, *12th European Workshop on Efficiency and Productivity Analysis*; Verona, Italy; 22-24 June.

Courbage, C., **Eeckhoudt, L.** (2011), On Insuring and Caring for Parents' Longterm Care Needs, *38th EGRIE seminar*, Vienna, Austria, 19-21 September.

Courtois, P. **Nessah, R.** Tazdaït, T. (2011), How to play the games? Nash versus Berge behavior rules, *The 23rd Annual Meetings of the Human Behavior and Evolution Society*, Montpellier, 29 June-3 July.

Crainich, D., Eeckhoudt, L. (2011), Three measures of the intensity of temperance, *38th EGRIE seminar*, Vienna, Austria, 19-21 September.

Crainich, D., Eeckhoudt, L. (2011), Three measures of the intensity of temperance, *Journées internationales du risque de l'IRIAF*, Niort, 26-27 May.

Eeckhoudt, L. (2011), Beyond Risk Aversion: Why, How and What's Next? *38th EGRIE seminar*, Vienna, Austria, 19-21 September.

Eeckhoudt, L. (2011), Des risques financiers aux risques majeurs : vers une vision unitaire du risque? *Journées internationales du risque de l'IRIAF*, Niort, 26-27 May.

Leleu, H., Boussemart, J.P., Ojo, O. (2011), Could Society's willingness to reduce pesticide use be aligned with Farmers' economic self-interest? *XIIIth Congress of the European Association of Agricultural Economists*, Zürich, Switzerland, 30 August-2 September.

Leleu, H., Moises, J., Valdmanis, V. (2011), Optimal productive size of hospital's intensive care units. *12th European Workshop on Efficiency and Productivity Analysis*, Verona (Italia), 21-24 June.

FINANCE AND MONETARY MACROECONOMICS

Mazur, M. (2011), Internal capital markets, non-cash divestitures and managerial incentives, *2011 China International Conference in Finance (CIFC)*, Wuhan, 4-7 July.

Mazur, M. (2011), Internal capital markets, non-cash divestitures and managerial incentives, *2011 Financial Management Association (FMA European)*, Porto, 8-10 June.

Mazur, M. (2011), Internal capital markets, non-cash divestitures and managerial incentives, *2011 Midwest Finance Association (MFA)*, Chicago, 2-5 March.

MANAGEMENT

Azan, W., **Beldi, A.** (2011), Social Sciences theories and MIS: towards user-focused IS management, *17th Americas Conference on Information Systems (AMCIS)*, Detroit, USA, 5-7 August.

Azan, W., **Beldi, A.** (2011), From cybernetics to the theory of human agency: towards userfocused IS management, *17th Americas Conference on Information Systems (AMCIS)*, Detroit, USA, 5-7 August.

Benkraiem, R., Gurau C. (2011), How do corporate characteristics affect capital structure decisions of French SMEs? *34th Congress of the European Accounting Association (EAA)*, Rome, Italy, 20-22 April.

Bouten, L. (2011), CSR repotting: The mastery of the internal dynamics, *CSEAR Conference*, St. Andrews, UK, 2-4 September.

Canato, A. (2011), Translating institutions across organizational boundaries: The implementation of Six Sigma at 4Post, OTREG, Bocconi University, Milan, 4 March.

Canato, A., Giangreco, A. (2011), Gurus or Wizards? A Knowledge-Based Typology of the Role of Consultants in Innovation, *EURAM 2011 Conference*, Tallinn (Estonia), 1-4 June.

Carugati, A., **Giangreco, A.,** Sebastiano, A. (2011), No deadlines and no Processes: The Successful Path to Healthcare IT of an Italian Nursing Home, *AoM 2011 Conference (OCIS International PWD)*, San Antonio (USA), 12-16 August.

Cheffi, W., **Beldi, A.** (2011), Analysis of managers' use of management accounting, *6th International Finance Conference*, Hammamet, Tunisia, 10-12 March.

