INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IESEG RESEARCH pendant l’année 2012. Le centre de recherche IESEG RESEARCH rassemble tous les enseignants permanents1 de l’IESEG School of Management qui ont une activité de recherche significative. Provenant de 23 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.

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 2012. This Research Center gathers all the regular professors2 of IESEG School of Management who display a significant research activity. Coming from 23 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’IESEG. Leurs activités de recherche sont financées par l’IESEG. Cet annuaire ne reprend donc pas les publications réalisées par les enseignants vacataires de l’IESEG, 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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APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS


Brie, W., Kerstens, K., Peypoch, N. (2012), Exact Relations between Four Definitions of Productivity Indices and Indicators, Bulletin of Economic Research, 64(2), pp. 265-274.


FINANCE AND MONETARY MACROECONOMICS


MANAGEMENT


Roussel-Sargs, C., Deltour, F. (2012), Beyond cross-functional teams: Knowledge integration during organizational projects and the role of social capital, Knowledge Management Research & Practice, 10, pp. 128-140.


MARKETING


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

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COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES A COMITE DE SELECTION - COMMUNICATIONS IN CONFERENCES WITH A SELECTION COMMITTEE

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS


**Crainich, D.** (2012), Disease prevention in separating adverse selection equilibria, Journées des Economistes Français de la Santé, Reims, France, 6-7 December.

Favarque, E., Stanek, P., **Vigeant, S.** (2012), Have central bankers become more efficient?, Second World Congress of the Public Choice Societies, Miami, Florida, USA, 8-12 March.

Favarque, E., Stanek, P., **Vigeant, S.** (2012), The Politician and the Vote Factory: How Funding Sources Lead to an Efficient Election Campaign?, Second World Congress of the Public Choice Societies, Miami, Florida, USA, 8-12 March.


Huver, B., Richard, S., Vaneecloo, N., Delclite, T., **Bierla, I.** (2012), Sick but at Work. An Econometric Approach to Presenteeism, IZA European Summer School in Labor Economics, Munich, Germany, 23-29 April.


**Kerstens, K.,** Vestergaard, N. (2012), Primal and Dual Approaches to Fishing Capacity: The Impact of the Convexity Assumption, National Marine Fisheries Service Productivity Workshop, Santa Cruz, California, USA, 11-12 June.

**Leleu, H.,** Valdmanis, V. (2012), Determining the Effects of Prices, Payer Mix, and Efficiency on Hospital Costs, Revenue, and Net Revenue, Workshop Annuel du CRCH (Centre de Recherche sur le Capital Humain), Lille, France, 20 June.

**Leleu, H.,** Valdmanis, V. (2012), Determining the Effects of Prices, Payer Mix, and Efficiency on Hospital Costs, Revenue, and Net Revenue, NAPW VII - North American Productivity Workshop, Houston, USA, 6-9 June.

**FINANCE AND MONETARY MACROECONOMICS**


**Samdani, T.** (2012), Further Evidence of Signaling in Unseasoned New Issues, Annual Meeting of the Financial Management Association (FMA), Atlanta, USA, 17-20 October.


MANAGEMENT


Barton, L., Ambrosini, V. (2012), A middle manager perspective on strategy formulation and implementation effectiveness, Academy of Management (AOM) Annual Meeting, Boston, USA, 3-7 August.


17ème édition du colloque de l’Association Information et Management, Bordeaux, France, 21-23 May.


Byrne, J., Fattoum, S. (2012), The Role of Gender in Family Firm Succession, Academy of Management (AOM) Annual Meeting, Boston, USA, 3-7 August.


Byrne, J., Fayolle, A. (2012), Necessity Entrepreneurship and the Gender Dimension, Academy of Management (AOM) Annual Meeting, Boston, USA, 3-7 August.


Carugati, A., Mola, L., Giangreco, A., (2012), Let’s Exchange my Knowledge for your Practice: Key Factors in ERP Multisite Implementation, Academy of Management (AOM) 2012 Annual Meeting, Boston, USA, 7-10 August.

Castellucci F., Slavich, B. (2012), Wishing upon a star: Similarity to mentor and critics’ evaluations in the haute-cuisine industry, 28th EGOS Colloquium, Helsinki, Finland, 2-7 July.


