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The INSEEC Research Center hosted 57 permanent researchers during this two-year period, across five campuses, Paris, Bordeaux, Chambery, Lyon and Monaco. Over the period, 104 articles (38 in 2015 and 66 in 2016) were published in academic journals ranked by CNRS and FNEGE in management and economics, gathering 289 stars. Seven affiliated researchers produced 19 more ranked articles gathering 32 additional stars. Adding up permanent and affiliate researchers, the 2015 – 2016 period topped all previous years’ records with 123 ranked articles and 321 stars. 46 additional articles were published in academic journals beyond those ranked by CNRS and FNEGE. 28 books or book chapters were published and 195 communications were presented at scientific congress.

During the last two years, in the Finance, Control and Strategy area, 24 researchers authored 60 articles gathering 144 stars. In the area of Management and Human resources, 8 researchers authored 9 articles gathering 25 stars. In the Marketing area 25 researchers gathers 120 stars by signing 53 articles.

Altogether, two articles of rank one, 49 articles of rank two, 52 articles of rank three and 30 articles of rank four were authored by 57 INSEEC researchers with a permanent status. Furthermore, four affiliate researchers in Finance co-authored 11 articles totaling 21 additional stars, while three affiliate researchers in marketing co-authored 4 articles totaling 11 additional stars.

The Monaco Symposium on Luxury was co-organized by INSEEC and the International University of Monaco (IUM), April 7 - 8, 2016. This second edition was attended by 77 academics from 24 countries and 150 practitioners. Twenty-one sessions offering new insights on the marketing of luxury products and services featured 45 communications (selected among 81 received) and were attended by academics while 150 top managers attended several round tables. The best communication award was von by Lu (Fudan, China), Pras (Dauphine & Essec, France) & Darpy (Dauphine, France) with “Virtues, Ambivalence, and Postpurchase Guilt: Luxury Goods in China”.

The fourth edition of the International Symposium in Computational Economics and Finance co-organized by the Groupe INSEEC, the University of Evry and the University of Picardy was organized in Paris, April 14th-16th, 2016 bringing together 95 participants from 25 countries and 106 different institutions. 84 communications out of 211 submissions were presented. 46 papers were accepted for publication in the Special Issues associated with the ISCEF 2016 conference. 5 in Economic Inquiry, 12 in Economic Modelling, 2 in Emerging market review, 5 in Research in International Business and Finance, 11 in open Economies Review and 6 in Econometrics.

In 2016, our invited professor of the year was Prof. Arch Woodside, Editor-in-Chief, Journal of Business Research published by Elsevier North- Holland, an A level journal by the ABDC listings for marketing; the JBR ranks second by the h5 metric by Google in citation impact among all marketing related journals. Arch spent three month with us coaching our marketing researchers.

This research yearbook is organized in three sections, Finance-Control-Strategy, Marketing and Management-HR. It presents the academic contributions of INSEEC researchers in terms of journal articles, books, conferences and case studies. We highlight the research themes and area of specialization. We express our deep gratitude to all faculty members who contributed in the steady growth of research at INSEEC and we invite our readers to visit our Website: http://recherche.inseec.com/ where working papers can be downloaded for free.
INSEEC research priorities are validated twice a year by the International Scientific Committee composed of the following members:

**President**

Professor Pierre-Louis Dubois, Emeritus Professor at Montpellier University, former Managing Director of FNEGE

**Members representing Higher Education and Research**

Professor Frank Bournois  
Managing Director of ESCP Europe

Professor Jean-Louis Chandon  
Distinguished Research Professor at INSEEC, Emeritus Professor of Aix-Marseille University, Associate Dean for Research at INSEEC

Professor Michel Desbordes  
Technical and academic advisor of Groupe INSEEC

Professor Gérard Hirigoyen  
President of the Bordeaux Pôle Universitaire de Sciences de Gestion

Professor Jacques Igalens  
Professor des Universités, Former Director of Toulouse Business School

Professor Gilles Laurent  
Distinguished Research Professor at INSEEC

Professor Didier Linotte  
Emeritus Professor of Public Law, Nice University, former Commissioner of Education of the Académie de Nice, Chairman of the Supreme Court of Monaco

Professor Hans Mühlbacher  
Distinguished Research Professor at Leopold-Franzens Universität – Innsbruck (Austria), former President of the European Marketing Academy, Professor at IUM

Professor Stéphane Onnée  
Professor at Orléans University

Mr Ludwig Roger  
Dean of International Programs of European Academy of Business in Society (ABIS)

Professor Jean-Louis Scaringella  
Former Deputy CEO of the Paris Chamber of Commerce and Industry, in charge of Research, Prospective and Innovation, former Managing Director of Groupe ESCP-Europe

Professor Pierre Volle  
Professor at Paris-Dauphine University, former President of AFM

**Members representing Business and the Economic World**

Professor Jean-Pierre Boisivon  
Emeritus Professor of University Paris II Panthéon-Assas, Advisor to the President of FNEGE, Former Managing Director of Groupe ESSEC

Professor Jean-Noël Kapferer  
Emeritus Professor at HEC

Mr Philippe Tassi  
Deputy Managing Director of Mediametrie

Ms Helen Zeitoun  
Global Head of Consumer and Retail of GfK Group

**Members representing Groupe INSEEC**

Mr Romain Aparicio  
General Secretary of Groupe INSEEC

Mr Jean Audouard  
Dean of ESCE International Business School
Here is the list of international professors that published with INSEEC researchers in 2015-2016.

**Houcine Akrout** with Wafa Akrout (Paris-Est Créteil University), Sandrine Cathalo (Social Media Manager Voxmedia), Mbaye Faye Diallo (University Lille 2).

**Nicolas Aubert** with Kamel Anouar (Valenciennes University), Virgile Chassagon (CREG Grenoble, Grenoble-Alpes University), Solange Hernandez (Aix-Marseille University), Xavier Hollandts, (Kedge Business School, CRCGM & French Corporate Governance Institute), Emmanuel Macron for a book preface, (former Ministre de l’Économie).

**Mireille Barthod** with Christelle Muller (SNCF Voyages), Roger Sages (Lund University School of Economics and Management), Arch Woodside (Boston College & Curtin University).

**Hachmi Ben Ameur** with Makram Bellelah (CRISEA Amiens University), Mondherr Bellerah (THEMA, University of Cergy-Pontoise), Faten Ben Bouheni (ISC Business School), Mouna Ben Hafsia (University of Sfax), Mouna Hdia (University of Evry), Abdoukarim Idi Cheffou (EDC Paris Business School), Fredj Jawadi (University of Evry), Nabilah Jawadi (IPAG Business School, IPAG LAB), Wael Louhichi (ESSCA School of Management), Jean Luc Prigent (Cergy Pontoise University).

**Anne-Laure Boncori** with Gilles Paché (Aix-Marseille University).

**Fabienne Bornard** with Emmanuel Abord de Chatillon (CERAG, Grenoble-Alpes University), Chrystelle Gaujard (HEI, Yncrée Hauts-de-France), Sabine Mueller (Bourgundy School of Business), Olivier Toutain (Bourgundy School of Business).

**Eric Braune** with Kirsten Burkhardt (CREGO, Bourgogne Franche Comté University), Léopold Djoutsa Wamba, (FsEg, University of Dschang), Lubica Hikkerova (IPAG Business School), Jean-Michel Sahut (IDRAC Business school & DHEG Fribourg/HES-SO).

**Domenico Campa** with Mara Cameran (Bocconi University), Amir Hajibaba (School of Business, University of the Fraser Valley).

**Jean-Marie Cardebat** with Stephen Bazen (Aix-Marseille University AMSE, CNRS and EHESS), Marine Coupaud (Larefi, Bordeaux University), Jean-Marc Figuet (Larefi, University of Bordeaux), Olivier Gergaud (KEDGE - Bordeaux Business School), Emmanuel Paroissien (Crest & Larefi University of Bordeaux), Nicolas Sirven (Liraes, Paris Descartes University).

**Isabelle Chalamon** with Aurélie Kessous (Aix-Marseille University), Lydiane Nabec (RITM Research Unit, Université Paris-Sud), Gilles Paché (Aix-Marseille University).

**Audrey Charbonnier-Voirin** with Assâaad El Akremi (CRM Toulouse Capitole University).
Hélène Cristini with Christelle Muller (SNCF Voyages), Roger Sages (Lund University), Arch Woodside (Boston College & Curtin University).

Jean-Louis Chandon with Marie-Aude Abid-Dupont (Toulouse 1 Capitole University), Wafa Akrout (Paris-Est Créteil University), Nicholas Ashill (American University of Sharjah, UAE), Boris Bartikowski (KEDGE Business School), Chris Brewster (Henley Business School, University of Reading), Mbaye Fall Diallo (Lille 2 University), Marcel Guenoun (Aix-Marseille University), Kiane Goudarzi (Aix-Marseille University), Aurélie Kessous (Aix-Marseille University), Annelise Mathieu (Jean Moulin Lyon 3 University), Emmanuelle Reynaud (Aix-Marseille University), Elyette Roux (Aix-Marseille University), Besma Taieb (ESG Management School), Pierre Valette-Florence (CERAG Grenoble-Alpes University), Marie-France Waxin (American University of Sharjah, UAE).

