

# **ANNUAIRE DE LA RECHERCHE 2012**

## ***RESEARCH YEARBOOK 2012***



04/2013

**Research Center**

## INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2012. Le centre de recherche IÉSEG RESEARCH rassemble tous les enseignants permanents<sup>1</sup> 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 IÉSEG RESEARCH, during the year 2012. This Research Center gathers all the regular professors<sup>2</sup> 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 IÉSEG RESEARCH is to contribute to the increase in scientific knowledge in the fields of management and applied economics.*

*Members of IÉSEG RESEARCH conduct projects which are designed to lead to significant contributors, in the form of papers leading academic journals or books edited by major publishing houses.*

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<sup>1</sup> 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,.....).

<sup>2</sup> *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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## ARTICLES PUBLIES DANS DES REVUES A COMITE DE LECTURE / PUBLISHED PAPERS IN REFEREED PEER-REVIEWED JOURNALS

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

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

- Samdani, T.** (2012), Is IPO Appraisal a misleading signal of firm quality?, World Finance Conference, Rio de Janeiro, Brazil, 2-4 July.
- Samdani, T.** (2012), Further Evidence of Signaling in Unseasoned New Issues, 10th INFINITI Conference on International Finance, Dublin, Ireland, 11-12 June.
- Tarnaud, A., Crainich, D. Leleu, H.** (2012), Data Envelopment Analysis Applied to the Performance Measurement of Portfolios, NAPW VII - North American Productivity Workshop, Houston, USA, 6-9 June.
- Ureche-Rangau, L., **Burietz, A.** (2012), One crisis, two crises...the subprime crisis and the European sovereign debt problems, 61ème congrès de l'Association Française de Science Economique, Paris, 2-4 July.
- Ureche-Rangau, L., **Burietz, A.** (2012), One crisis, two crises...the subprime crisis and the European sovereign debt problems, GDRE Symposium on Money, Banking, and Finance, Nantes, France, 28-29 June.
- Ureche-Rangau, L., **Burietz, A.** (2012), One crisis, two crises...the subprime crisis and the European sovereign debt problems, Global Finance Association Conference, Chicago, Illinois, 23-25 May.
- Wagalath, L.** (2012), Fire sales forensics: measuring endogenous risk, RIO 2012, Research in Options 2012, Rio de Janeiro, Brazil, 7-13 December.
- Wagalath, L.** (2012), Fire sales forensics: measuring endogenous risk, The 4th Berlin Workshop on Mathematical Finance for Young Researchers, Berlin, Germany, 11-13 October.

## MANAGEMENT

- Andriopoulos, C., Gotsi, M., **Maon, F.**, Lindgreen, A. (2012), Tensions and interpretive processes in sustainable new product design: a multi-level perspective, 19<sup>th</sup> International Product Development Management Conference, Manchester, UK, 17-19 June.
- Angot, J.** (2012), Ecosystem of a brand: propositions for conceptualizing the practices, 11th International Marketing Trends Conference, Venice (Italy), 19-21 January.
- Barton, L.,** Ambrosini, V. (2012), Exploring Failure in Strategizing: The Impact of Organizational Change Cynicism on Middle Manager Strategy Commitment, British Academy of Management Annual Conference, Cardiff, UK, 11-13 September.
- Barton, L.,** Ambrosini, V. (2012), A Middle Manager perspective on strategy formulation and implementation effectiveness, Special Strategy-as-Practice Workshop, Paris, France, 11-12 June.
- 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.
- Barton, L.,** Barton, H. Ambrosini, V., Billsberry, J. (2012), Accreditation, competition, innovation and beyond: What does the future hold for British and French Business Schools?, 1<sup>st</sup> EFMD Higher Education Research Conference, Zurich, Switzerland, 14-15 February.
- Beldi, A.,** Miloud, T. (2012), Value relevance of brand value estimates: differences between countries, 10th Annual International Conference on Business: Accounting, Finance, Management & Marketing, Athens, Greece, 2-5 July.
- Belmondo, C., Deltour, F., **Roussel-Sargis, C.** (2012), Working together in complex and interdependent work settings: social capital, routines' emergence and group performance, International Conference on Organizational Learning Knowledge and Capabilities, Valencia, Spain, 25-27 April.
- Belmondo, C., Deltour, F., **Roussel-Sargis, C.** (2012), Gérer les connaissances des groupes de travail: proposition pour l'analyse du rôle des routines et du capital social sur la performance du groupe,

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

**Benkraiem, R.** (2012), SME Leverage Financing in the ICT Industry, 26th Annual RENT (Research in Entrepreneurship and Small Business) Conference, Lyon, France, 21-23 November.

