

ANNUAIRE DE LA RECHERCHE 2013

RESEARCH YEARBOOK 2013



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Research Center

INTRODUCTION

Cet annuaire de la recherche reprend toutes les publications des membres du centre de recherche IÉSEG RESEARCH pendant l'année 2013. 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 21 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 HERVE LELEU

DIRECTEUR DE LA RECHERCHE



This Research Yearbook presents all the scientific publications made by our Research Center, called IÉSEG RESEARCH, during the year 2013. This Research Center gathers all the regular professors² of IÉSEG School of Management who display a significant research activity. Coming from 21 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.

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 IÉSEG. Their research activity is financed by IÉSEG. This yearbook does **not** contain the publications made by free lance professors of IÉSEG, since their research activity is financed by their principal employer (Foreign University, Public French University, Corporate Firm,.....)*

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COMMUNICATIONS SCIENTIFIQUES DANS DES COLLOQUES À COMITÉ DE SÉLECTION - COMMUNICATIONS IN CONFERENCES WITH A SELECTION COMMITTEE

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Janssen C., Swaen V. (2013), *Enhancing CSR communication credibility: On the use of infomercials*, EMAC Conference, Istanbul, Turkey.

Janssen C., Swaen V., Dupont B. (2013), *The determinants of consumer perceptions of greenwashing*, CSR Communication conference, Aarhus, Denmark.

Paparoidamis N. (2013), *The ethical consumer decision making: Understanding the evaluation process prior to the adoption of an ethical behaviour*, Academy of Marketing Science World Marketing Congress, Melbourne, Australia.

Paparoidamis N. (2013), *New approaches to modelling the ethical consumer: An issue-contingent model*, 12th International Conference on Public & NonProfit Marketing Conference, Gran Canaria, Spain.

Paparoidamis N. (2013), *Enhancing Sales Force Performance: The Impact of Learning and Leadership*, Academy of Marketing Science Annual Conference , Monterey, USA.

Paparoidamis N., Assiouras J. (2013), *Co-creation and brand love: developing a theoretical framework*, Academy of Marketing Science Annual Conference , Monterey, USA.

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Zeugner-Roth K., Dimofte Claudiu (2013), *Consumers' Global Versus Local Brand Choice In Foreign Contexts*, 2013 ACR North American Conference, Chicago, IL, USA.

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

FINANCE, AUDIT AND CONTROL

Gelsomini L. (2013), *Public Disclosure by 'Small' Traders*, Séminaire en Comptabilité, Contrôle, et Finance, IAE Lille, Lille, France.

Gelsomini L., Cave J. (2013), *Single-bank Proprietary Platforms*, Birkbeck College, London, United Kingdom.

Gelsomini L. (2013), *Public Disclosure by 'Small' Traders*, Banque de France, Paris, France.

MARKETING AND NEGOTIATION

Elgoibar P., Euwema M, Garcia A., Pender E., Munduate L (2013), *Who do we want at the table? Innovative Social Dialogue in Europe*, BNP PARIBAS FORTIS, Brussels, Belgium.

ETUDES DE CAS / CASE STUDIES

MANAGEMENT

Di Martinelly C., Joliet R. (2013), *Redesigning the Global Supply Chain Network in Fashion Retail: The Esprit Case, or How to Reconcile Operations and Financial Management*, ECCH European Case Clearing House, case study 113-024-1, teaching note 113-024-8, teaching note supplement 113-024-4.

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Fagnot I., Duenas A. (2013), *Marks and Spencer: The beginning of a new business or reconquering France?*, Case Centre, case study 913-023-1, teaching note 913-023-8.

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MARKETING AND NEGOTIATION

Fletcher-Chen C. (2013), *The Power of Attraction (A): How to Impress People in Resume*, Case Centre, case study 413-111-1, teaching note 413-111-8.

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Fletcher-Chen C. (2013), *Brand Impact on Business Expansion (A)*, Case Centre, case study 813-063-1, teaching note 813-063-8.

Fletcher-Chen C. (2013), *Brand Impact on Business Expansion (B)*, Case Centre, case study 813-065-1, teaching note 813-065-8.

Fletcher-Chen C. (2013), *Managing Business Competition and Collaboration*, ECCH European Case Clearing House, case study 313-022-1, teaching note 313-022-8.

Fletcher-Chen C. (2013), *Strategic Market Expansion Between Entrepreneur Consultancy and MNC*, ECCH European Case Clearing House, case study 813-004-1, teaching note 813-004-8.