Aude Deville with Hervé Dumez (Institut Interdisciplinaire de l’Innovation & École Polytechnique), Gary D. Ferrier (University of Arkansas), Hervé Leleu (CNRS/LEM & IÉSEG).

Mariem El Euch-Maalej with Julie Boyer (IAE of Saint-Etienne, Jean Monnet University), Dominique Roux (Reims Champagne Ardenne University).

Salma Fattoum with Janice Byrne (IÉSEG School of Management).

Benoît Faye with (Bordeaux University), Philippe Masset (Ecole Hôtelière de Lausanne & University of Applied Sciences Western Switzerland & Bordeaux Wine Economics), Karl Storchmann (New York University), Jean-Philippe Weisskopf (Ecole Hôtelière de Lausanne & University of Applied Sciences Western Switzerland & Bordeaux Wine Economics).

Laurent Florès with Geng Cui Ling Peng (Lingnan University).

Gregory Gadzinski with Philip Boigner (Dubai Silicon Oasis Authority).

Romain Gandia with Sébastien Brion (University of Savoy), Élodie Gardet (IREGE, University of Savoy), Guy Parmeter (Grenoble-Alpes University), Florence Tourancheau (ARIES Grenoble).

Gabriel Guallino with Élodie Gardet (IREGE, Savoy University).

Florence Jeannot with Laurie Balbo (Montpellier Business School), Maud Dampérat (CERAG, Grenoble Alpes University), Justine Estarague (Montpellier University), Agnès Helme-Guizon (CERAG, Grenoble Alpes University), Eline Jongmans (CERAG, Grenoble Alpes University).

Alain Jolibert with Laurence Carsana (CERAG, Grenoble Alpes University), Maud Dampérat (CERAG, Grenoble Alpes University), Yvonne Giordano (Nice Sophia-Antipolis University), Eline Jongmans (CERAG, Grenoble Alpes University), Caroline Lacroix (University of Quebec).


Jean-Noël Kapferer with Pierre Valette-Florence (Grenoble-Alpes University).

Hannele Kauppinen with Charlotta Åberg (Hanken School of Economics), Peter Björk (Hanken School of Economics), Christian Grönroos (Hanken School of Economics), Anne Rindell (Hanken School of Economics), Arch Woodside (Boston College and Curtin University).

Aurélie Kessous with Gilles Paché (Aix-Marseille University), Elyette Roux (Aix-Marseille University).

Sergey Kovalev with Olga Battäïa (Ecole des Mines de Saint-Etienne), Xavier Deleorme (Ecole des Mines de Saint-Etienne), Alexandre Dolgui (Ecole des Mines de Saint-Etienne), Johannes Hagemann (MBtech Group GmbH & Co. KGaA, Germany), Anika Horlemann (MBtech Group GmbH & Co. KGaA, Germany), Sergey Maryutin (Ecole des Mines de Saint-Etienne), Ammar Oulamara (University of Lorraine), Erwin Pesch (Institute of Information Systems at the University of Siegen).
Johannes Kraak with Ralf Barkemeyer (Kedge Business School), François Durrieu (Kedge Business School), Frank Figge (Kedge Business School), Olivier Herrbach (University of Bordeaux), Andreas Hoepner (University of Reading & Stockholm School of Economics), Jonas Holmqvist (Kedge Business School), Diane Holt (University of Essex), Renaud Lunardo (Kedge Business School), Pei-Shan Yu (University of Reading & Stockholm School of Economics).

Gilles Laurent with Raphaëlle Lambert-Pandraud (ESCP Europe), Sandra Laporte (HEC Montréal), Etienne Mulllet (École Pratique des Hautes Etudes), Lydiane Nabec (Paris-Sud University), Bernard Pras (Essec & Paris-Dauphine), Pierre Valette-Florence (Grenoble-Alpes University), Carolyn Yoon (University of Michigan).

Eric Lefur with Kirsten Burkhardt (CREGO-FARGO, Bourgogne Franche-Comté University), Claude Lacour (Bordeaux University), Philippe Masset (École Hôtelière de Lausanne & University of Applied Sciences Western Switzerland & Bordeaux Wine Economics), Karl Storchmann (New York University), Jean-Philippe Weisskopf (École Hôtelière de Lausanne & University of Applied Sciences Western Switzerland & Bordeaux Wine Economics).

Sindy Liu with Christopher Moore (Glasgow Caledonian University), Patsy Perry (University of Manchester), Gary Warnaby (University of Manchester).

Philippe Mérigot with Audrey Bonnemainzon (Paris-Est Créteil University), Alain Debenedetti (Paris-Est Marne-la-Vallée University), Lydiane Nabec (Paris-Sud University).

Vanessa Monties with David Courpasson (EMLYON Business School & Cardiff University).

Hans Mühlbacher with Marie-Laure Gavard-Perret (CERAG Grenoble-Alpes University), Reinhard Grohs (Private University Seeburg Castle), Oliver Koll (School of Management, University of Innsbruck).

Olivia Petit with Frédéric Basso (London School of Economics and Political Science), Adrian David Cheok (Imagination Institute, City University of London), Dwight Merunka (Aix-Marseille University & Kedge Business School), Olivier Oullier (Aix-Marseille University), Charles Spence (Crossmodal Research Laboratory, University of Oxford), Carlos Velasco (BI Norwegian Business School), Andy T. Woods (Crossmodal Research Laboratory, University of Oxford & Xperiment).

Bénédicte de Peyrelongue with Bénédicte Berthe (Université de Bretagne Sud), Camille Chédat (Brest Business School), Valérie Guillard (Paris Dauphine University), Marine Le Gall-Ely (Université de Bretagne Occidentale), Olivier Mascell (IRCOM & GRACE).

Fanny-Juliet Poujol with Antoine Harfouche (CEROS, Université Paris Ouest University), Maryse Koehl (Monge High-School), Eric Pezet (CEROS & PRIMAL, Paris Ouest University), Béatrice Siaadou-Martin (Cerefige - Université de Lorraine), John F. Tanner Jr. (Old Dominion University’s Strome College of Business), David Vidal (Montpellier University).

Stéphanie Prat with Sophie Brana (Larefi, Bordeaux University).

Raïes Karine with Marie-Laure Gavard-Perret (CERAG Grenoble-Alpes University), Reinhard Grohs (Private University Seeburg Castle), Oliver Koll (School of Management, University of Innsbruck).

Damien Richard with Emmanuel Abord de Chatillon (CERAG, Grenoble-Alpes University).

Camille Saintives with Damien Chaney (ESC Troyes), Renaud Lunardo (Kedge Business School).

Ioannis Theodorakis with Christos Koriotos (American College of Greece), Vlasis Stathakopoulos (Athens University of Economics and Business).

Azzedine Tounés with Alain Fayolle (EM Lyon), Nairisse Lassas-Clerc (ACCSENS).
SCIENTIFIC PRODUCTION BY FACULTY

[ALPHABETICAL ORDER]

Note: The following information is based on the scientific production of the members of our research center, meaning the publications published or accepted in 2015 and 2016. For the researchers who have been recruited during the time period, only the publications obtained since the integration in our research center are mentioned. Citations statistics come from the Scholar Google data base assessed through the Publish or Perish software.
Bref Vitae
Meriem Agrebi is Assistant Professor and Researcher at INSEEC. She was previously Market Research Analyst and Consultant (2004) and then vice-director for Research and Development (2005-2008) at Crmmetrix/Metrixlab. She received her Ph.D. at IAE d’Aix en Provence (2009). Her dissertation deals with satisfaction toward relational brand websites and how individual characteristics have an influence on website evaluation. At present, her research focuses mainly on Customer Relationship Management, brand communication, digital marketing and digital entrepreneurship.