**Benkraiem, R.** (2012), Le financement bancaire des PME françaises du secteur TIC, 11ème Congrès International, Francophone en Entrepreneuriat et PME, Brest, France, 24-26 October.

**Beuselinck, C., Blanco, B., Garcia Lara, J.** (2012), Corporate Governance and Cash Policies of Multinational Corporations, EAA Annual Congress, Ljubljana, Slovenia, 9-11 May.

**Beuselinck, C., Cao, L., Deloof, M., Xia, X.** (2012), The value of government ownership during the global financial crisis, 10th Corporate Finance Day, Ghent, Belgium, 20 September.

**Bouten, L.** (2012), CSR Reporting in Belgium: Pour Vivre Heureux, Vivons Cachés, EAA Annual Congress, Ljubljana, Slovenia, 9-11 May.

**Bouten, L., Hoozee, S.** (2012), Exploring the interface between environmental reporting and management accounting, Centre for Social and Environmental Accounting Research Conference, St. Andrews, Scotland, 3-5 September.

**Bouten, L., Hoozée, S.** (2012), Exploring the interface between environmental reporting and management accounting, Manufacturing Accounting Research Conference, Helsinki, Finland, 13-15 June.

**Bouten, L., Hoozée, S.** (2012), Exploring the interface between environmental reporting and management, EAA Annual Congress, Ljubljana, Slovenia, 9-11 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., Toutain, O.** (2012), Research in Entrepreneurship: Learning from Learning Theories, 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), ERP Multisite Implementation: A Framework to Study Enterprise Maturity and Growth, Pre-ICIS Conference on Enterprise Systems Research In MIS, Orlando, Florida, USA, 15 December.

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, Annual Operational Research Applied to Health Services Conference - ORHAS 2012, Enschede, Netherlands, 15-20 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.

**Creemers, S., Colen, P., Lambrecht, M.** (2012), Evaluation of appointment scheduling rules: a multi-performance measures approach, 4th International Conference on Information Systems, Logistics and Supply Chain, Quebec, Canada, 26-29 August.

**Creemers, S., Demeulemeester, E., Van de Vonder, S.** (2012), A simulation experiment of ranking indices for mitigation risks, 13<sup>th</sup> International Conference on Project Management and Scheduling, Leuven, Belgium, 1-4 April.

**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.** (2012), Is the interactive use of management control systems really driven by strategic uncertainties? The interaction effect of organizational context in a hospital setting, Manufacturing Accounting Research Conference, Helsinki, Finland, 13-15 June.

**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.

Debrulle, J., **Maes, J., Sels, L.** (2012), Smells like team spirit: how founder team composition and entrepreneurship motivation affect start-up value added, BCERC 2012 Conference, Fort Worth, Texas, USA, 6-9 June.

**Di Martinelly, C., Baptiste, P., Maknoon, Y.** (2012), Impact assessment of the integration of nurses timetable on the operating theatre planning and scheduling, 4th International Conference on Information Systems, Logistics and Supply Chain, Quebec, Canada, 26-29 August.

**Di Martinelly, C., Duenas, A.** (2012), Scheduling the operating theatre: a hybrid multi-objective approach, Gestion et Ingénierie des Systèmes Hospitaliers - GISEH 2012 Conference, Quebec, Canada, 30 August-1 September.

**Du, Y., Deloof, M., Jorissen, A.** (2012), Headquarters-subsidiary Interdependencies and the Design of Performance Evaluation and Reward Systems in Multinational Enterprises, EAA annual congress, Ljubljana, Slovenia, 9-11 May.

**Endenich, C., Trapp, R., Hoffjan, A.** (2012), Is Accounting Still a Local Discipline? Evidence on International Co-Authorships in Leading Accounting Journals, Conference on New Directions in Management Accounting, Brussels, Belgium, 12-14 December.

**Fagnot, I., Paquette, S.** (2012), Organizational Information Security: The Impact of Employee Attitudes and Social Media Use, Pre-ICIS Workshop on Information Security and Privacy, Orlando, Florida, USA, 15 December.

