

ANNUAIRE DE LA RECHERCHE 2014

RESEARCH YEARBOOK 2014



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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 2014

. 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 33 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 RUBEN CHUMPITAZ

DIRECTEUR DE LA RECHERCHE



This Research Yearbook presents all the scientific publications made by our Research Center, called IÉSEG RESEARCH, during the year 2014. This Research Center gathers all the regular professors² of IÉSEG School of Management who display a significant research activity. Coming from 33 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 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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- Elgoibar P.** (2014), *Cooperative and competitive patterns among worker representatives in Europe*, Biennale de Negotiation, Paris, France.
- Fischer Peter, **Zeugner-Roth K.** (2014), *The Role of Product Ethnicity in Home Country Bias*, 2014 Global Marketing Conference, Singapore, Singapore.
- Fischer P., **Zeugner-Roth K.** (2014), *Pride and Prejudice - Promotion or Prevention? Investigating the Role of Domestic Country Biases in Consumers' Product Choices*, 2014 ACR North American Conference, Baltimore, MD, USA.
- Fischer P., **Zeugner-Roth K.** (2014), *Pride and Prejudice – Promotion or Prevention? Unraveling Domestic Country Biases*, 43rd European Marketing Academy Conference, Valencia, Spain.
- Fletcher-Chen C., AlHussan Baddar F.** (2014), *Innovativeness through social-relational coordination mechanism in Chinese emerging markets.*, IMP, Bali, Indonesia.
- Hota M., Pauwels-Delassus V., Theibaut C.** (2014), *Country-of-origin effect: a competitive advantage? The case of the Icelandic company Atlantic Leather*, International Conference on Management Research (ICMR), Lahore, Pakistan.
- Janssen C., Swaen V., Vanhamme J.** (2014), *There's more to corporate crises than meets the eye: A consumer-oriented perspective and the link to corporate social responsibility (poster session)*, EMAC conference, Valencia, Spain.
- Murtezaj V.** (2014), *Understanding the Role of Emotional Intelligence in Conflict Management and Diplomacy*., IACM 2014 Annual Conference, Leiden, Netherlands.
- Paparoïdamis N., Liapati G., Skourtis G., Assiouras J.** (2014), *Building brand love through co-creation*, Academy of Marketing Science World Marketing Congress, Lima, Peru.
- Pauwels-Delassus V., Mogos Descotes R.** (2014), *The impact of consumer resistance to brand substitution on Brand trust and Loyalty*, 9 th Global Brand Conference 2014 - Academy of Marketing, Hertfordshire, United Kingdom.
- Tessitore T., Geuens M., Pandelaere M., Cowley E.** (2014), *Mind Suspicious Minds! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Information Processing*, Society for Consumer Psychology, Miami, USA.
- Tessitore T., Geuens M., Pandelaere M., Cowley E.** (2014), *Suspicion is a Heavy Armor! A Mindset Account for the Carryover Effects of Suspicion on Unrelated Persuasion Attempts*, EMAC (European Marketing Academy), Valencia, Spain.
- Van den Bergh Bram, **Heuvinck N., Schellekens Gaby, Vermeir Iris** (2014), *Nudging the speed of locomotion – Effect of movement signals on consumers' walking speed*, SCP 2014 Conference, Miami, USA.
- Van den Bergh Bram, **Heuvinck N., Schellekens Gaby, Vermeir Iris** (2014), *Altering speed of locomotion through path partitioning*, BDRM 2014 Conference, London, United Kingdom.

Willems K., Demoulin N., Swinnen G. (2014), *Service-Escape! A Cross-Sectorial Study on Environmental Shopping Irritations*, AMA SERV SIG, Thessaloniki, Greece.

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

FINANCE, AUDIT AND CONTROL

Beaupain R., Durré A. (2014), *Central bank reserves and interbank market liquidity in the euro area*, IESEG School of Management, Lille, France.

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Gelsomini L. (2014), *Public Disclosure by 'Small' Traders*, University of Bristol, Bristol, United Kingdom.

ETUDES DE CAS / CASE STUDIES

FINANCE, AUDIT AND CONTROL

Joliet R. (2014), *Dogs of the Dow: Do They Still Have Some Bark?*, Case Centre, case study 114-043-1, teaching note 114-043-8.

Joliet R. (2014), *Magic Formula Investing: Bargain Price is Good, Bargain Price and Good Business is Better*, Case Centre, case study 114-044-1, teaching note 114-044-8.

Joliet R. (2014), *Super Stocks: Glitch to Be Overcome*, Case Centre, case study 114-045-1, teaching note 114-045-8.

MARKETING AND NEGOTIATION

Borbély A. (2014), *Negotiations, Ryanair-Style*, ECCH European Case Clearing House, case study 314-293-1, teaching note 314-293-8.

Fletcher-Chen C. (2014), *First Encounter: Self-presentation for a job interview*, The Case Centre, case study 414-095-1, teaching note 414-095-8.

Fletcher-Chen C. (2014), *Breaking the ice: The first encounter*, The Case Centre, case study 414-096-1, teaching note 414-096-8.

Hota M., Hoang Nguyen Linh, Lontsi Kenne Kristine (2014), *7-Eleven Indonesia - Not Just Convenient But A Trendy Hangout For The Young*, The Case Centre, case study 514-078-1, teaching note 514-078-8, teaching note supplement 514-078-6.

RAPPORTS DE RECHERCHE / RESEARCH REPORTS

MANAGEMENT

Debrulle J., Maes J. (2014), *De weg naar bedrijfscreatie: Een toelichting van het ondernemerschapstraject en profiel van jonge ondernemers in Vlaanderen*, pp. STORE: Steunpunt Ondernemen en Regionale Economie (Flemish Government), pp. 21.

Debrulle J., Maes J. (2014), *Smells like team spirit? How entrepreneurial founding team motivations affect new venture financial and innovation performance*, pp. STORE: Steunpunt Ondernemen en Regionale Economie (Flemish Government), pp. 25.

MARKETING AND NEGOTIATION

Elgoibar P., Euwema M., Garcia A., Munduate L., Pender E. (2014), *The tower of power: Constructive conflict management through dialogue in organizations*, pp. European Commission. Employment, social affairs and inclusion DG, pp. 24.

COMPOSITION DU CENTRE DE RECHERCHE EN 2014 / MEMBERS OF THE RESEARCH CENTER IN 2014

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