Creemers, S., Beliën, J., Lambrecht, M. (2012), The optimal allocation of server time slots over different classes of patients, 4th International Conference on Information Systems, Logistics and Supply Chain, Quebec, Canada, 26-29 August.


De Harlez, Y. (2012), Is the interactive use of management control systems really driven by strategic uncertainties? The interaction effect of organizational context in a hospital setting, AAA Management Accounting Section Research and Case Conference, Houston, USA, 5-7 January.


De Harlez, Y., Malagueño, R. (2012), Strategic priorities, professionalism and the use of management control systems in hospitals, Conference on New Directions in Management Accounting, Brussels, Belgium, 12-14 December.

De Harlez, Y., Malagueño, R. (2012), Do the top-level managers adapt the use of management control systems to the strategic priorities? The interaction effect of managerial background in a hospital setting, EAA Annual Congress, Ljubljana, Slovenia, 9-11 May.


Hoozée, S., Vanhoucke, M., Bruggeman, W. (2012), Comparing the measurement error robustness of ABC and time-driven ABC: a simulation analysis, AAA Management Accounting Section Research and Case Conference, Houston, USA, 5-7 January.


Slavich, B., Cappetta, R., Salvemini, S. (2012), Creativity zero-defects” in the haute cuisine industry, 28th EGOS Colloquium, Helsinki, Finland, 2-7 July.

Slavich, B., Castellucci, F. (2012), Wishing upon a star: similarity to mentor and critics’ evaluations in the haute cuisine industry, WOA Workshop of Researchers in Organization Studies, Verona, Italy, 28-29 May.


Zhang, L. (2012), Constructing generic processes for process family planning based on tree unification, IEEE International Conference on Industrial Engineering and Engineering Management, Hong Kong, China, 10-13 December.

Zhang, L. (2012), An association rule mining methodology for variety management, International Conference on Management and Service Science (MASS 2012), Shanghai, China, 10-12 August.

MARKETING


Baddar AlHussan, F., AlHusan, F. B. (2012), Working Effectively in Arab Context: An Examination of the Key Account Managers' Capabilities and Attributes, 2012 World Congress of the International Federation of Scholarly Associations of Management, Limerick, Ireland, 26-29 June.


Chen, C., Jackson, P., Baddar AlHussan, F. (2012), Conflict management in multilingual communities: The emerged behavioral actions from languages, European International Business Academy (EIBA), Brighton, United Kingdom, 7-10 December.


Claus, B., Vanhoucke, W., Dewitte, S., Warlop, L. (2012), Walk a Mile in MY Shoes: Psychological Ownership and Psychological Distance, 2012 ACR Conference, Vancouver, Canada, 4-7 October.


Demoulin, N. (2012), Designing the Ideal Loyalty Program to maximize customers’ perceived value, 19th International Conference on Recent Advances in Retailing and Consumer Services Science - EIRASS, Vienna, Austria, 9-12 July.

Demoulin, N., Zidda, P. (2012), Which benefits to provide to customers to enhance their satisfaction towards loyalty programs and their store loyalty? The particular case of multi-level membership loyalty programs, 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal, 22-25 May.


Murtezaj, V. (2012), Understanding International Negotiation and Conflict Management Strategies in Diplomacy, 12th International Conference on Knowledge, Culture and Change in Organizations, Chicago, USA, 6-8 July.

Papaoikonomou, E. Paparoidamis, N., Chumpitaz, R. (2012), Modelling Ethicality in Consumption: Bridging the Literature on Ethics, AMS World Marketing Congress Cultural Perspectives in Marketing Conference, Buckhead, Atlanta, Georgia, USA, 28 August-1 September.


Zarantonello, L., Merz, M. (2012), An exploratory study of the dimensionality of consumers’ propensity to co-create brand value, Asia Pacific Association for Consumer Research Conference 2012, Queenstown, New Zealand, 6-8 July.


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

APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS


Crainich, D. (2012), Even (mixed) risk lovers are prudent, Journée du LEM, Lille, France, 31 October.


Kerstens, K., Vestergaard, N. (2012), Primal and Dual Approaches to Fishing Capacity: The Impact of the Convexity Assumption, Southwest Fisheries Science Center, Santa Cruz, 11-12 June.