**Giangreco, A., Maes, J., Goethals, F.** (2012), Experienced teacher and/or established researcher: an analysis of what type of instructors business students prefer, 12th European Academy of Management - EURAM Conference, Rotterdam, Netherlands, 6-8 June.

**Goethals, F., Addas, S., Fagnot, I.** (2012), Two-Sided Messages about Planned Obsolescence Lower the Intent to Buy, Pre-ICIS Workshop on E-Business, Orlando, Florida, 15-19 December.

**Goethals, F., Addas, S., Fagnot, I.** (2012), Communication about Planned Obsolescence as an Atypical Two-sided Message, Poster presentation at 18th Americas Conference on Information Systems, Seattle, Washington, USA, 9-11 August.

Harrison, D., Jara, M., **Newlands, D. J.** (2012), Watt' We Are Doing for Integrated Safety and Sustainability: An Applied Work in Process, & Sustainability Course Development, 6<sup>th</sup> International Conference - An Enterprise Odyssey: Corporate governance and public policy -- path to sustainable future, Šibenik, Croatia, 13-16 June.

**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.



- Jara, M., Harrison, D., **Newlands, D.** (2012), 'Watt' We Are Doing for Integrated Safety and Sustainability: An Applied Case Study & Sustainability Course Development, 6th International Conference - An Enterprise Odyssey: Corporate governance and public policy - path to sustainable future, Splitz, Croatia, 13-16 June.
- Leclercq-Vandelannoitte, A.** (2012), Beyond panoptic enclosures: on the spatiotemporal dimensions of organizational control induced by mobile information systems, 2nd Organizations, Artifacts and Practices - OAP Workshop, Paris, France, 10-11 May.
- Leroy, P., Defert, C., Hocquet, A., **Goethals, F., Maes, J.** (2012), Antecedents of willingness to share information on Enterprise Social Networks, itAIS Conference, Rome, Italy, 28-29 September.
- Malloch, H., Kleymann, B.** (2012), Strategising as Bricolage: The Making of The Godfather, BAM 2012 Conference, Cardiff, UK, 11-13 September.
- Malloch, H., Kleymann, B.** (2012), HRM and HRD as Bricolage: Francis Ford Coppola and The Making of The Godfather, CIPD Centres' Conference, York, UK, 21 June.
- Newlands, D.** (2012), Innovating to Identify and Test Supply Chain Configurations, International Conference on Facets of Business Excellence II (FOBE 2012), Ghaziabad, India, 1-4 November.
- Newlands, D.** (2012), The philosophy and practice of teaching lean at IESEG, Higher Education Conference Portsmouth, UK, 25-27 January.
- Pitiot, P., Aldanondo, M., Vareilles, E., **Zhang, L., Coudert, T.** (2012), Some experimental results relevant to the optimization of configuration and planning problems, 2012 World Intelligence Congress, Macau, China, 4-7 December.
- Plé, L., Lefebvre I.** (2012), What Leads to Value Co-Destruction? A Theoretical Framework, 7<sup>th</sup> AMA SERVSIG International Service Research Conference, Helsinki, Finland, 7-9 June.
- Roux, B., Lecocq, X.** (2012), Theorizing in Strategy: Lessons from the Historical Case of Fisher Body, SMS 32<sup>nd</sup> Annual International Conference, Prague, Czech Republic, 6-9 October.
- Roussel-Sargis, C., Deltour, F.** (2012), The politics of knowledge: trajectories of knowledge during enterprise system projects, Workshop AGECSO, Nice, France, 9 March.
- Roux B., Lecocq X.** (2012), Is There a Place for Theory in Business History. Lessons from the Famous Fisher Body Case, 28th EGOS Colloquium, Helsinki, Finland, 2-7 July.
- Sebastiano, A., Carugati, A., **Gianguco, A.** (2012), The Pursuit of Happiness: The Virtuous Circle of an IT Tool for its Users and Beneficiaries, itAIS 2012 Conference, Rome, Italy, 28-29 September.
- 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.
- Tiers, G., Mourmant, G., **Leclercq-Vandelannoitte, A.** (2012), Cloud computing: les composantes d'une rupture, 17<sup>ème</sup> édition du colloque de l'Association Information et Management, Bordeaux, France, 21-23 May.
- Viera da Cunha, J., Carugati, A., **Leclercq-Vandelannoitte, A.** (2012), On the dimensions of technological control, Academy of Management (AOM) 2012 Annual Meeting, Boston, USA, 3-7 August.
- 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., Vareilles, E., Aldanondo, M., Helo, P.** (2012), Generic modeling propositions for configuring sales, product and production, 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., Chen, C.** (2012), Key factors influencing the management of key accounts in B2B markets in an Arab context, IMP Conference, GOA, India, 9-12 December.