Ranked journals 2015-2016 ★ ★
Agrebi M., Boncori AL.
« What makes a website relational? The experts’ viewpoint »
European Management Journal, accepted in November 2016, rank FNEGE 3, rank CNRS 3

Other scientific contributions
Other contributions
- Member of Association Française de Marketing (AFM)
- Reviewer for the European Marketing Academy Conference (EMAC) and for the International Marketing Trends Conference

Research themes
- Relational quality in B to C
- eCRM
- Classification and performances of web sites
- E-marketing and mobile marketing
- Digital entrepreneurship

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Citations: Papers: 14, Years: 27, Total number of citations: 27, G index: 5, H index: 3, HC index: 4

Bref Vitae


Ranked journals 2015-2016 ★ ★

Akrout H.
* « A process perspective on trust in buyer/supplier relationships “Calculus”: an intrinsic component of trust evolution »
European Business Review, Vol.27 (1), pp.17-33, January 2015, rank FNEGE 3, rank CNRS 3

Akrout H., Cathalo S.
* « Relation entre fans et marques sur Facebook : quels fondements pour un management efficace des CVM? »
Revue des Sciences de Gestion, Vol.2 (272), pp.31-42, December 2015, rank FNEGE 4, rank CNRS 4

Akrout H., Diallo M. F., Akrout W., Chandon JL.
« Affective trust in buyer-seller relationships: a two-dimensional scale »

*stars counting for 2014 (accepted in 2014)
Other scientific contributions

HDR: Accredidation to supervise research at Grenoble Alpes University, CERAG (2016)

Other journals, scientific popularization

Akrout H.
« Apport de l’approche multi phase à la recherche en Marketing »
*Interview for the journal SurveyMag, April 2016*

Akrout H., Cathalo S.
« Relations entre fans et marques sur Facebook »
*Problèmes Economiques, La Documentation Française, pp.47-53, 2016*

Communications in Conferences

International Conferences

Diallo MF., Kaswengi J., Akrout H., Valette-Florence P.
« Effects of marketing variables and consumer characteristics on masstige brand choice under turbulence: Evidence from panel data »
*Monaco Symposium on Luxury, April 7th-8th 2016, Monaco (Principality of Monaco)*

Nagy G., Akrout H., Béracs J.
« Internationalization, expanded networking and performance: the case of Hungarian SMEs »
*32nd Annual IMP Conference, Change and Transformation of Markets, Networks and Relationships Authors, August 30th to September 3rd 2016, Poznan (Poland)*

National Conferences

Akrout H., Nagy G., Béracs J.
« Internationalization, Expanded Networking and Performance; The Case of Hungarian SMEs »
*32th IMP Group Conference Proceedings, August 30th–September 3rd 2016, Poznań (Poland)*

Work in collaboration with other institutions

- Collaboration with several universities: Lille 2, Grenoble-Alpes, Orléans, Bourgogne, UPMF-Grenoble University, Orleans University, University of Bourgogne, Nice Sophia Antipolis University, Paris 2 Panthéon-Assas University

Member of Association Française de Marketing (AFM), IMP Group (Industrial Marketing Purchasing)

Member of the review committee for Journal of Business-to-Business Marketing

Member of the Scientific Board of Journal of Business to Business Marketing

Ad-hoc reviewer for Journal of Business and Industrial Marketing and for Revue des Sciences de Gestion

Co-editor of a Special Issue on "More than just making nice: Trust in B-to-B Relationships", Advances in Business Marketing and Purchasing (ABMP) Book Series

Director of a student thesis (memoir) in finals for the Syntec Best Research Memoirs Award (Lionel Chu, 2015)

Work in collaboration with Businesses

- CDAF (Directors and French Purchasers)

Research themes

- Trust (offline/online)
- Commitment
- Loyalty
- Luxury
- Relationship quality (buyer/seller - brands/fans)
- Digital
Nicolas Aubert is an affiliate Professor of Finance at INSEEC and a full Professor at Aix Marseille University (CERGAM). His main research interest is employees' financial participation through employee ownership. His research focuses on employees' savings behavior in their company based savings plans on one hand and performance outcomes of employee ownership and employees' representation in corporate governance. He is a research fellow at the French Institute of Corporate Governance (IFGE/EM Lyon). His research has been published in French and International Journal of Financial Services Research, Finance, Economic Modelling.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★

Aubert N., Hollandts X.
« How Shared Capitalism Affects Employee Withdrawal: An Econometric Case Study Of A French-Listed Company »
Journal of Applied Business Research, Vol.31 (3), May 2015, rank FNEGE 3, rank CNRS 3

Aubert N.
« La participation des salariés: Une expression du don dans les organisations. »

Aubert N., Chassagon V., Hollandts X.
« Actionnariat salarié, gouvernance et performance de l’entreprise : une étude de cas économétrique portant sur un groupe français coté »

Anouar K., Aubert N.
« Does the catering theory of dividend apply to France? »
Bankers, Markets & Investors (ex- Banque & Marchés > 2008), accepted in November 2016, rank FNEGE 3, rank CNRS 4

Aubert N., Hollandts X., Hernandez S.
« De la participation des salariés à l’épargne salariale: analyse lexicale des débats parlementaires »
Revue Française de Gouvernance d’Entreprise, Vol.19, accepted in July 2016, rank FNEGE 4
Other scientific contributions
Scientific Books and Scientific Book Chapters
Aubert N. (préface d’Emmanuel Macron)
« L’actionnariat salarié aux Etats-Unis »

Communications in Conferences
International Conferences
Ben Ameur H., Aubert N., Garnotel G., Prigent JL.
« Optimal Employee Ownership Contracts under Ambiguity Aversion »
International Conference on Economics and Finance Research (ICEFRI), April 9th to 10th 2015, Kyoto (Japan)

Aubert N.
« Employee ownership and the cost of financing: evidence from SBF 120 index 2000-2011 »
French Finance Association Spring Conference (ESSEC), June 1rst to 3rd, 2015, Paris, France

Kern A., Aubert N., Hollandts X.
« Do shareholders gain by sharing with employees »
Congrès de l’Association Francophone de Comptabilité, May 2016, Clermont-Ferrand (France)

Aubert N., Hernandez S., Hollandts X.
« De la participation des salariés à l’épargne salariale : une étude lexicale des débats parlementaires »
Congrès International de Gouvernance d’Entreprise, May 2016, Montpellier (France)

Other Conferences
Aubert N.
« Does the catering theory of dividend apply to France ? »
Regards croisés économie gestion, Ecole doctorale de sciences économiques et de gestion d’Aix-Marseille, November 12th 2015, Aix-en-Provence, France

Kern A., Aubert N., Hollandts X.
« Do shareholders gain by sharing with employees »
Congrès de l’Association Française de Finance (AFFI), May 2015, Paris (France)

Other contributions
• PhD supervision: 6 current directions and 6 juries in 2016
• Member of French Finance Association
• Member of the Scientific Board of Revue de Gestion des Ressources Humaines and Finance, Contrôle, Stratégie
• HCERES Expert

Research themes
• Employee ownership
• Employees’ participation
• Company based savings
• Corporate governance
Citations: Papers: 16, Years: 17, Total number of citations: 115, G index: 10, H index: 5, HC index: 3

Bref Vitae
Damyana Bakardzhieva is Associate Professor of Economics and Sustainable Development, and CSR Advisor at the International University of Monaco. She has previously taught at George Washington University and American University (Washington, DC), the University of Maryland (College Park, MD), the University of Nice-Sophia Antipolis (France), and Sofia University (Bulgaria). Her research and consultancy activities focus on topics related to international economics, banking and economic growth with a focus on the Middle East and Central European transition economies. She obtained her dual Ph.D. in Macroeconomics and Economic Policies from the University of Nice-Sophia Antipolis, France, and Sofia University, Bulgaria, from which she also holds a degree in Journalism. Her non-academia professional experience includes four years as Journalist at the International Economic News department of the Bulgarian News Agency.

Ranked journals 2015-2016 ★
Kamar B., Bakardzhieva D.
« Beyond the Optimistic Curse: A New Multi-Scenario Approach to Debt Sustainability Assessment »

Other scientific contributions
Communications in Conferences
International Conferences
Bakardzhieva D., Kamar B., Gadzinski G.
« Removing barriers to MSMEs growth as employment-creating policy – the case of Egypt »
7th International Research Meeting in Business and Management (IRMBAM-2016), 11th to 12th July 2016, Nice (France)

Bakardzhieva D., Kamar B., Goaied M.
« From Inclusive Growth to Job Creation in the MENA Countries »
Middle East Economic Association International Conference on “Inclusive growth for transitional MENA countries”, 23rd to 25th March 2015, Hammamet (Tunisia)

Contact dbakardzhieva@inseec.com
Work in collaboration with other institutions
- Collaboration with Economic Research Forum Egypt, Central University of Tunisia, University of Southern California (Los Angeles, USA), IHEC Carthage (Tunisia), Dubai Economic Council (United Arab Emirates), Lebanese American University (Lebanon)

Other contributions
- Jury member (suffragant) to the PhD thesis defense of Mr. Zoltan HOR-VATH, IAE, University of Nice–Sophia Antipolis (October 2015)
- Member of Association Française de Finance Internationale (AFFI)
- Ad-hoc reviewer for World Development

Research themes
- International economics
- Macroeconomic policies
- Inclusive growth
Citations: Papers: 5, Total number of citations: 3, G index: 1, H index: 1, HC index: 1

Bref Vitae

Mireille Barthod-Prothade is a sociologist in organization and was formed by Michel Crozier and Erhard Friedberg, at the Sociology Centre of organizations. A graduate of the Institute of Sociology of Lille I and the Institut d’Études Politiques de Paris, she held several management positions (Les Aéroports de Paris, mayor of Home and Union industries and metal trades) then creates her company as a consultant and trainer. She works with Savoy companies on issues of GPEC, the change management, quality approach to project management and securing leadership in developing employee autonomy and economic, financial and social efficiency the company. Research professor at INSEEC Business School, she completed a thesis on the quality of the link between the personal qualities of the manager and leader in the organization in crisis. Based on the philosophy of sustainable development, her research themes revolve around sustainable tourism, demand for excellence, governance and spiritual qualities of leadership and mental health and well-being at work.