- Creemers, S.** Demeulemeester, E., Van de Vonder, S. (2011), A new approach for quantitative risk analysis. 2011 IEEE international conference on industrial engineering and engineering management (IEEE IEM 2011), Singapore, 6-9 December.
- Creemers, S.,** De Reyck, B., Leus, R. (2011), Project Scheduling with Alternative Technologies: Incorporating Varying Activity Duration Variability, *Conference for the International Federation of Operational Research Societies (IFORS)*, Melbourne (Australia), 10-15 July.
- Creemers, S.,** De Reyck, Leus, R. (2011), Project Scheduling with Alternative Technologies: Incorporating Varying Activity Duration Variability, *22nd Annual POMS Conference*, Reno (USA), May.
- De Winne, S., Faems, D., **Maes, J.**, Sels, L. (2011), Turnover and firm performance. The moderating role of knowledge sustaining HR practices. *Bi-annual Dutch HRM Network International Conference*, Groningen (Netherlands), 10-11 November.
- Deltour, F., **Plé, L., Roussel, C.** (2011), La pratique et le réseau: le rôle du capital social dans la dynamique des communautés de pratique, *AIMS Conference*, Nantes, 7-9 June.
- Deltour, F., **Plé, L., Roussel, C.** (2011), Performing Transformation: Considering Actors' Power and Knowledge Dynamics in IS Projects, *EGOS Conference*, Goteborg, Sweden, 6-9 July.
- Di Martinelly, C.,** Baptiste, P., Maknoon, Y. (2011), Evaluation de l'impact de l'intégration de la conception d'horaires infirmiers sur la programmation opératoire, *9e Congrès International de Génie Industriel – CIGI*, Saint-Sauveur, Québec, Canada, 12-14 October.
- Di Martinelly, C.,** Baptiste, P., Maknoon, Y. (2011), Impact assessment of the integration of nurses timetable on the OR planning and scheduling, *Congrès de la Recherche Opérationnelle et d'Aide à la Décision*, Saint-Etienne (France), 2-4 March.
- Du, Y.,** Deloof, M., Jorissen, A. (2011), The roles of subsidiary boards in multinational enterprises, *37th EIBA Annual Conference*, Bucharest, Romania, 8-10 December.
- Giangreco, A.,** Carugati, A., Sebastiano, A. (2011), Here you Will Live Longer: The Effects of an IT Tool on Quality of Life and Mortality Ratio in an Italian Nursing Home. *EURAM 2011 Conference*, Tallinn (Estonia), 1-4 June.
- Goethals, F., Giangreco, A.,** Carugati, A. (2011), A new view on social networks and perceived usefulness in Online Learning Platform acceptance, *AIS SIG-ED IAIM 2011 Conference*, Shanghai, 2-4 December.
- Hoozée, S.** (2011), Exploring the interface between environmental reporting and management accounting', *Centre for Social and Environmental Accounting Research Conference*, St Andrews, UK, 6-9 September.
- Hoozée, S.** (2011), Comparing the accuracy of ABC and time-driven ABC in complex and dynamic environments: a simulation analysis, *34th EAA Annual Congress 2011*, Rome, Italy, 20-22 April.
- Hoozée, S.** (2011), Comparing the accuracy of ABC and time-driven ABC in complex and dynamic environments: a simulation analysis, *ERIM Accounting Seminar*, Erasmus University, The Netherlands, 20 January.
- Hoozée, S.** (2011), A simulation analysis of the accuracy of ABC and time-driven ABC, *GLOBAL Management Accounting Research Symposium (GMARS)*, Sydney, Australia, 21-23 June.
- Itanen, M-E, **Swan, V., Maon, F.** (2011), Digging into the corporate social responsibility discourse: a critical analysis of corporate frontrunners' rhetoric, *18th Annual International Conference Promoting Business Ethics*, St John's University, New York, 26-28 October.
- Leclercq-Vandelannoite, A.** (2011), The interrelationship of identity and technology in IT assimilation, *19th Pre-European Conference on Information Systems*, Helsinki, Finland, 9-11 June.

- Lefebvre, I., **Plé, L.** (2011), From value co-creation to value co-destruction in B2B contexts, *Naples Forum on Service*, 14-17 June.
- Lindgreen, A., Vanhamme, J., Vallaster, C., **Maon, F.** (2011), Sustainable brands: religious brands vs. non-religious brands, *18th Annual International Conference Promoting Business Ethics*, St John's University, New York, October.
- Maon, F.**, Janssen, C., Gond, J.P. (2011), (Re)Considering the ideological premise of stakeholder influence strategy, *European Group of Organizational Studies annual colloquium*, Gothenburg, Sweden, 6-9 July.
- Maon, F.**, Swaen, V. (2011), Ethical dimensions in consumer decision-making processes: mapping the territory, *18th Annual International Conference Promoting Business Ethics*, St John's University, New York, 26-28 October.
- Maon, F.**, Swaen, V. (2011), From Eastern Dawn to Northern Lights: A Comparative Analysis of CSR Implementation Practices Across Europe, *IABS 2011 Conference*, Bath, UK, 23-26 June.
- Malloch, H.** (2011), Invited Keynote Speaker, *3rd International Conference on Cross-Cultural Management: Practice and Research*, University of Jammu, India, 3-5 March.
- Roux, B.** (2011), De l'Utilité du Business Model en tant que Variable Explicative de la Performance des Firmes, *AIMS 2011 Conference*, Nantes, 7-9 June.
- Roux, B.** (2011), Business Models in Network Industries, doctoral Seminar, *AIMS 2011 Conference* (International Association for Strategic Management), Nantes, 7-9 June.
- Seghers, A., **Maes, J.**, Manigart, S. (2011), The impact of the amount of start-up financing on entrepreneurial management and firm performance, *2011 Babson College Entrepreneurship Research Conference (BCERC)*, Syracuse, New York (USA), 8-11 June.
- Slavich, B.**, Cappetta, R., Salvemini, S. (2011), Beyond the prototype. Creativity and "zero defects" in haute cuisine industry, *2011 Academy of Management*, San Antonio, Texas, USA, 12-16 August.
- Slavich, B.**, Castellucci, F. (2011), The moderating effect of categories conformity on status transfer. *2011 EGOS Colloquium*, Gothenburg, Sweden, 6-9 July.
- Slavich, B.**, Cappetta, R., Salvemini, S. (2011), Can Italian haute cuisine become a real industry? Some lessons from the near-by cultural industries. 11th International Conference on Arts and Cultural Management *AIMAC 2011*, Antwerp, Belgium, 3-6 July.
- Slavich, B.**, Cappetta, R., Salvemini, S. (2011), The paradoxes of creativity. Fostering and controlling creativity in haute cuisine industry, *EURAM 2011 European Academy of Management*, Tallin, Estonia, 1-4 June.
- Slavich, B.**, Cappetta, R., Salvemini, S. (2011), The paradoxes of creativity in haute cuisine industry. How to organize creativity to last beyond first generation, *WOA, Workshop of Italian Researchers of Organization Studies*, Naples, Italy, June.
- Slavich, B.**, Cappetta, R., Salvemini, S. (2011), The paradoxes of creativity. The case of Italian haute cuisine industry. Paper presented at the Workshop *The Hidden Sides Of Creativity in Organizational Settings*, ESSEC Business School, Paris, May.
- Thokala, P., **Duenas, A.**, Devlin, N. J. (2011), Multiple Criteria Decision Analysis for Health Technology Assessment, *ISPOR 14th Annual European Congress*. Madrid, Spain, November.
- Vargas-Palacios, A., Stevenson, M., **Duenas, A.**, Wailloo, A. (2011), Comparing the use of dynamic and static infectious disease models in Latin America with North America, Europe, Asia and other regions, *ISPOR 3rd Latin America Conference*, Mexico, 8-10 September.