**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.

**Borbely, A.** (2012), ADR and Local Legal Traditions: Comparing Challenges for Lawyers, Clients and ADR Promoters, 25th Annual IACM Conference Stellenbosch, South Africa, 11-14 July.

**Cabooter, E., Millet, K., Pandelaere, M., Weijters, B.** (2012), The "I" in Extreme responding, 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal, 22-25 May.

**Charry, K., Depelsmacker, P., Pecheux, C.** (2012), Threat appeals to children in the promotion of healthy food: Do individuals trade off ethical acceptance for effectiveness?, 41st Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal, 22-25 May.

**Chen, C.** (2012), Behavioral Actions in Conflict Management Impact Corporate Operation, 25th Annual IACM Conference Stellenbosch, South Africa, 11-14 July.

**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.

**Chen, V.** (2012), Effectiveness of an Integrated Counter-Obesity Marketing Program, Summer Marketing Educators' Conference 2012, Chicago, USA, 17-19 August.

**Chumpitaz, R.** (2012), Modelling customers' loyalty: the impact of overall customer satisfaction and the mediating role of trust and commitment, CLADEA 2012 Conference, Lima, Peru, 22-24 October.

**Claus, B., Geyskens, K., Millet, K., Dewitte, S.** (2012), The Referral Backfire Effect: The Identity Threatening Nature of Referral, Summer Marketing Educators Conference 2012, Chicago, USA, 17-19 August.

**Claus, B., Warlop, L.** (2012), Being too Cosy: Risk Compensation in Consumer Settings, 41<sup>st</sup> Annual Conference of the European Marketing Academy (EMAC), Lisbon, Portugal, 22-25 May.

**Claus, B., Vanhouche, 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.

**Coussement, K., Antioco, M.** (2012), Managing Information Overload: The Case of Online Product Review Categorization, 2012 Annual Academy of Marketing Science Conference, New Orleans, USA, 16-19 May.

**Coussement, K., De Bock, K., Lessmann, S.** (2012), Ensemble Selection for Churn Prediction in the Telecommunication Industry, 2012 INFORMS Marketing Science Conference, Boston, USA, 7-9 June.

**De Bock, K.** (2012), Merging Models in Search for Predictive Synergy: an Introduction to Ensemble Learning for Enhanced Customer Intelligence, Analytics 2012 Conference, Cologne, Germany, 14-15 June.

**De Bock, K., Coussement, K.** (2012), Remediating the Expiration of Churn Prediction Models with Multiple Classifier Algorithms, 2012 INFORMS Marketing Science Conference, Boston, USA, 7-9 June.

**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.** (2012), Do perceived benefits influence customers' satisfaction towards loyalty programs and their store loyalty? The case of multi-level membership loyalty programs, 28<sup>ème</sup> congrès de l'Association Française du Marketing, Brest, France, 9-11 May.



**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.

Djelassi, S., **Charry, K., Demoulin, N.** (2012), La lutte contre le comportement déviant du consommateur: apport de la communication émotionnelle, 1ère Journée d'Etude Internationale sur la Gestion des Clients, Paris, France, 30 March.

Fischer, P.M., **Zeugner-Roth, K.** (2012), Pride And Prejudice – Explaining Home Country Biases When Foreign Products Are More Typical, 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.

Papaoikonomou, E., **Paparoidamis, N., Chumpitaz, R.** (2012), Understanding Ethical Consumers: A New Approach Towards Modeling Ethical Consumer Behaviors, 2012 Academy of Marketing Science Annual Conference, 16-19 May.

**Paparoidamis, N., Chumpitaz, R.,** Ford, J. (2012), Learning Orientation and Performance: exploring the sales environment, CLADEA 2012 Conference, Lima, Peru, 22-24 October.

**Paparoidamis, N., Chumpitaz, R.,** Ford, J. (2012), Service Quality, Customer Satisfaction, Value and Loyalty: Investigating Problematic Encounters, 2012 Academy of Marketing Science Annual Conference, 16-19 May.