Ranked journals 2015-2016 ★ ★ ★ ★ ★

Barthod-Prothade M., Cristini H.
* « Appuyer la formation sur la spiritualité - Le modèle des trois R : Reconnaître, Réfléchir, Réincarner »
Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels (RIPCO), Vol.21 (52), pp.149-170, April 2015, rank FNEGE 4

Barthod-Prothade M., Cristini H., Muller C.
« How can a wine grower articulate the different types of times : the time of the weather, economic time, and human time? »

Barthod-Prothade M., Sages R., Cristini H.
« La gastronomie du terroir, source de plénitude : le cas de la Haute-Savoie »
Management & Avenir, Vol.85, pp.131-148, April 2016, rank FNEGE 4, rank CNRS 4

Cristini H., Kauppinnen-Raisanen H., Barthod-Prothade M., Woodside A.
« Toward a general theory of luxury: Advancing from workbench definitions and theoretical transformations »
Journal of Business Research, published online in July 2016, rank FNEGE 2, rank CNRS 2

*stars counting for 2014 (accepted in 2014)
Other scientific contributions

Communications in Conferences

International Conferences

Barthod-Prothade M., Morin E.
« L’autonomie des populations locales et le tourisme durable viable : le cas de la Corse »
6èmes Journées Scientifiques du Tourisme Durable, AIMTD, June 2015, Québec (Canada)

Barthod-Prothade M., Muller C.
« Le tourisme durable dans les Alpes »
6èmes Journées Scientifiques du Tourisme Durable, AIMTD, June 2015, Québec (Canada)

Barthod-Prothade M., Muller C.
« La fabrique de l’apprentissage organisationnel dans le territoire »
6èmes Journées Scientifiques du Tourisme Durable, AIMTD, June 2015, Québec (Canada)

Barthod-Prothade M., Leroux E.
« L’impact du leadership sur la culture organisationnelle dans le cadre du développement touristique en Corse »
5th International Research Events: International Studies in Management and Organizations (ISMO), December 2016, Tunis (Tunisia)

Barthod-Prothade M.
« Une expérience d’écotourisme: le cas d’un petit village de montagne en Corse »
7èmes Journées Scientifiques du Tourisme Durable, AIMTD, Tunis (Tunisia)

Work in collaboration with other institutions
- Collaboration with HEC Montréal (Canada)
- Lund University (Sweden)
- Research conducted with SAP (La Plagne), Mont Tremblant, Le Syndicat des Vignerons de Bourgogne et de Savoie, Collectivité Territoriale de Corse, FACE, La Poste, SNCF

Other contributions
- Ad-hoc reviewer for VertigO

Research themes
- Sustainable tourism
- Well-being at work
- Business transmission
- Emotional intelligence
- Enterprise agile
- Released company
- The impact of climate on strategic decisions in ski resorts in Savoie and Haute-Savoie
- The impact of climate on the strategic decisions of luxury tourism
Bref Vitae

Hachmi Ben Ameur is an Assistant Professor of Finance at INSEEC business school and Deputy Director for Research of Groupe INSEEC. He received his Ph.D. in Management from Cergy Pontoise University where he worked as Professor Assistant. His principal research areas concern financial markets, portfolio management, structured products, insurance portfolio, behavioral finance, Wine and financial econometrics. His research are published in well-ranked journals: European Journal of Operational Research, Annals of Operations Research, Economic Modelling, Macroeconomic Dynamics and Applied Economics. Hachmi Ben Ameur is the co-organizer of the International Symposium of Computational Economics and Finance.

Ranked journals 2015-2016 ★★★★★★★★★★★★★★★★★★★

Ben Ameur H., Jawadi F., Hdia M., Idi Cheffou AK., Louhichi W.
* « Assessing for Time Variation in Oil Risk Premia: an ADCC-GARCH-CAPM Investigation »


Ben Ameur H., Bellelah MA., Bellelah MO., Ben Hafsia R.
« Does the equity premium puzzle persist during financial crisis? The case of the french equity market »
Research in International Business and Finance, published online in March 2015, rank FNEGE 4, rank CNRS 4

Le Fur E., Ben Ameur H., Braune E., Faye B.
« Financial market contagion on the fine wines: the evidence of ADCC GARCH model »

Ben Bouheni F., Ben Ameur H., Idi Cheffou A., Jawadi F.
« Do Regulatory and Supervisory Reforms Affect European Bank Stability: Further Evidence from Panel Data »
Bankers, Markets & Investors (ex-Banque & Marchés), Vol.141, pp.58-70, published online in March 2016, rank FNEGE 3, rank CNRS 4

Le Fur E., Ben Ameur H., Faye B.
« Time-Varying Risk Premiums in the Framework of Wine Investment »
Journal of Wine Economics, accepted in May 2016, rank CNRS 3
**Other scientific contributions**

**Communications in Conferences**

**International Conferences**

Ben Ameur H., Jawadi F., Idi Cheffou A., Louhichi W.
« Error Measurement in Finance: Further Evidence from VaR and Co-VaR Measures »
*International Finance Conference, March 12th to 14th 2015, Paris, France*

Ben Ameur H., Aubert N., Garnotel G., Prigent JL.
« Optimal Employee Ownership Contracts under Ambiguity Aversion »
*International Conference on Economics and Finance Research (ICEFR), April 9th to 10th 2015, Kyoto (Japan)*

Ben Ameur H., Idi Cheffou K., Jawadi F., Louhichi W.
« Modeling Stock Price Comovements with High-Frequency Data: A Non Parametric Investigation »
*International Workshop on “Financial Markets and Nonlinear Dynamics” (FMND), June 4th to 5th 2015, Paris (France)*

Ben Ameur H., Prigent JL.
« CPPI Method with Conditional Floor: The Discrete Time Case »
*European Conference on Operational Research (EURO), July 12th to 15th 2015 Glasgow (UK)*

Ben Ameur H., Prigent JL., Maalej H.
« On the Stochastic Dominance of Portfolio Insurance Strategies: CPPI with conditional multiples versus OBPI »
*European Conference on Operational Research (EURO), July 3rd to 6th 2016, Poznan (Poland)*

Ben Ameur H., Prigent JL.
« CPPI Method with Conditional Floor: The Discrete Time Case »
*ICFBI 2016: 18th International Conference on Finance, Banking and Insurance, February 1st to 2nd, 2016, Rio de Janeiro (Brasil)*

Ben Ameur H., Aubert N., Garnotel G., Prigent JL.
« Optimal Employee Ownership Contracts under Ambiguity Aversion »
*International Symposium in Computational Economics and Finance (ISCEF), April 14th to 16th, 2016, Paris (France)*
Work in collaboration with other institutions

- Collaboration with Cergy-Pontoise University and Evry Val d’Essonne University

Other contributions

- Member of Association Française de Finance Internationale (AFFI)
- Invited reviewer for Economic Modelling and for Annals of Operations Research
- Member of the organizing committee of the International Symposium in Computational Economics and Finance 2014 and 2016

Research themes

- Portfolio management
- Insurance portfolio
- Behavioral finance
- Financial econometrics
- Finance and development
- Wine economics
Citations: Papers: 10, Years: 6, Total number of citations: 28, G index: 5, H index: 2, HC index: 3

Bref Vitae
Sandrine Blanc is an Assistant Professor at INSEEC Business School in Paris, and an Associate Member of the Hoover Chair of Economic and Social Ethics at University of Louvain (UCL). Her research focuses on normative issues bearing on corporations and contemporary capitalism. She has a particular interest in the significance and implications of social justice for corporations. Her publications include articles in Business Ethics Quarterly, Journal of Business Ethics, Revue de Philosophie Economique and Revue Française de Gestion.

Ranked journals 2015-2016 ★ ★ ★ ★ ★
Blanc S., Boncori AL., Braune E.
« Démocratiser l’entreprise ? Une réflexion critique sur la contribution des sciences de gestion à un argument rawlsien »
Revue Française de Gestion, Vol.8 (245), pp.159-177, November 2014, rank FNEGE 3, rank CNRS 4
Blanc S.
« Are Rawlsian Considerations of Corporate Governance Illiberal? A Reply to Singer »

Other scientific contributions
Other journals, scientific popularization
Blanc S.
« Les salariés devraient-ils bénéficier d’un droit à l’objection de conscience quand leurs missions évoluent ? »
Tribune for Le Chef d’Entreprise, May 21st, 2015
Blanc S.
« Protection de la conscience des salariés : un nouveau défi pour les entreprises »
Interview for Focus RH May 6th, 2015
Blanc S., Boncori AL.
« Démocratiser l’Entreprise »
TV Interview for PreceptaXerfi, May 21st, 2015
Blanc S.
« Conscientious objection in firms »
Cercle d’Ethique des Affaires, December 16th 2016

Communications in Conferences
International Conferences
Blanc S.
« Membership in Firms. A Normative Enquiry. »
The Ethics of Economic Institutions Conference, January 8th to 10th 2015, Utrecht (Netherlands)
Blanc S.
« Firms in parental justice »
Economic Ethics Network, July 6th to 7th, 2015
Berlin (Germany)

Contact sb Blanc@inseec.com
Blanc S., Meijers T.
« Firms in parental justice » 
*SBE Annual Meeting, August 6th to 9th 2015, Vancouver (Canada)*