Zanetto, C., Loquineau, O., Caplan, A., Billiot, M., Toumazau, K., **Goethals, F.** (2011), Using antecedents of Offline Training Satisfaction to explain the Intention to Use Online Learning Platforms, *2nd INTEL-EDU Workshop*, Riga, Latvia, October 6.

Zhang, L. (2011), 1) Identifying Mapping Relationships between Functions and Technologies: an Approach based on Association Rule Mining, 2) Designing an Integrated Order Fulfillment System for Configure-to-Order Production, 3) Process Family Planning: a Methodology Integrating Petri Nets and Knowledge-based Systems, 4) Planning Process Families with a Knowledge-based System, *The IEEE International Conference on Industrial Engineering and Engineering Management (IEEM)*, Singapore, 10-13 December.

MARKETING

Chen, C.-Y. (2011) Language impact in multinational teamwork, *EURAM 2011 Conference*, Tallinn, Estonia, 1-4 June.

Chen, C.-Y. (2011), Conflict in virtual teams. Workshop on Strategic Human Resource Management, *26th Workshop on Strategic Human Resource Management*, Reykjavik, Iceland, 16-17 May.

Chumpitaz, R., Ford, J., Paparoidamis, N. (2011), Service Quality, Customer Satisfaction, Value and Loyalty: An Empirical Investigation of the Airline Services Industry, *40th Academy of Marketing Science Annual Conference*, Coral Gables, Florida, USA, 24-27 May.

Coussement, K., Benoit D.F., Van den Poel, D. (2011), Preventing Customers from Running Away! Exploring Generalized Additive Models for Customer Churn Prediction, *40th Academy of Marketing Science Annual Conference*, Coral Gables (Florida, USA), 24-27 May.

Coussement K., Buckinx, W. (2011), Calibration? Definition, Motivation and Insights Learned from a Direct Marketing Setting, *Marketing Science*, Houston (Texas, USA), 9-11 June.

De Bock, K.W., Van den Poel, D. (2011), Strategies for Extracting Knowledge from Ensemble Classifiers Based on Generalized Additive Models, *2011 Joint Statistical Meeting*, Miami, USA, 30 July-4 August.

Demoulin, N., Zidda, P. (2011), Investigation of the Effect of Loyalty Card Membership Levels on Customers' Perception of Benefits and on their Loyalty, *18th International conference on Recent Advances in Retailing and Services Science (EIRASS)*, San Diego, USA, 15-18 July.

Demoulin, N. (2011), Customers' irritation after a grocery shopping experience and its impact on their satisfaction, *40th EMAC Conference*, Ljubljana, Slovenia, 24-27 May.

El Abboubi, M., **Swael, V.** (2011), Engaging with local communities: A sociological-based approach, *18th Annual International Conference Promoting Business Ethics* at the Manhattan campus of St. John's University, 26-28 October.

Janssen, C., **Swael V., Vanhamme, J.** (2011), Toward an understanding of consumers' perceptions of Corporate Social Responsibility Crises, *EMAC 2011 Conference*, University of Ljubljana, Faculty of Economics, Ljubljana, Slovenia, 24-27 May.

Paparoidamis, N., Chumpitaz, R. (2011), Influence of Social Responsibility Image and Cause-Brand Alliance on Brand Trust, *CLADEA 2011 Conference*, San Juan, Porto Rico, 20-23 October.

Paparoidamis, N., Chumpitaz, R. (2011), Antecedents of Salesperson's Performance: Sales Unit's Absorptive Capacity, LMX and Salesperson's Trust and Goal Commitment, *40th Academy of Marketing Science Annual Conference*, Coral Gables, Florida, USA, 24-27 May.

Paparoidamis, N., Chumpitaz, R. (2011), Sales Managers' Learning Orientation and Salespersons' Goal Orientation and Performance, *2011 Sales Management Conference*, University of Paris Est Créteil, France, 5 May.

Pauwels Delassus V., Mogos Descotes, R. (2011), Can trust and Loyalty be transferred in the case of a brand change? Academy of Marketing Science The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World, *World Marketing Congress*, Reims, France, 20-23 July.

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

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Bierla, I., Huver, B., Richard, S. (2011), When employees overcommit: the question of presenteeism, *Seminar ESTEFE-CLERSE*, University of Lille 1, 14 March.

Bierla, I., Huver, B., Richard, S. (2011), Presenteeism at work, the influence of managers, *Seminar for PhD students of CLERSE*, University of Lille 1, 1 March.

Kerstens, K. (2011), Portfolio Selection With Skewness: A Comparison of Methods and a Generalized Two Fund Separation Result, *Seminar at Lille (SKEMA Business School)*, 21 November.

