

3rd edition of the Teaching Excellence Awards: IÉSEG rewards the pedagogical quality of its professors.

To implement its Vision 2025, “*Empowering changemakers for a better society*”, IÉSEG has defined 3 strategic priorities: the student learning experience, research with an impact and the international dimension. The School has thus opted for a balanced strategy between research and teaching, two activities that the School’s professors carry out jointly.

Through these activities, they contribute to the evolution of current knowledge and models and disseminate them to their students through a high-level learning experience. This way, students are equipped with the best knowledge and skills to face and evolve in a constantly changing world.

To reward the commitment of its professors, who constantly improve their teaching materials and practices in all programs, **IÉSEG created in 2019 the Teaching Excellence Awards.**

New for this third edition, a **Digital Teaching Excellence Award was specially created to highlight the use of technology in teaching and learning**, whether remotely, in classroom or in hybrid formats. Professors had to explain in their application how technology was used to shape and enrich the educational experience for the benefit of student learning.

For each of the other four categories (Bachelor’s, Master’s, Postgraduate Programs’ and Executive Education’s levels), **professors were nominated on the basis of student evaluations. Thus, 44 professors were nominated this year**, some in multiple categories as they teach in different programs.

Then, professors were asked to submit a portfolio that included a curriculum vitae focusing on their teaching experiences, and most importantly, a portfolio describing their vision of teaching and learning (how they influence, motivate, and inspire their students to learn) and their contribution to the development of programs/resources/services to support learning. They were also asked to explain how they develop their own and other faculty members’ teaching skills and how they contribute to the development of new teaching methods.

A jury of 8 people* selected the winners for each of the five categories.

The 2021 Teaching Excellence Award winners are:

- **“Digital” Teaching Excellence Award: Antonio GIANGRECO and Loïc PLÉ**

Antonio GIANGRECO holds a PhD from the London Schools of Economics. Also Director of International Relations at IÉSEG, he is a professor of Management in the « People, Organizations & Negotiation » department.

Director of pedagogy at IÉSEG, **Loïc PLÉ** is a professor of Strategic Management in the “Management & Society” department. He holds a PhD in Management Sciences from Université Paris-Dauphine. They were rewarded for the adaptation of the course “Living Change Management”, which

traditionally takes place partly at the Techshop (a fab lab of Université Catholique de Lille) and which, due to the health crisis, has been completely rethought by integrating the use of technology.

- **Bachelor's level: Élise MARESCAUX**

Élise MARESCAUX holds a PhD in Business Economics from KU Leuven (Belgium) and is a professor in Human Resources Management, and since 2019, she is head of the “People, Organizations & Negotiation” department at IÉSEG. Among the courses she teaches are “International Human Resource Management”, “HRM Research Methodology”, “Talent Management” and “Fundamentals of Human Behavior”. His research focuses on how companies can positively influence their employees through human resource management.

- **Master's level: Frank GOETHALS**

Frank GOETHALS holds a PhD in Applied Economics from the KU Leuven (Belgium) and is a professor in Information Systems Management in the “Innovation, Entrepreneurship & Information Systems” department at IÉSEG. He teaches courses such as “Trends in Digital Innovation”, “IS Strategy & Company Observation” and “Experiencing Contemporary Software”. His research focuses on trends in new technologies and information systems.

- **Post-Graduate Programs' level: Nico HEUVINCK**

Professor in Marketing and Academic Director of the MSc in Digital Marketing & CRM at IÉSEG, **Nico HEUVINCK** holds a PhD in Marketing and Applied Economic Sciences from Ghent University (Belgium). His teaching focuses on marketing research methodologies and (irrational) consumer behavior, notably through courses on “Neuromarketing”, “Experimental Designs” or “In-store marketing”. His research work focuses on behavioral economics, (irrational) consumer behavior, nudging, health & well-being, brand ethicality, sensory marketing, goals & motivation, store atmospherics and attitude theory.

- **Executive Education: Gwarlann DE KERVILER**

Gwarlann DE KERVILER holds a PhD in Marketing from Université Paris-Dauphine and an MBA from Harvard Business School. She is a professor of Marketing and is Head of the “Marketing & Sales” department at IÉSEG. She is a regular contributor to the Executive Education and Executive MBA programs, where she teaches courses like “Brand Management” and “Brand Capital and Valuation”. Her research focuses on customer relationship management, luxury marketing and new trends in digital marketing.

For Loïc PLÉ, Director of Pedagogy at IÉSEG, *“these Teaching Excellence Awards show how much our professors are involved in the learning experience of our students. One of the key words that came up most often in the nominees' submissions was “passion”. A passion for teaching, and a permanent commitment to the success of IÉSEG students. This commitment comes through the exchanges that professors have directly with students, but also through the support and advice given to colleagues who wish to improve the quality of their courses. Moreover, the profiles of the professors rewarded this year show to what extent, even with a heavy administrative load, they manage to combine teaching excellence with excellence in research.”*

** The 2021 jury was composed of Catherine GABELICA (Professor of Human Resources Management and Director of the IÉSEG Pedagogy Certificate), Robert JOLIET (Professor of Finance and Academic Director of the Grande École Program) and Loïc PLÉ (Professor of Strategic Management and Director of Pedagogy) and the winners of the 2020 edition: Olivier BOUCLIER, Thomas LECLERCQ, Luc*

DESROUSSEAUX, Barbara SLAVICH and Stefan CREEMERS. For the Digital Teaching Excellence Award, Jessica TRECH, a multimedia pedagogical engineer from the Center for Educational and Technological Innovation of IÉSEG, joined them, while Loïc PLÉ withdrew from the jury since he was in the running for this award.

> **About IÉSEG School of Management**

Founded in 1964 in Lille (France), IÉSEG School of Management is a member of the 'Université Catholique de Lille' and the 'Conférence des Grandes Écoles'. IÉSEG features among the top international management schools and has been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS.

With a mission to empower changemakers for a better society, the School offers its 7,000 students, across its two campuses in Lille and Paris-La Défense, a wide variety of programs: Bachelor, Grande École Program, Master's of Science, MBAs and Executive degree programs, as well as customized executive education program for companies.

IÉSEG draws on the expertise of a high-level international faculty. The 175 permanent professors representing 48 different nationalities all hold a doctorate or a PhD. IÉSEG also has a network of 323 partner universities in 76 countries. Finally, its research center (IÉSEG Research) is an essential component of a CNRS (the French National Centre for Scientific Research) joint research unit, the LEM (Lille Économie Management – UMR CNRS 9221), which brings together over 150 researchers.

www.ieseg.fr

> **Press Contact**



Vincent SCHILTZ
IÉSEG School of Management
Relations Presse / Press Relations
+33 3 20 54 58 92
+33 6 61 96 41 76