Blanc S.
« Are liberal egalitarian illiberal? »
*Workshop on 'Justice and democracy in the firm', September 7th 2015, Barcelona (Spain)*

Blanc S., Meijers T.
« Firms in parental justice »
*Workshop on Business Ethics, November 5th to 6th 2015, Brussels (Belgium)*

Blanc S.
« Corporate Governance in Liberal Egalitarianism »
*Conference on 'Workplace Democracy: Arguments, policies, practices', Université Catholique de Lille (France), January 28th and 29th 2016*

Blanc S.
« Le libéralisme égalitaire peut-il penser la démocratisation de l'entreprise ? »
*Conference 'Démocratiser le travail?, September 22nd and 23rd 2016, Paris Ouest Nanterre University (France)*

**Other Conferences**

Blanc S.
« Corporate institutions in a declining Welfare State »
*Professor Eric Orts's Doctoral Workshop at Wharton School, April 7th, 2015, Philadelphia (USA)*

Blanc S.
« Firms in parental justice »
*Economic Ethics Network, July 6th to 7th, 2015, Berlin (Germany)*

Blanc S.
« Are liberal egalitarian illiberal? »
*Workshop on 'Justice and democracy in the firm', September 7th 2015, Barcelona (Spain)*

Blanc S.
« Firms in parental justice »
*Zicklin Center Normative Business Ethics Workshop Series, May 6th, 2016, Wharton Philadelphia (USA)*

**Work in collaboration with other institutions**
- Associated member of the Hoover Chair of Economic and Social Ethics, Université Catholique de Louvain
- Visiting researcher at Wharton School, University of Pennsylvania (2015)

**Other contributions**
- Member of PhD advisory committees (Université Catholique de Louvain, Université Paris-IV-Sorbonne, Université Catholique de Lille)
- Member of the Ethical Committee of Ecofi Investissements and Cercle Ethique des Affaires
- Member of the selection committee of doctoral and postdoctoral fellowship's candidates, Bernheim, Chaire Hoover d’Éthique économique et sociale, Université Catholique de Louvain
- Ad-hoc reviewer for Journal of Business Ethics, Business Ethics Quarterly, bookchapter (Oxford University Press)
- Participation in the research program: « The corporation: property, collective creation and common world » at Collège des Bernardins
- « Conscientious objection in firms ? » invited presentation at Cercle d’Éthique des Affaires, December 16th, 2015
- Chair of Session IV of UCL 'Workshop on Luck Egalitarianism', May 26th and 27th, 2015

**Research themes**
- Economic ethics
- Business ethics
- Corporate social responsibility (CSR)
- Corporate governance
- Political philosophy
- Theories of justice
- Liberal egalitarianism
Ingo Böbel, Ph.D. is the Professor of Economics and Strategy at the International University of Monaco. He is a member of the Microeconomics of Competitiveness (MOC) Affiliate Network, teaching the MOC curriculum at IUM, which is based on materials developed by the Institute for Strategy and Competitiveness at Harvard Business School and has been a Visiting Professor of Economics at SCQM Jiao Tong University, Shanghai, PRC and Taiwan. Dr. Böbel’s academic work comprises seven books and numerous refereed articles, among them in the Journal of Industrial Economics, Journal of Economic Literature, International Journal of Industrial Organization, Kyklos, Managerial and Decision Economics, Journal of Advertising. His work is referred to in many renowned books and encyclopedic publications. Professor Böbel obtained his Dr.rer.pol. (Doctorate in Political Science) and Dr.rer.pol.habil. (Habilitation) at the University of Erlangen-Nuremberg, Germany.

Other scientific contributions

Other journals, scientific popularization

Bobel I., Zubrilova O.
« Creating Shared Value—Cutting Edge Business Strategy »

Bobel I.
« Apple and Amazon bosses should heed Smith’s words »
Financial Times, September 22nd 2016

Communications in Conferences

International Conferences

Bobel I., Zubrilova O.
« Creating Shared Value—New Business Concept and Challenge for Compliance »
Moscow International Compliance Conference, February 27th 2015, Moscow (Russia)

Work in collaboration with other institutions

- Collaboration with Harvard University (Boston, USA)
- Co-Leader of the Curriculum Council (together with Pr. O. Solvell), ISC, Harvard Business School, Boston (USA)

Other contributions

- DBA Thesis Directions for Olga Zubrilova ; Paul Kayley ; Bryndis Einarsdottir ; Carina Mayer ; Diogo Catao ; Jean-Baptiste Lendrin
- Member of American Economic Association, Ludwig-Erhard-Stiftung
- Appointed “Associate Editor” of the “International Journal of Competitiveness” (as of September 1st, 2014)

Contact ibobel@inseec.com
• Member of the 2016/2017 Ifo WES Expert Group to provide general and specific information on the country of Monaco on a quarterly basis (http://www.cesifo-group.de/DocDL/WES-3-14.pdf)
• Ad-hoc reviewer for Competitiveness Review
• Scientific Affiliate of the Center for Competitiveness of the University of Fribourg, Switzerland (since August 2016)
• Reimagining Business Strategy – A Paradigm Shift based on “Creating Shared Value”, 2015

• Member of the Advisory Council of The Netherlands Institute for Competitiveness, The Netherlands (since 2015)
• Member of the Advisory Council of the LIUC - Institute for Competitiveness, Universita Carlo Cattaneo, Italy (since 2015)

**Research themes**
• Creating shared value
• Competitiveness
• Business strategy
• Corporate governance
Citations: Papers: 21, Years: 11, Total number of citations: 11, G index: 2, H index: 2, HC index: 2

Bref Vitae
Anne-Laure Boncori is an Assistant Professor in Management and Strategy at INSEEC Business School. Her research focuses on the models of management and corporate governance, and examines the diffusion of management ideas and practices. Nominee in 2013 for the William H. Newman Award (cross-disciplinary best paper award based on dissertation for the whole Academy of Management), Anne-Laure is also specialized in Business History.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Boncori AL.

Blanc S., Boncori AL., Braune E.
« Démocratiser l’entreprise ? Une réflexion critique sur la contribution des sciences de gestion à un argument rawlsien »
Revue Française de Gestion, Vol.8 (245), pp.159-177, November 2014, rank FNEGE 3, rank CNRS 4

Kessous A., Boncori AL., Paché G.
« Transport durable et grande distribution: Quelles perceptions des consommateurs? Une application du carré sémiotique »

Braune E., Mahieux X., Boncori AL.
« The Performance of Independent Active SMEs in French Competitiveness Clusters »
Industry and Innovation, Vol.23(4), pp.313-330, May 2016, rank FNEGE 3, rank CNRS 3

Kessous A., Boncori AL., Paché G.
« Are consumers sensitive to large retailers’ sustainable practices? A semiotic analysis in the French context »
Boncori AL., Braune E., Mahieux X.
« Corporate Commitments to Stakeholders over Time and across Countries: a European Comparative Study (2000 -2010) »
*Management International, Vol.20, accepted in September 2016, rank FNEGE 2, rank CNRS 3*

Agrebi M., Boncori AL.
« What makes a website relational? The experts’ viewpoint »
*European Management Journal, accepted in November 2016, rank FNEGE 3, rank CNRS 3*

*stars counting for 2014 (accepted in 2014)*

**Other scientific contributions**

**Other journals, scientific popularization**

Cadet I., Boncori AL, Sahed Granger Y.
« Référentiels d’évaluation et de communication de la Responsabilité Sociale des Entreprises : comment et pourquoi un marché se met en place autour de la définition des indicateurs ? »
*Cahiers Economie et Gestion, Vol.26, June-August 2015*

**Communications in Conferences**

**International Conferences**

Boncori AL., Sahed-Granger Y.
« Opérationnaliser la collaboration des parties prenantes : étude exploratoire d’un projet local de mise en convergence d’actions publiques et privées en faveur du Développement Durable »
*Congrès RIODD, July 15th to 17th 2015, Montréal (Canada)*

Seeck H., Boncori AL.
« Multiple Translations of Ideology in Management Studies: A review »
*Annual Meeting of the Academy of Management (AOM), August 7th to 11th 2015, Vancouver (Canada)*

**Work in collaboration with other institutions**

- Work in collaboration with Prof. Hannele Seeck, Hanken Business School

**Other contributions**

- Member of FROG, AIMS, EGOS
- Member of the review committee for ADERSE conference, Academy of Management (AOM) Conference
- Ad-hoc reviewer for La Revue Française de Gestion and for Management International

**Research themes**

- Corporate governance
- RSE/CSR
- Sustainable Development
- Diffusion of managerial practices and ideas
Citations: Papers: 28, Years: 13, Total number of citations: 26, G index: 4, H index: 3, HC index: 3

Bref Vitae

Fabienne Bornard has 20 years of experience in the creation and development of small businesses, first as consultant, then as founder of a consultancy and training company then as professor and researcher. She has been responsible for the conception and implementation of entrepreneurship education from 2000 to 2010 in the Chambery Higher Business School. She then took the pedagogical direction of a program addressed to a professional public and delivering the INSEEC diploma. Her teaching and research interests are entrepreneurship and strategy and more specifically the entrepreneur’s cognition and the public support entrepreneurship policy, innovation and creativity and entrepreneurial education. She is associated to the Entrepreneurship Research Center of EM Lyon and member of the editorial committee of the Revue Entreprendre & Innover.