Kerstens, K. (2011), Portfolio Selection With Skewness: A Comparison and a Generalized Two Fund Separation Result, *Seminar at Barcelona (Universitat Autònoma de Barcelona, Departament d'Economia de l'Empresa)*, 8 September.

Kerstens, K. (2011), Polynomial Goal Programming and Shortage Function Portfolio With Skewness: A Comparison, *LEM Research Day*, IESEG School of Management, Lille, 14 June.

Kerstens, K. (2011), Polynomial Goal Programming and Shortage Function Approaches to Reconstruct MVS Portfolio Frontiers: A Preliminary Comparison Bath, *Seminar at University of Bath, Department of Economics*, 2 March.

FINANCE AND MONETARY MACROECONOMICS

Beaupain, R. (2011), Nonlinear liquidity adjustments in the euro area overnight money market, Lille School of Management Research Center, Faculté de Finance, Banque et Comptabilité, Université de Lille 2 and SKEMA Business School, 17 January.

Dor, E. (2011), Peut-on encore sauver l'euro ? Lille Place financière, 8 November.

Dor, E. (2011), Discussion of the paper "Macroeconomic Uncertainty, Differences in Belief, and Bond Risk Premia" of Buraschi and Whelan, IESEG Cambridge conference on "The Yield Curve and New Developments in Macro-finance: What have we learnt from the 2007-2010 financial crises?", University of Cambridge, 1-2 September.

Hübner, G., Joliet, R. (2011), The added value of a Central Agency of European Debt, *19ème Congrès des Économistes Belges de Langue Française*, Facultés Universitaires Notre-Dame de la Paix, Namur, Belgium, 17 November.

MANAGEMENT

Beldi, A., Peillon, M.P. (2011), Quelle place pour les immatériels dans la communication financière, Symposium International « Évaluation et valorisation des actifs immatériels », Bercy, Paris, France 6-7 October.

Duenas, A. (2011), Decision Analysis Stream Organiser for the *Young OR 17 Conference* of the Operational Research Society, Nottingham, UK, 5-7 April.

MARKETING

Coussement, K., De Bock, K. (2011), Please Don't Go ! An Empirical Investigation of Generalized Additive Models for Customer Churn Prediction, LEM Research Day, Lille, France.

Coussement, K., Demoulin, N., Charry, K. (2011), Marketing Research with SAS Enterprise Guide: A Practical Guide, SAS Forum France 2011, Paris (France), 13-14 October.

De Bock, K. (2011), The Future of Internet Marketing is Inbound: On Deploying Search and Word-Of-Mouse To Accomplish Online Marketing Objectives, Beyond Business Borders: USB Alumni Refresher Event, Bellville, Cape Town, South Africa.

De Bock, K. (2011), When Predictive Models Join Forces: on the How and Why of Ensemble Learning for Customer Intelligence, SAS Forum Belux, Louvain-La-Neuve, Belgium.

Louche, C., **Swan, V.** (2011), Premier Baromètre des Entreprises Responsables en Belgique, Presentation at FEB, Brussels, 14 September.

DOCUMENTS DE TRAVAIL / WORKING PAPERS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Ayadi, R., **Boussemart, J.-P., Leleu, H., Saidane, D.** (2011), Mergers & Acquisitions in European Banking. Higher productivity or better synergy among business lines? IESEG Working Paper, 2011-ECO-03 and LEM Working Paper, n°2011-04.

Ben Lakhdar, C., **Leleu, H., Vaillant, N., Wolff, F.-C.** (2011), Efficiency of purchasing and selling agents in markets with quality uncertainty: The case of illicit drug transactions. IESEG Working Paper, 2011-ECO-02 and LEM Working Paper, n°2011-03.

Berre, D., Blancard, S., Boussemart, J.-P., Leleu, H. (2011), Analyse de l'efficacité éco-environnementale des exploitations laitières réunionnaises, IESEG Working Paper Series 2011-ECO-09 and LEM Working Paper 2011-13.

Briec, W., **Kerstens, K., Van de Woestyne, I.** (2011), Nonparametric Cost and Revenue Functions under Constant Economies of Scale: An Enumeration Approach for the Single Output or Input Case, LEM Working Paper 2011-11.

Briec, W., **Kerstens, K., Van de Woestyne, I.** (2011), Portfolio Selection with Skewness: A Comparison and a Generalized Two Fund Separation Result, LEM Working Paper 2011-10.

Briec, W., Cavaignac, L., **Kerstens, K.** (2011), Input Efficiency Measures: A Generalized, Encompassing Formulation, Lille, LEM Working Paper 2011-05.

Crainich, D., Eeckhoudt, L., Trannoy, A. (2011), Even (mixed) risk lovers are prudent, IESEG Working Paper Series 2011-ECO-05 and LEM Working Paper 2011-08.

Crainich, D. (2011), Self-insurance with genetic testing tools, LEM Working Paper 2011-01.

Leleu, H., Moises, J., Valdmanis, V. (2011), Optimal productive size of hospital's intensive care units. IESEG Working Paper, 2011-ECO-01 and LEM Working paper 2011-02.

Sahoo, K.B., **Kerstens, K., Tone, K.** (2011), Returns to Growth in a Non-Parametric DEA Approach, LEM Working paper 2011-09.

FINANCE AND MONETARY MACROECONOMICS

Dor, E. (2011), The enormous loans of the Deutsche Bundesbank to distressed European countries' central banks, IESEG Working Paper Series 2011-ECO-08.