**Speakman, I.** (2012), The Sequential Contingency Perspective for the Management of Multiple, Simultaneous, Intraorganizational, Interpersonal Conflict Explored, 25th Annual IACM Conference Stellenbosch, South Africa, 11-14 July.

**Zarantonello, L.,** Jedidi, K., Schmitt, B. (2012), Advertising in emerging and developed markets: The role of experiential and functional routes of persuasion, International Conference on Research in Advertising (ICORIA), Stockholm, Sweden, 28-30 June.

**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.

**Zarantonello, L.** Schmitt, B., Brakus, J. (2012), An experiential account of happiness in life and in ads, International Conference on Research in Advertising (ICORIA), Stockholm, Sweden, 28-30 June.

**Zarantonello, L.,** Schmitt, B., Jedidi, K., Formisano, M. (2012), Local or global? Functional or experiential? How to advertize in countries at different levels of development, International Conference on Research in Advertising (ICORIA), Stockholm, Sweden, 28-30 June.

**Zeugner-Roth, K.,** Žabkar, V. (2012), Positioning Countries on Cognitive, Affective or Symbolic Image Dimensions: An Inter-Disciplinary Review of the Literature and Assessment of Predictive Validity, 2012 Global Marketing Conference, Seoul, Korea, 19-22 July.

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

### APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

**Berre, D., Boussemart, JP., Leleu, H., Tillard, E.** (2012), Economic Value of Greenhouse Gases and Nitrogen Surpluses: Society vs Farmers' Valuation, Journées de recherches en sciences sociales, Toulouse, France, 13-14 December.

**Boussemart, JP., Leleu, H., Ojo, O.** (2012), The spread of pesticide practices among cost efficient farmers, 29èmes Journées de Microéconomie, Brest, France, 7-8 June.

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

Huver, B., Richard, Vaneecloo, N., Delclite, T., **Bierla, I.** (2012), Measuring Presenteeism: A Quantitative Tool, Colloquium on Personnel Economics 2012, Paderborn, Germany, 14-16 March.

**Kerstens, K.,** Hachem, B., van de Woestyne, I. (2012), Scale Economies and Returns to Scale in Non-Parametric Models: Exploring the Impact of Convexity, Deutsches Institut fuer Wirtschaftsforschung, Berlin, Germany, 25 May.

**Kerstens, K.,** Hachem, B., van de Woestyne, I. (2012), Primal Productivity Indices: Exploring the Impact of Unbalanced Panel Data, Southwest Fisheries Science Center, Santa Cruz, USA, 11-12 June.

**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.

**Leleu, H.,** Moises, J., Valdmanis, V. (2012), How Does Payer Mix and Technical Inefficiency Affect Hospital Net Revenue? National Healthcare Chief Financial Officer Summit, Las Vegas, Nevada, October.

**Parvulescu, R.** (2012), Concurrence et cartel tacite sur un marché à prix affichés et production anticipée: une approche évolutionnaire, Journée du LEM, Lille, France, 31 October.

### FINANCE AND MONETARY MACROECONOMICS

**Braouezec, Y.** (2012), Welfare effects of regulating third-degree price discrimination, Journée du LEM, Lille, France, 31 October.

**Braouezec, Y.** (2012), Direct price discrimination, economic regulation, and combinatorial optimization problem, Groupe de travail finance mathématique, probabilités numériques, statistiques des processus, Université de Paris, 6-7 March.

### MANAGEMENT

**Beuselinck, C.** (2012), The value of government ownership during the global financial crisis, The 10th Corporate Finance Day, Ghent, Belgium, 20 September.

Cengiz, Z., **Maon, F.,** Reiner, G. (2012), Learning to be good? A systematic review of the role of organizational learning processes in corporate social responsibility development, CSR Research Seminar, Gent, Belgium, 15-16 February.

**Duenas, A.,** Tutuncu, Y. (2012), The nurse scheduling problem: Modelling the nurses' preferences in a hospital in Turkey, 25th European Conference on Operational Research (EURO XXV) Vilnius, Lithuania, 8-11 July.

**Maon, F.,** Lindgreen, A. (2012), Culture: The Missing Leg of Corporate Social Responsibility, World Business Ethics Forum, Hong Kong, China, 16-18 December.

**Zarantonello, L.** (2012), Experiential and functional advertising across countries, Journée du LEM, Lille, France, 31 October.