Ranked journals 2015-2016 ★ ★ ★

Bornard F., Abord de Chatillon E.
« Il est toujours temps d’entreprendre. Analyse de la base de données des chambres de commerce et d’industries comportant 7298 porteurs de projets en 2014 »

Bornard F., Mueller S., Toutain O.
« Sous la carapace de l’entrepreneur »
Revue Entreprendre & Innover, Vol.29, December 2016, rank FNEGE 4

Bornard F., Gaujard C.
« Imaginer des scénarios pour donner du sens à sa vision du futur... »
Revue Entreprendre & Innover, Vol.30(3), pp.7-16, March 2017, rank FNEGE 4

Contact fbornard@inseec.com
Other scientific contributions

Scientific Books and Scientific Book Chapters
Verzat O., Toutain N., O’Shea F., Bornard F., Gaujard C., Silberzahn P.
« Towards an understanding of effectual learning: Exploring four innovations in entrepreneurship education »

Communications in Conferences

International Conferences
Bornard F., Mueller S., Toutain O.
4th Entrepreneurship Education Educators Conference, May 11th to 14th 2016, Leeds (United Kingdom)

National Conferences

Work in collaboration with other institutions
• Collaboration with French Commerce and Industry Chamber on the subject of senior entrepreneurs

Other contributions
• PhD Direction for UPMF Grenoble University and thesis jury member (11.07.2015)
• Member of AEI (Académie de l’Entrepreneuriat et de l’Innovation), CIFPME (International Association for Research into Entrepreneurship and SME’s)
• Editor of Entreprendre & Innover (peer reviewed journal, ranked FNEGE 4)
• Founding member of Alice-Lab research center (Action Learning, Innovation, Creativity & Entrepreneurship) created in 2012
• Guest editor for Entreprendre & Innover special issue « L’agir entrepreneurial, entre émotions et raison », December 2016

Research themes
• Entrepreneurship educative ecosystems
• Learning in entrepreneurship education
• Senior entrepreneurship
• Entrepreneurship education
• Entrepreneurial cognition
Citations: Papers: 12, Years: 5, Total number of citations: 3, G index: 1, H index: 1, HC index: 2

Bref Vitae
Eric Braune is an Assistant Professor in Management and Finance at INSEEC Lyon. He received his Ph.D. in management from IAE Aix-en-Provence (2011), a Master of Research in Economics Philosophy from Aix-en-Provence University and a Master in Econometrics from Paris I. His research mainly deals with innovation management, organizational theory and corporate governance. He was previously the Regional Managing Director of a large French group and he is still committed to business incubators and science park in Lyon (France).

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Blanc S., Boncori AL., Braune E.  « Démocratiser l’entreprise ? Une réflexion critique sur la contribution des sciences de gestion à un argument rawlsien »  
Revue Française de Gestion, Vol.8 (245), pp.159-177, November 2014, rank FNEGE 3, rank CNRS 4

Le Fur E., Ben Ameur H., Braune E., Faye B.  « Financial market contagion on the fine wines: the evidence of ADCC GARCH model »  

Braune E., Burkhardt K., Le Fur E.  « Corporate venturing en syndication : les intérêts cognitifs des relations entre les entreprises industrielles et les sociétés financières de capital-risque »  

Braune E., Mahieux X., Boncori AL.  « The Performance of Independent Active SMEs in French Competitiveness Clusters »  

Boncori AL., Braune E., Mahieux X.  « Corporate Commitments to Stakeholders over Time and across Countries: a European Comparative Study (2000 -2010) »  

Contact ebraune@inseec.com
Other scientific contributions

Scientific Books and Scientific Book Chapters

Braune E., Sahut JM.
« Venture Capital in Europe: Myths and Reality »

Other scientific contributions

Work in collaboration with other institutions
- Défi start-up

Other contributions
- Co-moderator of the « Start-up Challenge » in ECE Lyon, sponsored by Crealys incubator

Communications in Conferences

International Conferences

Faye B., Le Fur E., Braune E.
« Contagion Effects between Fine Wines and Financial Markets: Application of ADCC GARCH »
Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)

Le Fur E., Braune E.
« Performance evaluation of the wine sector with data envelopment analysis »
CHAIRE UNESCO : International Conference “Heritage and development of Vine and Wine territories”, November 5th to 7th 2015, Santorin (Greece)

Braune E., Sahut JM.
« The Performances of Independent Active SMEs in French Competitiveness Clusters »
International Conference on Economics and Management of Networks, December 3rd to 4th 2015, Cape Town (South Africa)

Braune E., Sahut JM.
« Corporate Venture Capital Syndication and Relationships in Syndication Networks »
International Council for Small Business, June 15th to 16th 2016, Hoboken, New York City (USA)

Research themes
- Open innovation
- Venture capital
- Network dynamics
- Wine business dynamics
Bref Vitae

Cathy Briest-Breda is Assistant Professor at INSEEC. She received her Ph.D from the University of Savoy (2004). Her dissertation questioned the concept of customer loyalty in a context of experiential consumption. Since then, and focused on the experience concept and its transformative shift, she has been developing innovative and transversal pedagogical methods, for dynamic and strategic thinking among students being her leitmotiv. She developed a Marketing Unit for master students (Marketing & Innovation linking marketing, design and engineering, from 2007-2012). She created STRAT’UP (incentives/taught) for startups from the cluster of the group INSEEC combining design thinking, marketing and strategic innovation. Her research is being published in various scientific reviews, and she regularly publishes case studies in collections by INSEEC, i.e. Keys / CCMP, Case Center, and Apprendre Autrement for Ivey Publishing. She is director of a collection of books on DESIGN, with experts from different labs/CEA, INSEEC, with La Charte Publishing. Her research focuses mainly on entrepreneurial marketing, knowledge creating processes and design-based approaches, and the very concept of experience (learning and transformations at work).

Ranked journals 2015-2016 ★

Breda C.
« Apprendre avec son marché : une application au travers d’une co-conception orientée usage en milieu industriel »
Revue Humanisme et Entreprise, July 2014 (published in 2016), rank CNRS 4

Other scientific contributions

Scientific Books and Scientific Book Chapters

Briest-Breda C., Richard D.
« Evitons de percer le fond. L’incident critique en contexte industriel »
in « Management en Archipel Tome 2, Réussites, tensions et paradoxes dans les organisations sur des situations de gestion » under the direction of Vincent Calvez, Editions EMS, 2016

Briest-Breda C.
« Design thinking & Entrepreneuriat »

Academic contributions

Martinez JL., Breda C.
« Vibram FiveFingers : une nouvelle identité de marque sur le marché du running à tendance barefoot »
CCMP, Collection Keys INSEEC, 2015

Briest-Breda CN., Lières-André K.
« Trekking Aventure: Brand Identity and Communication Project »
The Case Center INSEEC, 2015

Briest-Breda C.
« Vibram FiveFingers : When Valuing the new experience becomes the problem to solve. Challenges, difficulties, and solutions »
The Case Center INSEEC, March 2016

Contact cbreda@inseec.com
Briest-Breda C., Martinez JL. « Shiseido, A la conquête d’une nouvelle clientèle »
*The Case Center INSEEC, March 2016*

Breda C., Esperance D. « JIMMY CHOO, Comment se repositionner sur le marché français »
*Apprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Briest-Breda C., Martinez JL. « Hôtel ZAKI et Spa, La mise en place d’une stratégie de communication à destination d’une clientèle européenne »
*Appprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Breda CN, Martinez JL. « HAVERLAND, Le nouvel enjeu du chauffage électrique »
*Appprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Breda CN, Martinez JL. « HAROPA, Ports de Paris Seine Normandie, La mise en place d’une stratégie de communication au sein d’un GIE portuaire »
*Appprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Breda C., Buenaventura P. « Le golf de Saint-Cyprien, comment rentabiliser un club ? »
*Appprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Breda CN, Martinez JL. « FREEDENT, groupe Wrigley, le lancement d’un nouveau produit sur le marché du chewing gum»
*Appprendre Autrement, Collection by INSEEC, Ivey Publishing, 2016*

Communications in Conferences

International Conferences

Briest-Breda C.-N. « Une expérience d’apprentissage transformatif pour le marketing : le cas du design thinking »
*International Marketing Trends Conference, January 22nd to 24th 2015, Paris (France)*

Other Conferences

Briest-Breda C. « Apprendre à penser autrement. Odyssee dans les approches postmodernes »
*Oser management autrement face aux changements et à la complexité dans les établissements d’ESR (Reseau Qualité en Enseignement Supérieur et Recherche), December 1st, 2016, Paris (France)*

Work in collaboration with other institutions

- Collaboration with Bishop’s University, Williams School of Business, Sherbrooke, Canada

Other contributions

- Member of Association Française de Marketing (AFM) and of the network «Relier» (Reseau Qualité en Enseignement Supérieur et Recherche)
- Member of the review committee of AFM Congress
- Ad-hoc reviewer for Management Research Review and for Décisions Marketing
- EMAC reviewer
- Director of Collection Design with other researchers from CEA & INSEEC, La Chartre Publishing Editions, Bruxelles (Belgium)