Dor, E. (2011), Les prêts gigantesques de la Bundesbank aux banques centrales des pays en détresse de la zone euro, IESEG Working Paper Series 2011-ECO-07.

Dor, E. (2011), Leaving the euro zone: a user's guide, IESEG Working Paper Series 2011-ECO-06.

Dor, E. (2011), Quitter la zone euro: y a-t-il un mode d'emploi? IESEG Working Paper Series 2011-ECO-04.

MANAGEMENT

Giangreco, A., Goethals, F. (2011), Students' Overall Satisfaction with Training in Business Education Institutions Going through International Accreditation Processes, IESEG Working Paper Series 2011-MAN-01.

MARKETING

Coussement, K., Buckinx, W. (2011), A Probability-Mapping Algorithm for Calibrating the Posterior Probabilities: A Direct Marketing Application, IESEG Working Paper Series 2011-MARK-01 and LEM Working Paper 2011-06.

De Bock, K., Van den Poel, D. (2011), An empirical evaluation of rotation-based ensemble classifiers for customer churn prediction, IESEG Working Paper Series 2011-MARK-01 and LEM Working Paper 2011-07.

Zarantonello, L., Jedidi, K., Schmitt, B.H. (2011), Functional and experiential routes to persuasion: An analysis of advertising in emerging markets, IESEG Working Paper Series 2011-MARK-03 and LEM Working Paper 2011-12.

Zarantonello, L., Jedidi K., Schmitt, B.H. (2011), Functional and experiential routes to persuasion: An analysis of advertising in emerging markets, Document de travail du LEM, 2011-12.

ETUDES DE CAS / CASE STUDIES

MANAGEMENT

Beldi, A., Miloud, T. (2011), Motobyke: Evaluation d'un Projet de Recherche & Développement: (VAN, approche 'Monte-Carlo'). Centrale de cas et médias pédagogiques, CCMP - Centrale des Cas et des Médias Pédagogiques; case study code F0502.

Clocchiatti, A., Ramponi, M., **Giangreco, A.** (2011), Replicated Panels for a Flight Simulator: A Case of Project Management (In-class version), ECCH - European Case Clearing House 611-017-1, Take-home version 611-018-1; Teaching Note 611-017-8.

MARKETING

Hota, M. (2011), The Big Mac in its Different Cultural Avatars, ECCH - European Case Clearing House 511-013-1, Teaching Note 511-013-8.

Hota, M. (2011), Developing Consumer Products for International Markets, ECCH - European Case Clearing House, Background Note 511-013-5.

RAPPORTS DE RECHERCHE / RESEARCH REPORTS

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

Boussemart, J.P., Leleu, H. (2010-2013), Projet EPAD « Efficience environnementale et productions animales pour le développement durable » du programme de recherche SYSTERRA de l'ANR (Agence Nationale de la Recherche).

Boussemart, J.P., Leleu, H. (2009-2011), Analyse des choix technologiques dans la production des grandes cultures et leur impact sur l'environnement, Projet POPY « Systèmes de production en grandes cultures, environnement, politiques publiques » du programme de recherche SYSTERRA de l'ANR (Agence Nationale de la Recherche).

COMPOSITION DU CENTRE DE RECHERCHE EN 2011 / MEMBERS OF THE RESEARCH CENTER IN 2011

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS



MR. DAVID BERRE (TEACHING AND RESEARCH ASSISTANT)

Bachelor's degree in Biology of organisms (Speciality in plants physiology), Master Degree in Functional Ecology and sustainable development. Livestock productions in southern countries, Environment and Development

Specialisation fields: Environmental issue in Agriculture, Livestock productions in southern countries



DR. JEAN-PHILIPPE BOUSSEBART (FULL PROFESSOR)

Ph.D. in Economics, University of Paris I Panthéon-Sorbonne, France

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



DR. FREDERIC CHATEAU (ASSOCIATE PROFESSOR)

Ph.D. in Statistics, Ecole Nationale Supérieure des Télécommunications, Paris, France

Specialisation fields: Marketing Research, Corporate Culture Anthropology



DR. DAVID CRAINICH (ASSOCIATE PROFESSOR)

Ph.D. in Economics, Facultés Universitaires Saint-Louis, Bruxelles

Specialisation fields: Risk Theory, Health Economics



DR. HICHAM DAHER (ASSISTANT PROFESSOR)

Ph.D. in Finance, Faculté de Finance, Banque, Comptabilité, University of Lille II, France

Specialisation fields: Corporate finance, Mergers & Acquisitions, Banking industry, Econometrics



DR. HASSAN EL ASRAOUI (ASSOCIATE PROFESSOR)

Ph.D. in Economics, EHESS and University of Aix-Marseille, France

Specialisation fields: Microeconomics, Industrial and regional economics, Environmental economics, Business cycle analysis, Productive efficiency measurement and analysis



DR. GISELE HITES (ASSISTANT PROFESSOR)

Ph.D. in Economics, ECARES, Université Libre de Bruxelles, Belgium

Specialisation fields: Development Economics, Labor Economics, Quantitative Microeconomics, Quantitative Macroeconomics



DR. KRISTIAAN KERSTENS (FULL PROFESSOR)

Ph.D. in Economics, KU Brussels, Belgium

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, France

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 Panthéon Sorbonne, France

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



DR. RABIA NESSAH (ASSOCIATE PROFESSOR)

Ph.D. in Industrial Systems and Optimization, University of Technology of Troyes, France