Fletcher-Chen C. (2013), *Topic Avoidance and Information Disclosure in Business Sales Negotiation (A)*, ECCH European Case Clearing House, case study 813-018-1, teaching note 813-018-8.

Fletcher-Chen C. (2013), *Brand impact on business expansion (A)*, Case Centre, case study 813-063-1, teaching note 813-063-8.

Fletcher-Chen C. (2013), *Negotiation in Pursuit of Equity and Social Exchange*, ECCH European Case Clearing House, case study 813-008-1, teaching note 813-008-8.

Fletcher-Chen C. (2013), *Negotiation in Pursuit of Equity and Social Exchange (B)*, ECCH European Case Clearing House, case study 813-028-1, teaching note 813-028-8.

Fletcher-Chen C. (2013), *Intra-team Conflict Resolution (A)*, ECCH European Case Clearing House, case study 413-061-1, teaching note 413-061-8.

Fletcher-Chen C. (2013), *Intra-team Conflict Resolution (B): How to write convincing e-mails*, ECCH European Case Clearing House, case study 413-062-1, teaching note 413-062-8.

Fletcher-Chen C. (2013), *Wedding Plans*, ECCH European Case Clearing House, case study 513-043-1, teaching note 513-043-8.

Fletcher-Chen C. (2013), *Ethics in Negotiation*, ECCH European Case Clearing House, case study 713-038-1, teaching note 713-038-8.

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ECONOMICS AND QUANTITATIVE METHODS

Crainich D., Eeckhoudt L., Le Courtois O. (2013), *An index of (absolute) correlation aversion: theory and some implications*, IESEG Working Paper Series 2013-ECO-12, LEM Working Paper 2013-18.

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FINANCE, AUDIT AND CONTROL

Braouezec Y. (2013), *The Welfare Effects of Regulating the Number of Market Segments in Linear Demand Markets*, IESEG Working Paper Series 2013-ECO-11, LEM Working Paper 2013-12.

Malagueño R., Hoffmann O., **De Harlez Y.** (2013), *Examining the collaboration of management accountants in project management*, IESEG Working Paper Series 2013-MAN-06.

MANAGEMENT

Creemers S., Colen P., Lambrecht M. (2013), *Evaluation of appointment scheduling rules: a multi-performance measures approach*, IESEG Working Paper Series 2013-MAN-01, LEM Working Paper 2013-13.

Creemers S., Defraeye M., Van Nieuwenhuys I. (2013), *A Markov model for measuring service levels in nonstationary $G(t)/G(t)/s(t) + G(t)$ queues*, IESEG Working Paper Series 2013-MAN-02, LEM Working Paper 2013-14.

Creemers S., Demeulemeester E., Van de Vonder S. (2013), *A new approach for quantitative risk analysis*, IESEG Working Paper Series 2013-MAN-03, LEM Working Paper 2013-15.

Kleymann B. (2013), *The Airline Alliance Group as a Loosely Coupled System: Insights into Alliance Governance from Organisation Theory*, IESEG Working Paper Series 2013-MAN-04, LEM Working Paper 2013-16.

Kleymann B. (2013), *The Airline Alliance Group as a Loosely Coupled System: Insights into Alliance Governance from Organisation Theory*, IESEG Working Paper Series 2013-MAN-04, LEM Working Paper 2013-16.

MARKETING AND NEGOTIATION

Coussement K. (2013), *Improving Customer Retention Management through Cost-Sensitive Learning*, IESEG Working Paper Series 2013-MARK-01, LEM Working Paper 2013-03.

De Juan Vigaray M., Hota M. (2013), *Does a Successful Fashion Brand make a Country Fashionable? The Impact of Brand Success on the Country of Origin Effect and Perceived Quality of Fashion Apparel*, IESEG Working Paper Series 2013-MARK-02, LEM Working Paper 2013-06.

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Hota M. (2013), *Losing performance or losing face: the impact of buyer's explicit control mechanisms and seller's communication norms on cooperative industrial buyer seller relationships*, IESEG Working Paper Series 2013-MARK-03, LEM Working Paper 2013-07.

Lessmann S., **Coussement K., De Bock K. W.** (2013), *Maximize What Matters: Predicting Customer Churn With Decision-Centric Ensemble Selection*, IESEG Working Paper Series 2013-MARK-06, LEM Working Paper 2013-23.

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MANAGEMENT



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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



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