Work in collaboration with Businesses

- Research conducted with AlpsDesignLab, Innov’INSEEC and the innovation cluster of INSEEC

Research themes

- Transformative consumer research
- Knowledge creating processes, creativity and design thinking’s approach
- Learning market
- Entrepreneurial marketing
- Marketing Education
Ranked journals

Cadet I.
* « L’« ISO 26000 washing », un risque lié au statut de la Norme ISO 26000 »
  Revue de l’Organisation Responsable, Vol.1, pp.16-36, January 2015, rank FNEGE 4, rank CNRS 4
*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Scientific Books and Scientific Book Chapters

Cadet I., Branellec G.
« La norme ISO 26000 : nouveau fil d’Ariane pour les organisations confrontées à la Tétranormalisation ? Le cas d’Armor Lux »
  in « Dynamique normative : arbitrer et négocier la place de la norme dans les organisations »

Communications in Conferences

National Conferences

Cadet I.
« Les chartes éthiques de 3ème génération : de nouveaux risques ? »
  Colloque francophone sur le risque ORIANE, September 24th to 25th 2015, Bayonne (France)

Other Conferences

Cadet I.
« La nature de la notion de capital humain permet-elle de la comptabiliser comme un actif de l’entreprise qui entreprend une démarche de développement de la création ? »

Research seminar of the CRDP (Centre de Recherches Droits et Perspectives du Droit) / LERADP (L’Equipe de Recherches Appliquées au Droit Privé), MESHS (Maison Européenne des Sciences de l’Homme et de la Société), December 11th, 2015, Lille (France)

Other contributions

Other contributions

- Member of GRT Tétranormalisation, Management Board of ADERSE, DDRS de l’AFNOR, Institut de Certification des Auditeurs Qualités (ICA Responsabilité sociale n°8224)
- Member of the Scientific Board of Académie de l’Ethique, the Oriane French Colloquium on Risk (IUT Bayonne)
- Assessor AFAQ 26000 for Association Française de Normalisation (AFNOR)
- Prix de thèse ADERSE-ORSE 2015

Work in collaboration with Businesses

- Research conducted with ORSE and with AFNOR on normalization

Research themes

- Ethics, law and CSR
- Governance, norms and human rights
- Risk and regulation
- Law, Business Ethics and Corporate Social Responsibility
- Corporate governance
Citations: Papers: 26, Years: 10, Total number of citations: 75, G index: 7, H index: 5, HC index: 5

Bref Vitae

Domenico Campa is Professor of Accounting at International University of Monaco. He received his Ph.D. in Accounting from University College Cork (Ireland) and he has worked as Assistant Professor at Trinity College Dublin. His research focuses mainly on Financial Accounting, Auditing, Earnings Management, Corporate Governance, Audit Quality, Impact of IFRS Adoption. One of his paper, “Campa D., Camacho Miñana M., (2014), Earnings Management among Bankrupt Non-Listed Firms: Evidence from Spain, Spanish Journal of Finance and Accounting, Vol. 43, pp. 3-20” has been included in an online article collection featuring the most downloaded articles published in Routledge Social Sciences journals in 2014. Another paper, Campa D., Donnelly R. (2016), Non-Audit Services Provided to Audit Clients, Independence of Mind and Independence in Appearance: Latest Evidence from Large UK Listed Companies, Accounting and Business Research, Vol. 46, pp. 422-449, won the Best Paper Award at the 7th Financial Reporting Workshop, Verona (Italy). He was a member of the board of the European Accounting Association from 2013 to 2016. He is also currently co-supervising two Ph.D. students and has received two research grants for two research that are investigating auditor independence among banks during the financial crisis and the use of asset sales as an earnings management tool.

Ranked journals 2015-2016 ★ ★ ★

Campa D., Hajbaba A.
« Do Targets Grab the Cash in Takeovers: the Role of Earnings Management »
*International Review of Financial Analysis, Vol.44, pp.56-64, March 2016, rank FNEGE 3, rank CNRS 3*

Cameran M., Campa D.
« Comments by the European Accounting Association on the International Accounting Education Standards Board Consultation Paper ‘Meeting Future Expectations of Professional Competence: A Consultation on the IAESB’s Future Strategy and Priorities’ »
*Accounting in Europe, Vol.13(2), pp.295-303, June 2016, rank FNEGE 4*
Other scientific contributions

Other journals, scientific popularization

Campa D., Donnelly R., Cao, T.Y.
« The Reversal of Impairments of PPE: A test of Fair Value accounting »
Accounting, Finance and Governance Review, accepted in 2015

Campa D., Donnelly R.
★ « Mandatory IFRS Adoption and Earning Quality: a Comparison between Italy and the UK »
★ ABS rank 1

Communications in Conferences

International Conferences

Campa D.
« Loan Loss Provisions in Publicly Quoted European Banks and Auditor Independence »
6th Workshop on Audit Quality, September 30th 2016, Florence (Italy)

Cameran M., Campa D., Francis JR.
« Is There Systematic Inter-Partner Variation in Audit Outcomes and Pricing? »
6th Workshop on Audit Quality, September 30th 2016, Florence (Italy)

Cameran M., Campa D., Francis JR.
« Is There Systematic Inter-Partner Variation in Audit Outcomes and Pricing? »
7th Workshop on Audit Quality, July 8th 2016, Sienna (Italy)

Cameran M., Campa D., Pettichicchio AK.
« Socioemotional Wealth Theory and Earnings Management Behaviors: the case of IFRS Adoption among Private Companies »
39th European Accounting Association Annual Conference, May 13th 2016, Maastricht (Netherlands)

Other Conferences

Cameran M., Campa D.
« Private firms IFRS Adoption and Earnings Quality: an International Comparison within EU »
Brown Bag Seminar, upon invitation, at Bocconi University, Milan (Italy)

Work in collaboration with other institutions

• Collaboration with Bocconi University, Milan (Italy), University of Missouri (USA), University College Cork, Cork (Ireland),
• Trinity College Dublin, Dublin (Ireland)

Other contributions

• PhD Thesis directions:
  • Cinthia Valle Ruiz - PhD completed on the 24 February 2017 at the University Complutense of Madrid
  • Joseph Abdelnour, IAE - Aix-Marseille University - since September 2016, together with Dr. Nicolas Aubert
• Member of European Accounting Associations (EAA)
• Member of the European Accounting Association Board, 2013-2016

Research themes

• Auditing
• Financial accounting
• Earnings management
• Corporate governance
Marco Caramelli is an assistant professor at INSEEC. He received his Ph.D. in management science from the University of Montpellier in 2006. He was a research fellow at Rutgers University in 2012 when his research focused on employee financial participation. His research currently focuses on the consumer behavior of cultural products.

Other scientific contributions

Other contributions
- Member of Association Française de Marketing (AFM)
- Ad-hoc reviewer for Human Resource Management Journal

Research themes
- Marketing of cultural products, in particular fiction books

Businesses
- Research conducted with SLPV Analytics and GFK
Bref Vitae

Jean-Marie Cardebat is Affiliate Professor at INSEEC Business School and Full Professor of economics at Bordeaux University. He passed a Ph.D. in international economics (2000) and an Aptitude to Research Direction (2004). He is mainly specialized in the wine economics field. Creator of the Bordeaux Wine Economics research group, Member of the ISVV (Institut Scientifique de la Vigne et du Vin / Scientific Institute of Wine and Vineyard), of the AAWE (American Association of Wine Economists) and Member of the Editorial Advisory Board of the Journal of Wine Economics, he began a long term work with wine professionals for a better understanding of the wine market particularities. In particular, he participated in the creation of a tool for wine scoring (the Global Wine Score) with a start-up from Bordeaux, and make yearly price expectations for the wine professional. Since September 2013 he has started the direction of three Ph.D. thesis in the wine economics field. Among other books, he is the author of “L’économie du vin” (ed. La Découverte, 2017). His scientific publications and teaching deal with three main fields: wine economics but also with international economics and sustainable economics.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Cardebat JM., Faye B., Le Fur E., Storchmann K.
« The Law of One Price in the Fine Wines Market »
Journal of Wine Economics, Vol.12(1), 2017 (accepted in May 2015), rank CNRS 3

Sirven N., Cardebat JM., Coupaud M.
« Working conditions and the health of workers: An elaboration of a responsible prevention ratio »
Economic and Industrial Democracy, published online in May 2015, rank CNRS 3

Paroissien E., Cardebat JM.
« Standardizing wine scores of experts: an application for en primeur Bordeaux »

Cardebat JM., Gergaud O.
« Introduction: Why wine has become a popular topic in the economics and business literature »
Journal of Small Business and Entrepreneurship, Vol.29(4), 2016, rank FNEGE 4,
Cardebat JM., Figuet JM.
« Exports, exchange rate variations and firms reactions: the case of French wine »
Journal of Wine Economics, forthcoming in 2017, accepted in 2016, rank CNRS 3

Cardebat JM., Bazen S.
« Ageing, Health and Working Conditions: Introduction »