Specialisation fields: Game theory, Planification and scheduling problem, Mathematical programming (espec. Integer programming), Operational research, Nonlinear optimization, Convex and correspondence analysis



MRS. OLUWASEUN OJO (TEACHING AND RESEARCH ASSISTANT)

M.Sc in Economics of the Agro food chain (Environmental Economics), University Paul Sabatier, Toulouse III, France

Specialisation fields: Efficiency in production and environmental protection, Microeconomics



DR. RALUCA PARVULESCU (ASSISTANT PROFESSOR)

Ph.D. in Economics / Lille1 University

Specialisation fields: Price Theory, Game Theory, Experimental Economics, Computer Simulations



MR. THOMAS RENAULT (TEACHING AND RESEARCH ASSISTANT)

M.Sc in Finance, IESEG, Lille, France

Specialisation fields: Microeconomics, Macroeconomics, International Economics



DR. INGRID RICHARD-BIERLA (ASSISTANT PROFESSOR)

Ph.D. in Economics, University of Lille I, France

Specialisation fields: Game Theory, Experimental Economics



DR. MIKAYEL VARDANYAN (ASSISTANT PROFESSOR)

Ph.D. in Economics, Oregon State University, USA

Specialisation fields: Microeconomics, Industrial Organization, Econometrics, Efficiency and Productivity Analysis



DR. STEPHANE VIGEANT (FULL PROFESSOR)

Ph.D. in Economics, Université du Québec, Canada

Specialisation fields: Efficiency and Production Economics, Economic Regulation, Environment and Applied Econometrics

FINANCE AND MONETARY MACROECONOMICS



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. HELEN BOLLAERT (ASSISTANT PROFESSOR)

Ph.D. in Finance, FFBC University of Lille 2, France

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



DR. YANN BRAOUEZEC (ASSOCIATE PROFESSOR)

Ph.D. in Economics, Conservatoire National des Arts et Métiers, Paris

Specialisation fields: Corporate finance, Credit risk, Real options, Price discrimination



MRS. AURORE BURIETZ (TEACHING AND RESEARCH ASSISTANT)

M.Sc in Finance, IESEG, Lille, France

Specialisation fields: Financial crises (bubbles and market crashes), Monetary policy and government interventions, Banking industry and activities



DR. ERIC DOR (ASSOCIATE PROFESSOR)

Ph.D. in Economics, University of Louvain, Belgium

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



DR. LOUIS EECKHOUDT (FULL PROFESSOR)

Ph.D. in Economics, Michigan State University, USA

Specialisation fields: Economics of Risk



DR. LUCA GELSOMINI (ASSISTANT PROFESSOR)

Ph.D. in Economics, University of Warwick, United Kingdom

Specialisation fields: Financial Economics Particularly interest in: (i) Strategic Trading, (ii) Securities Regulation, (iii) Financial Market Abuses; (iv) Single-bank proprietary platforms (single-dealer platforms – SDP)



DR. ROBERT JOLIET (ASSISTANT PROFESSOR)

Ph.D. in Economics and Management, University of Liège, Belgium

Specialisation fields: Corporate Finance (Financing Policy, Payout Policy, Investment Decisions), International Finance, Asset Management



DR. JEREMIE LEFEBVRE (ASSISTANT PROFESSOR)

Ph.D. in Business, Tilburg University, The Netherlands

Specialisation fields: Microstructure of financial markets, Financial markets regulation, Empirical asset pricing, Financial econometrics



DR. MIESZKO MAZUR (ASSISTANT PROFESSOR)

Ph.D. in Finance, Tilburg University, The Netherlands

Specialisation fields: Corporate Finance, Corporate Governance, Divestitures, Executive Compensation, Internal Capital Markets, Mergers and Acquisitions (M&A), Initial Public Offerings (IPO), Family Firms, Corporate Boards, Non-Governmental Organizations (NGO)



DR. LEI MENG (ASSISTANT PROFESSOR)

Ph.D. in Finance, University of Wales, Aberystwyth, United Kingdom

Specialisation fields: Fixed Income and Derivatives Markets, Market Microstructure, Emerging markets, Carbon finance



MR. MATTHIEU PICAULT (TEACHING AND RESEARCH ASSISTANT)

M.Sc in Finance, IESEG, Lille, France

Specialisation fields: Monetary Policy and Central Bank Intervention in the Euro Area



DR. TAUFIQUE SAMDANI (ASSISTANT PROFESSOR)

Ph.D. in Economics, University of Panthéon-Sorbonne (Paris 1)

Specialisation fields: Information Economics (Contract Theory, Agency Theory, Incentives Theory,...), Corporate Finance, Asset Pricing, Behavioral Finance, International IPO, M&A and Capital Structure practices



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. GOHAR STEPANYAN (ASSISTANT PROFESSOR)

Ph.D. in Management (Finance), Purdue University, USA

Specialisation fields: Corporate Finance, Corporate Governance, International Finance



MS. ALBANE TARNAUD (TEACHING AND RESEARCH ASSISTANT)

MSc in Management (specialized in Finance), IESEG School of Management, France

Specialisation fields: Finance

MANAGEMENT



MR. SHAMEL ADDAS (ASSISTANT PROFESSOR)

MBA, John Molson School of Business, Concordia University, Montreal, Quebec

Specialisation fields: Business value of IT, IT-based interruptions, Knowledge management systems



MR. JACQUES ANGOT (ASSISTANT PROFESSOR)

MSc in Marketing & Strategy, University of Paris Dauphine, France

Specialisation fields: Decision making process, Leadership, Critical management Learning, Marketing management