FINANCE AND MONETARY MACROECONOMICS


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MARKETING

Claus, B., Geyskens, K., Millet, K., Dewitte, S. (2012), Stimulating consumer referral may backfire: The role of identity threat, Seminario (U. Zaragoza) Focusing the Attention on Consumers: Opening new research lines from a marketing perspective, Zaragoza, Spain, 8 March.


APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS


Château, F. (2012), Approche anthropologique de la culture d’entreprise, le regard de la generation Y.


FINANCE AND MONETARY MACROECONOMICS

Braouezec, Y., Léoni, P. (2012), Real Option Analysis of Disincentives to Produce Innovative Treatments to Fight Orphan Disease.


MANAGEMENT


De Harlez, Y., Malagueño, R. (2012), Strategic priorities, professionalism and the use of management control systems in hospitals.


De Harlez, Y., Sarens, G. (2012), Is the interactive use of management control systems really driven by strategic uncertainties? The interaction effect of organizational context in a hospital setting.


Malagueño, R., Hoffmann, O., de Harlez, Y. (2012), Examining the collaboration of management accountants in project management teams.


Van der Meulen, S. (2012), Timeliness of reporting in the EU in a post-IFRS era.


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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 BOUSSEMArt (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 (FULL 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

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**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

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

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

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**Dr. Frank Maier-Rigaud (Full Professor)**
Ph.D. in Economics, University of Bonn, Germany

**Specialisation fields:** Industrial Organisation, Public Economics, Competition Law and Economics, Experimental Economics, Regulatory Economics, Environmental Economics

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**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

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**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

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**Dr. Raluca Parvulescu (Assistant Professor)**
Ph.D. in Economics / Lille1 University

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

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**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. YANN BRAOUZEC (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 School of Management, 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
<table>
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<th>Name</th>
<th>Position</th>
<th>Education</th>
<th>Specialisation Fields</th>
</tr>
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<tr>
<td><strong>Dr. Alain Durre</strong></td>
<td>(Associate Professor)</td>
<td>Ph.D. in Economics, University of Louvain, Belgium</td>
<td>Business Cycle Analysis, Applied Econometrics, Microstructure of Financial Markets, Monetary and Financial Economics</td>
</tr>
<tr>
<td><strong>Dr. Louis Eckhoudt</strong></td>
<td>(Full Professor)</td>
<td>Ph.D. in Economics, Michigan State University, USA</td>
<td>Economics of Risk</td>
</tr>
<tr>
<td><strong>Dr. Luca Gelsomini</strong></td>
<td>(Assistant Professor)</td>
<td>Ph.D. in Economics, University of Warwick, United Kingdom</td>
<td>Financial Economics, Particularly interest in: (i) Strategic Trading, (ii) Securities Regulation, (iii) Financial Market Abuses; (iv) Single-bank proprietary platforms (single-dealer platforms – SDP)</td>
</tr>
<tr>
<td><strong>Dr. Robert Joliet</strong></td>
<td>(Assistant Professor)</td>
<td>Ph.D. in Economics and Management, University of Liège, Belgium</td>
<td>Corporate Finance (Financing Policy, Payout Policy, Investment Decisions), International Finance, Asset Management</td>
</tr>
<tr>
<td><strong>Dr. Jeremie Lefebvre</strong></td>
<td>(Assistant Professor)</td>
<td>Ph.D. in Business, Tilburg University, The Netherlands</td>
<td>Microstructure of financial markets, Financial markets regulation, Empirical asset pricing, Financial econometrics</td>
</tr>
<tr>
<td><strong>Dr. Mieszko Mazur</strong></td>
<td>(Assistant Professor)</td>
<td>Ph.D. in Finance, Tilburg University, The Netherlands</td>
<td>Corporate Finance, Corporate Governance, Divestitures, Executive Compensation, Internal Capital Markets, Mergers and Acquisitions (M&amp;A), Initial Public Offerings (IPO), Family Firms, Corporate Boards, Non-Goverment Organizations (NGO)</td>
</tr>
<tr>
<td><strong>Mr. Matthieu Picault</strong></td>
<td>(Teaching and Research Assistant)</td>
<td>M.Sc in Finance, IESEG, Lille, France</td>
<td>Monetary Policy and Central Bank Intervention in the Euro Area</td>
</tr>
<tr>
<td><strong>Dr. Taufique Samdani</strong></td>
<td>(Assistant Professor)</td>
<td>Ph.D. in Economics, University of Panthéon-Sorbonne (Paris 1)</td>
<td>Information Economics (Contract Theory, Agency Theory, Incentives Theory,...), Corporate Finance, Asset Pricing, Behavioral Finance, International IPO, M&amp;A and Capital Structure practices</td>
</tr>
</tbody>
</table>
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)
M.Sc in Management (specialized in Finance), IESEG School of Management, France
Specialisation fields: Finance