## 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.

**Coussement, K., De Bock, K.** (2012), I am begging you! Customer Churn Prediction using Generalized Additive Models, Research Seminar Series of the Center of Excellence on Consumers and Marketing Strategy (CCMS), Namur, Belgium, 26 October.

**De Bock, K.** (2012), L'Union Fait La Force! – Recent Developments and Applications of Ensemble Models for Customer Intelligence, SAS Forum France 2012, Paris, France, 16-17 October.

**De Bock, K.** (2012), Merging models in search for predictive synergy: an introduction to ensemble learning for enhanced customer intelligence, SAS Analytics 2012, Cologne, Germany, 14-15 June.

## DOCUMENTS DE TRAVAIL / WORKING PAPERS

### APPLIED MICROECONOMICS AND INDUSTRIAL ECONOMICS

**Berre, D., Boussemart, JP., Leleu, H., Tillard, E.** (2012), Economic Value of Greenhouse Gases and Nitrogen Surpluses: Society vs Farmers' Valuation, IESEG Working Paper Series 2012-ECO-02, LEM Working Paper 2012-03.

**Berre, D., Vayssières, J., Boussemart, JP., Leleu, H., Tillard, E., Lecomte, P.** (2012), Combining farm simulation with frontier efficiency analysis, IESEG Working Paper Series 2012-ECO-16, LEM Working Paper 2012-16.

**Boussemart, JP., Butault, JP., Ojo, O.** (2012), Generation and distribution of productivity gains in French agriculture. Who are the winners and the losers over the last fifty years?, IESEG Working Paper Series, 2012-ECO-15, LEM Working Paper 2012-14.

**Boussemart, JP., Crainich, D., Leleu, H.** (2012), A decomposition of profit inefficiency into price expectation error, preferences towards risk and technical inefficiency, IESEG Working Paper Series 2012-ECO-04, LEM Working Paper 2012-05.

**Boussemart, JP., Leleu, H., Ojo, O.** (2012), Exploring cost dominance between high and low pesticide use in French crop farming systems by varying scale and output mix, IESEG Working Paper Series 2012-ECO-11, LEM Working Paper 2012-10.

**Brandouy, O., Kerstens, K. Van de Woestyne, I.** (2012), Backtesting super-fund portfolio strategies based on frontier-based mutual fund ratings, LEM Working Paper 2012-11.

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

**Courbage, C., Crainich, D.** (2012), More on the optimal demand for long-term care insurance, IESEG Working Paper Series 2012-ECO-17, LEM Working Paper 2012-17.

**Leleu, H., Moises, J., Valdmanis, V.** (2012), How Does Payer Mix and Technical Inefficiency Affect Hospital Net Revenue?, IESEG Working Paper Series 2012-ECO-01, LEM Working Paper 2012-01.

**Parvulescu, R., Nicolas Vaneecloo, N.** (2012), Concurrence et expérimentations de marché, un débat clos? Un état des lieux pour un nouveau programme de recherche, IESEG Working Paper Series 2012-ECO-14, LEM Working Paper 2012-12.

## FINANCE AND MONETARY MACROECONOMICS

- Braouezec, Y., Léoni, P.** (2012), Real Option Analysis of Disincentives to Produce Innovative Treatments to Fight Orphan Disease.
- Beaupain, R., Durré, A.** (2012), Nonlinear liquidity adjustments in the euro area overnight money market, European Central Bank Working Paper Series (1500).
- Dor, E.,** (2012), Monetary policy implications of the dependence of long term interest rates on disagreement about macroeconomic forecasts, IESEG Working Paper Series 2012-ECO-13.
- Dor, E.,** (2012), Changing causes of the rocketing TARGET2 accounts imbalances in the Eurosystem and the balance of payments of Germany, IESEG Working Paper Series 2012-ECO-12.
- Dor, E.** (2012), The cost of a Greek Euro Exit for Spain, IESEG Working Paper Series 2013-ECO-09.
- Dor, E.** (2012), Quels coûts directs pour la France au cas où la Grèce quitterait la zone euro?, IESEG Working Paper Series 2012-ECO-08.
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Tibau, J., **Maes, J.** (2012), Structural design practiced at Pharchem: a matter of structure following strategy. Part 3: Diversifying into biotechnology (2004 and beyond), ECCH European Case Clearing House, case study 312-293-1, teaching note 312-293-8, teaching note supplement 312-293-9.

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