DR. LISA BARTON (ASSISTANT PROFESSOR)

PhD in Strategy, Cardiff Business School, Cardiff University, United Kingdom

Specialisation fields: Strategic Management. Strategy Implementation, Middle manager and strategy process, Strategy as Practice (SaP)



DR. ADEL BELDI (ASSISTANT PROFESSOR)

Ph.D. in Management Sciences, University Paris Sud 11, France

Specialisation fields: Accounting



DR. RAMZI BENKRAIEM (ASSOCIATE PROFESSOR)

Ph.D. in Management, University of Toulouse 1, France

Specialisation fields: Financial Accounting



DR. CHRISTOF BEUSELINCK (ASSISTANT PROFESSOR)

PhD in Applied Economics, Ghent University

Specialisation fields: Financial Accounting, Multinational Corporations, International Financial Reporting Standards (IFRS), Corporate Finance, Private Equity



DR. LIES BOUTEN (ASSISTANT PROFESSOR)

PhD in Applied Economics, Ghent University

Specialisation fields: Social and environmental reporting



DR. ANNA CANATO (ASSOCIATE PROFESSOR)

Ph.D. in Business Administration and Management, Bocconi University, Italy

Specialisation fields: Strategic Management, Organizational change, Corporate Entrepreneurship, Organizational culture and identity, Innovation and technology Management, Organizational routines, Management Consulting



DR. ANDREA CARUGATI (ASSOCIATE 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



DR. STEFAN CREEMERS (ASSOCIATE PROFESSOR)

Ph.D. in Applied Economics, K.U.Leuven, Belgium

Specialisation fields: Stochastic project scheduling, Project risk management, Markov chain modeling



MR. YANNICK DE HARLEZ (ASSISTANT PROFESSOR)

Post graduate degree in management science (Magna Cum Laude), Université catholique de Louvain (Louvain-la-Neuve, Belgium)

Specialisation fields: Hospital performance management, Strategic control systems, Management accounting



DR. CHRISTINE DI MARTINELLY (ASSISTANT PROFESSOR)

Ph.D. in Economic Sciences and Management and Applied Sciences, Louvain School of Management and National Institution in Applied Sciences, Lyon, France

Specialisation fields: Supply chain Management, Health Care Management



DR. YAN DU (ASSISTANT PROFESSOR)

Ph.D. in Applied Economics, University of Antwerp, Belgium

Specialisation fields: Management Control Systems, Performance Evaluating and Rewarding, International Business, Corporate Governance, Boards of Directors



DR. ALEJANDRA DUENAS (ASSOCIATE PROFESSOR)

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

Specialisation fields: Multi-criteria Decision Making, Fuzzy Logic, Cost-effectiveness modeling, Health Economics



DR. ISABELLE FAGNOT (ASSISTANT PROFESSOR)

Ph.D. in Information Science and Technology, Syracuse University, USA

Specialisation fields: Behavioral issues in Information Systems and Information Technology (IS/IT) specifically related to organizational security and to the culture of the information profession



DR. ANTONIO GIANGRECO (FULL PROFESSOR)

Ph.D. in Philosophy, London School of Economics, United Kingdom

Specialisation fields: International human resources management, Human resources management: recruitment and selection, training, career development, remuneration, mobility, evaluation systems, Organisational behaviour: change management and resistance to change, teamwork, leadership, negotiation, psychological contract, perception and attribution, problem solving, decision making, power and influence



DR. FRANK GOETHALS (ASSOCIATE PROFESSOR)

Ph.D. in Applied Economics, K.U.Leuven, Belgium

Specialisation fields: Inter-organizational systems integration, e-commerce, Management of Information Systems



DR. SOPHIE HOOZEE (ASSISTANT PROFESSOR)

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

Specialisation fields: Management accounting, Activity-based costing, Time-driven activity-based costing, Costing errors



DR. BIRGIT KLEYMANN (ASSOCIATE PROFESSOR)

Ph.D. in Philosophy, Helsinki School of Economics, Finland

Specialisation fields: Organisation Theory: Systems Approach, Institutionalism, Resource Dependence Theory



DR. AURÉLIE LECLERCQ (ASSOCIATE PROFESSOR)

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

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, France

Specialisation fields: Strategy, Organization, Entrepreneurship



DR. JOHAN MAES (ASSISTANT PROFESSOR)

Ph.D. in Applied Economics, K.U. Leuven, Belgium

Specialisation fields: Organization theory, entrepreneurship, innovation, strategic HRM



DR. HEDLEY MALLOCH (FULL PROFESSOR)

Ph.D. in Management, University of Glasgow, United Kingdom

Specialisation fields: Human Resources Management and Strategy



DR. FRANÇOIS MAON (ASSISTANT PROFESSOR)

Ph.D. in Management Sciences, K.U. Leuven, Belgium

Specialisation fields: Corporate Social Responsibility, Organizational culture, Change Management



DR. DAVID NEWLANDS (ASSISTANT PROFESSOR)

Ph.D. in Operations Management, Coventry University, United Kingdom

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. LOÏC PLÉ (ASSOCIATE PROFESSOR)

Ph.D. in Management Science, University Paris IX, France

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, France

Specialisation fields: Management control, Accounting, Knowledge Management



MR. BENOÎT ROUX (TEACHING AND RESEARCH ASSISTANT)

MSc in Finance, IESEG School of Management, France

Specialisation fields: Network industries, Business models, Strategy in the Automotive Industry



DR. EVREN SAHIN (ASSOCIATE PROFESSOR)