MS. LAKSHITHE WAGALATH (ASSISTANT PROFESSOR)
Post Graduate Master of Advanced Studies in Applied Mathematics, Ecole Polytechnique, University Paris VI

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
<table>
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<tr>
<th><strong>Dr. Ramzi Benkraiem (Associate Professor)</strong></th>
<th>IESEG School of Management - Research Yearbook 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ph.D. in Management, University of Toulouse 1, France</td>
<td><strong>Specialisation fields:</strong> Financial Accounting</td>
</tr>
</tbody>
</table>

| **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. Janice Byrne (Assistant Professor)** | --- |
| Ph.D. in Management, EM Lyon, France | **Specialisation fields:** Training; Training Evaluation; Entrepreneurship; Gender and Management; Gender and Entrepreneurship; Corporate Entrepreneurship; Teaching and Learning in Management Education |

| **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 (Full 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. Christopher Conway (Assistant Professor)** | --- |
| Ph.D. in Business Administration, University of Arkansas, USA | **Specialisation fields:** 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 |

<p>| <strong>Dr. Stefan Creemers (Associate Professor)</strong> | --- |
| Ph.D. in Applied Economics, K.U.Leuven, Belgium | <strong>Specialisation fields:</strong> Stochastic project scheduling, Project risk management, Markov chain modeling |</p>
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Specialisation fields</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Yannick De Harlez (Assistant Professor)</td>
<td>Ph.D. in Economics and Management, Catholic University of Louvain, Belgium</td>
<td>Hospital performance management, Strategic control systems, Management accounting</td>
</tr>
<tr>
<td>Dr. Jonas Debrulle (Assistant Professor)</td>
<td>Ph.D. in Economics and Management, Catholic University of Louvain, Belgium</td>
<td>Start-up business management, Business owner human and social capital, Organization innovation management</td>
</tr>
<tr>
<td>Dr. Christine Di Martinelly (Assistant Professor)</td>
<td>Ph.D. in Economic Sciences and Management and Applied Sciences, Louvain School of Management and National Institution in Applied Sciences, Lyon, France</td>
<td>Supply chain Management, Health Care Management</td>
</tr>
<tr>
<td>Dr. Yan Du (Assistant Professor)</td>
<td>Ph.D. in Applied Economics, University of Antwerp, Belgium</td>
<td>Management Control Systems, Performance Evaluating and Rewarding, International Business, Corporate Governance, Boards of Directors</td>
</tr>
<tr>
<td>Dr. Alejandra Duenas (Associate Professor)</td>
<td>Ph.D. in Automatic Control and Systems Engineering, University of Sheffield, United Kingdom</td>
<td>Multi-criteria Decision Making, Fuzzy Logic, Cost-effectiveness modeling, Health Economics</td>
</tr>
<tr>
<td>Dr. Christoph Endenich (Assistant Professor)</td>
<td>Ph.D. in Management Accounting, TU Dortmund University, Germany</td>
<td>Comparative Management Accounting, Management Accounting in Multinational Companies, Management Accounting Practices in Europe and the BRIC countries, International Management, Qualitative Methods in Accounting, Bibliometrics</td>
</tr>
<tr>
<td>Dr. Isabelle Fagnot (Assistant Professor)</td>
<td>Ph.D. in Information Science and Technology, Syracuse University, USA</td>
<td>Behavioral issues in Information Systems and Information Technology (IS/IT) specifically related to organizational security and to the culture of the information profession</td>
</tr>
<tr>
<td>Dr. Antonio Giangreco (Full Professor)</td>
<td>Ph.D. in Philosophy, London School of Economics, United Kingdom</td>
<td>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</td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
<td>Specialisation fields</td>
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<tr>
<td><strong>Dr. Frank Goethals</strong></td>
<td>(Associate Professor)</td>
<td>Inter-organizational systems integration, e-commerce, Management of Information Systems</td>
</tr>
<tr>
<td><strong>Dr. Sophie Hoozee</strong></td>
<td>(Assistant Professor)</td>
<td>Management accounting, Activity-based costing, Time-driven activity-based costing, Costing errors</td>
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<tr>
<td><strong>Dr. Birgit Kleymann</strong></td>
<td>(Associate Professor)</td>
<td>Organisation Theory: Systems Approach, Institutionalism, Resource Dependence Theory</td>
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<tr>
<td><strong>Dr. Aurélie Leclercq</strong></td>
<td>(Associate Professor)</td>
<td>Management of Information Systems &amp; e-management, Organizational behavior, Organizational control, Resistance to change</td>
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<tr>
<td><strong>Dr. Xavier Lecocq</strong></td>
<td>(Full Professor)</td>
<td>Strategy, Organization, Entrepreneurship</td>
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<tr>
<td><strong>Dr. Johan Maes</strong></td>
<td>(Assistant Professor)</td>
<td>Organization theory, entrepreneurship, innovation, strategic HRM</td>
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<tr>
<td><strong>Dr. Hedley Malloch</strong></td>
<td>(Full Professor)</td>
<td>Human Resources Management and Strategy</td>
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<tr>
<td><strong>Dr. François Maon</strong></td>
<td>(Associate Professor)</td>
<td>Corporate Social Responsibility, Organizational culture, Change Management</td>
</tr>
</tbody>
</table>
MRS. PAULAMI MITRA (TEACHING AND RESEARCH ASSISTANT)
M.Sc in Management (Information Technology and Organizational Change), Lancaster University, UK