Ph.D. in Management Science and Engineering, École Centrale, Paris

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



DR. BARBARA SLAVICH (ASSISTANT PROFESSOR)

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

Ph.D. in Business Administration and Management, Università Ca'Foscari Venezia, Italy

Specialisation fields: Creativity models, Managing ventures in creative industries, Organizational and social mechanisms in high symbolic industries



MRS. KRISTINE TAMAYO (TEACHING AND RESEARCH ASSISTANT)

Specialisation fields: Organizational Behavior, Human Resources Management, and International Business Strategy



DR. JACOB VAKKAYIL (ASSISTANT PROFESSOR)

Fellow Program in Management (Doctoral Level) Xavier Institute of Management, India

Specialisation fields: Knowledge and learning in organizations, Collaboration across boundaries



DR. LINDA ZHANG (ASSOCIATE PROFESSOR)

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

Specialisation fields: Platform-based product family development, Supply chain management, Manufacturing systems design, analysis and modelling

MARKETING



MR. FAWAZ BADDAR (ASSISTANT PROFESSOR)

Postgraduate Certificate in Higher Education, MSc Research Methods in Business and Management Middlesex University, UK

Specialisation fields: Strategic Sales, Key Account Management, Negotiations, International & Cross-Cultural Marketing, Relationship Marketing, Business to Business Marketing



MR. ADRIAN BORBELY (ASSISTANT PROFESSOR)

Master's in Public Affairs, concentrations: conflict management and policy analysis (2004), School of Public and Environmental Affairs (SPEA), Indiana University Bloomington

Specialisation fields: Mediation, Negotiation, Conflict Management



DR. KARINE CHARRY (ASSISTANT PROFESSOR)

Ph.D. in Applied Economics and Management, Marketing, Louvain School of Management and Catholic University of Mons, Belgium

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



DR. CHAVI CHEN (ASSISTANT PROFESSOR)

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

Specialisation fields: Information Communication Technologies (ICTs), Multinational Corporations (MNCs), Cross-cultural Studies, Teamwork, Conflict Management, Research Methodology



DR. VIVIANE CHEN (ASSISTANT PROFESSOR)

Ph.D. HEC School of Management Paris, France

Specialisation fields: Consumer behavior, International Marketing, Innovation Marketing, Art Consumption



DR. RUBEN CHUMPITAZ (FULL PROFESSOR)

Ph.D. in Management Science - Marketing, Catholic University of Louvain, Belgium

Specialisation fields: Strategic Marketing, Quantitative Marketing, Modelling and forecasting methods, Satisfaction and liability in B2C and B2B, Service quality



MR. BART CLAUS (ASSISTANT PROFESSOR)

MSc in Business Engineering, University of Leuven, Belgium

Specialisation fields: Social Influence in consumer settings, Psychological Ownership, Consumer Identity, Social Marketing, New Technology & Marketing



DR. KRISTOF COUSSEMENT (ASSOCIATE PROFESSOR)

Ph.D. in Marketing, Ghent University, Belgium

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



DR. KOEN DE BOCK (ASSISTANT PROFESSOR)

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

Specialisation fields: Database Marketing, Customer Intelligence, analytical CRM, Predictive Analytics in Marketing, Internet Marketing & Advertising, Machine Learning, Data Mining



DR. NATHALIE DEMOULIN (ASSOCIATE PROFESSOR)

Ph.D. in Management Science - Marketing, Catholic University of Mons, Belgium

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



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. VALON MURTEZAJ (ASSISTANT PROFESSOR)

Master of Business Administration IEM, University for Business and Technology (UBT) in Pristina, and Vienna University of Technology (VUT), Vienna, Austria

Specialisation fields: International Negotiation, Diplomacy, Conflict Management, Governance, Leadership, Emotional Intelligence



DR. NICHOLAS PAPAROIDAMIS (ASSOCIATE PROFESSOR)

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

Specialisation fields: Services Marketing, B2B Marketing, Sales Management



DR. VÉRONIQUE PAUWELS-DELIASSUS (ASSOCIATE PROFESSOR)

Ph.D. in Marketing, University of Lille II, France

Specialisation fields: Strategic Marketing, Brand Management and Brand Equity, New product development and Innovation strategy, Communication strategy, Marketing in food sector



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 (ASSOCIATE PROFESSOR)

Ph.D. in Conflict Management Theory, Cranfield SOM, United Kingdom

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



DR. VALÉRIE SWAEN (ASSOCIATE PROFESSOR)

Ph.D. in Management Science, Catholic University of Louvain, Belgium

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



DR. LIA ZARANTONELLO (ASSISTANT PROFESSOR)

Ph.D. in Marketing and Business Communication, IULM University, Milan, Italy

Specialisation fields: Brand Management, Marketing Communications, Consumer Behavior



DR. KATHARINA ZEUGNER-ROTH (ASSISTANT PROFESSOR)

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

Specialisation fields: International and Cross-Cultural Marketing, Global Brand Management, Country (Brand) Equity, Consumer Behavior

LAW



DR. FRANÇOIS TAQUET (ASSOCIATE PROFESSOR)

Ph.D. in Law, University of Lille II, France

Specialisation fields: Labour law and social security

IESEG Research Center

January 2012

Edited by Monika Marin under the supervision of Eric Dor

IESEG School of Management

3 rue de la Digue, 59000 Lille, France

Membre de la Conférence des Grandes Écoles

Diplôme Visé Grade de master

www.ieseg.fr