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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 ROUSSSEL-SARGIS (ASSOCIATE PROFESSOR)
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Ph.D. in Business Administration and Management, Universita’ Ca’Foscari Venezia, Italy
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MiB, IESEG School of Management, France
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DR. JACOB VAKKAYIL (ASSISTANT PROFESSOR)
Fellow Program in Management (Doctoral Level) Xavier Institute of Management, India
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MARKETING

**DR. FAWAZ BADDAR (ASSISTANT PROFESSOR)**
Ph.D. in Strategic Sales and Account Management Cranfield University School of Management, UK

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

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**DR. ADRIAN BORBELY (ASSISTANT PROFESSOR)**
Ph.D. in Business Administration / Management, ESSEC Business School, Paris

*Specialisation fields:* Mediation, Negotiation, Conflict Management

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**DR. ELKE CABOOTER (ASSISTANT PROFESSOR)**
Ph.D. in Applied Economics, Ghent University, Belgium

*Specialisation fields:* Measurement error (e.g. response styles), Situational influences on consumer behavior, Consumer identity, Survey design, Positional concern

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**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

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**DR. VIVIANE CHEN (ASSISTANT PROFESSOR)**
Ph.D. HEC School of Management Paris, France

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

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**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

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**MR. BART CLAUS (ASSISTANT PROFESSOR)**
M.Sc in Business Engineering, University of Leuven, Belgium

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

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**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

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**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

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

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**DR. NICO HEUVINCK (ASSISTANT PROFESSOR)**
Ph.D. in Marketing, Applied Economic Sciences, Ghent University, Belgium

Specialisation fields: Attitude theory; attitude ambivalence & attitude polarization, Judgment and decision making, Physiological influence on consumption, Store atmospherics’ influence on shopping time and behavior
**Dr. Monali Hota (Assistant Professor)**
Ph.D. in Marketing, University of Western Sydney, Australia
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Doctor of Diplomacy, SMC University, Zug, Switzerland
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**Dr. Véronique Pauwels-Delassus (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
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**Dr. Valérie Swaen (Full Professor)**
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Ph.D. in Marketing and Business Communication, IULM University, Milan, Italy
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**DR. KATHARINA ZIEGNER-ROTH (ASSISTANT PROFESSOR)**
Ph.D. in Management, University of Vienna, Austria

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**DR. FRANÇOIS TAQUET (ASSOCIATE PROFESSOR)**
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