Other scientific contributions
Other journals, scientific popularization
Cardebat JM., Livat F.
« Wine Expert ratings: A matter of taste? »

Communications in Conferences
International Conferences
Cardebat JM., Gergaud O., Regibeau P.
« The determinants of restaurant wine mark-ups: Does more intense competition lead to more uniformity »
American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)

Paroissien E., Cardebat JM.
« Reducing quality uncertainty for Bordeaux en primeur wines: a uniform score »
American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)

Cardebat JM., Faye B., Le Fur E., Masset P.
« The fine wine price puzzle: product heterogeneity vs heterogenous agents »
Bordeaux Wine Economics Workshop, September 10th to 11th 2015, Lausanne (Switzerland)

Cardebat JM.
« Explaining the price deviation of the fine wines »
1st International Workshop on “Innovations in the Wine Industry”, Montpellier Business School, January 21st to 22nd 2016, Montpellier (France)

Faye B., Cardebat JM., Masset P., Le Fur E.
« Explaining the fine wine price dispersion on auction markets »
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Vignolles A., Bargain O., Cardebat JM.
« Crowdfunding in Wine: equity-financing and a super “en primeur” market? »
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Cardebat JM., Jiao. L.
« The Long-term Financial Drivers of Fine Wine Prices: The Role of Emerging Markets »
23rd Annual Conference of the Multinational Finance Society, Stockholm Business School, June 26 - 29 2016, Stockholm (Sweden)

Other Conferences
Cardebat JM.
« Le prix du vin de Bordeaux »
Conference Banque de France – Larefi, March 16th 2015, Bordeaux (France)

Cardebat JM.
« Le commerce international du vin »
Conference of the Forum Montesquieu, September 21st 2016, Bordeaux (France)

Cardebat JM.
« Les vertus du libre-échange en question »
Conference for the summer university of the Centre d’Excellence Jean Monnet d’Aquitaine “L’Union Européenne, ‘in/out’”, September 22nd 2016, Bayonne (France)
Work in collaboration with other institutions

- Responsible of the research contract « La LGV dans le Sud-Ouest à l’horizon 2020 : vers une mutation territoriale ? »: contract with the GPSO (Réseau Ferré de France) on the future specific high-speed line in the southwest of France. Partners: Universities of Toulouse (CERTOP) and Pau (CATT, SET)
- Creation of the Global Wine Score scale (in collaboration with Wine Services)
- Research contract with Bureau François Lillet

Other contributions

- President of HDR jury and president of thesis juries for Bordeaux University
- Thesis director for several PdD students
- Coordinator of the research group Bordeaux Wine Economics – since 2012
- Member of the American Association of Wine Economists (AAWE) – since 2011
- Member of the ISVV (Institut Scientifique de la Vigne et du Vin) – since 2010
- Member of the Editorial Advisory Board of the Journal of Wine Economics
- Member of the Scientific Board of 1st International Workshop on “Innovations in the Wine Industry”, January 21st to 22nd 2016. Montpellier Business School
- Organisation of the 10th international conference of the American Association of Wine Economists, University of Bordeaux, June 21-25, 2016
- Study report for the European Commission on the “French Wine exports toward Mexico” 2016

Work in collaboration with Businesses

- Research conducted with APESA (pricing of social and environmental externalities), Bureau François Lillet (wine pricing, thesis – CIFRE contract), Wine Services (wine scoring), Liv-ex (wine price index)

Research themes

- Wine economics
- Sustainable development and CSR
- International economics
Citations: Papers: 25, Years: 11, Total number of citations: 54, G index: 5, H index: 4, HC index: 4

Bref Vitae

Isabelle Chalamon is Assistant Professor in the Marketing Department of INSEEC Business Schools (Lyon campus). She teaches marketing management, marketing strategy, pharmaceutical marketing, and nutrition-health marketing. She holds a PhD from Paris II University. Her areas of investigations mainly concern patient behavior, patient empowerment, and resistance, as well as Orphan Drugs marketing and CSR in the pharmaceutical sector.

Ranked journals 2015-2016 ★ ★ ★ ★

Chalamon I., Nabec L.
« Why Do We Read On-Pack Nutrition Information so Differently? A Typology of Reading Heuristics Based on Food Consumption Goals »
Journal of Consumer Affairs, Vol.50(2), pp.403-429, July 2016, rank FNEGE 3, rank CNRS 4

Kessous A., Chalamon I., Paché G.
« «Cette semaine, deux boîtes d’aspirine pour le prix d’une !» Une approche sémiotique des représentations du médicament curatif et de confort en France »
Management & Avenir, Vol.87, pp.175–199, August 2016, rank FNEGE 3, rank CNRS 4

Other scientific contributions

Other journals, scientific popularization

Lee DJ., Sirgy J., Yu GB., Chalamon I.
« The Well-Being Effects of Self-Expressiveness and Hedonic Enjoyment Associated with Physical Exercise »

Chalamon I., Larivaille A.
« Cas Valrhona - la tendance santé : un axe de développement pertinent pour un acteur de référence du chocolat premium? »
CCMP, Collection Keys INSEEC, 2016

Chalamon I., Monleau E.
« Cas Neuville »
CCMP, Collection Keys INSEEC, 2016

Other contributions

■ Member of Association Française de Marketing (AFM)
■ Ad-hoc reviewer for European Journal of Marketing

Research themes

■ Patient empowerment/Resistance
■ Nutrition labeling
■ Orphan drugs development and CSR

Contact ichalamon@inseec.com
Citations: Papers: 159, Years: 42, Total number of citations: 2120, G index: 44, H index: 20, HC index: 12

Bref Vitae

Jean-Louis Chandon is Associate Dean for Research at INSEEC. He was previously Professor of Marketing at IAE Graduate School of Management, Aix Marseille University. He received his Ph.D. from Northwestern (1976). A pioneer in Media Planning, his 1976 dissertation was included in “The History of Advertising” and won the AMA dissertation first price. Appointed Director of the Doctoral Program (1977-1980), Director of IAE Business School (1988 to 1990), Codirector of the MBA Change & Technology (2000-2003) and Director of the IAE Research Center in Management (CEROG 2004-2009). He co-founded the CEDAG with Alain-Charles Martinet, with Alain Strazzieri, he co-founded the DESS Marketing Appliqué, which he directed from 1983 to 2007. He was Chief Editor of “Recherches et Applications en Marketing” from 2008 to 2010. He consulted for BBDO, CSA, EMAP, HDS, IMS, NIELSEN, MEDIAMETRIE, PSA, R2M, ScanCoupon, Sociologiciels, Sphinx and ORANGE. In 2004-2005 he presided the jury du “Concours d’Agrégation Sciences de Gestion”. His research focuses mainly on Media Planning, Brand Management, Internet Marketing Human Resources Management and Data Analysis.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Kessous A., Roux E., Chandon JL.
* « Consumers and their nostalgic brands: the moderating effects of product category and gender »

Mathieu A., Reynaud E., Chandon JL.
« Les déterminants internes de l’éco innovation : Analyse de 118 éco innovations selon le référentiel gestionnaire et la stratégie RSE de l’entreprise »
   Finance Contrôle Stratégie, Vol.18 (1), published online in March 2015, rank FNEGE 3, rank CNRS 3

Bartkowski B., Taieb B, Chandon JL
* « Targeting without Alienating on the Internet: Ethnic Minority and Majority Consumers »
Akrout H., Diallo M. F., Akrout W., Chandon JL.
« Affective trust in buyer-seller relationships: a two-dimensional scale »
rank FNEGE 3, rank CNRS 3

Chandon JL., Laurent G., Valette-Florence P.
« Pursuing the concept of luxury: Introduction to the JBR Special Issue on “Luxury Marketing from Tradition to Innovation” »
rank FNEGE 2, rank CNRS 2

Abid-Dupont MA., Chandon JL.
« Le rôle du pouvoir formel du supérieur dans le développement de la confiance des subordonnés »
rank FNEGE 2, rank CNRS 2

Guenoun M., Goudarzi K., Chandon JL.
« Construction and validation of a hybrid model to measure perceived public service quality »
rank FNEGE 3, rank CNRS 3

★ stars counting for 2014 (accepted in 2014)

Other scientific contributions
Chandon JL., Laurent G., Valette-Florence P.
Organizer of the Monaco Symposium of Luxury, April 7th to 8th 2016

Other journals, scientific popularization
Waxin M., Brewster C., Ashill N., Chandon JL.
« The impact of expatriates’ home country culture on their time to proficiency: empirical evidence from the Indian context »

Communications in Conferences
International Conferences
Chandon JL., Kapferer JN., Laurent G.
« Is the Price Frontier of Luxury Invariant across Countries? Configural, Metric, but not Scalar Invariance »
Monaco Symposium on Luxury, April 7th-8th 2016, Monaco ( Principality of Monaco)

Laurent G., Chandon JL.
« The structure of attitudes toward luxury: A bifactor analysis across seven countries »
Asian Luxury Branding Conference, June 20th to 21st 2016, Singapore (Singapore)

National Conferences
Deville A., Martinez I., Chandon JL.
« L’impact socio-économique et culturel de la recherche : évaluation par l’HCERES des laboratoires de recherche en Sciences de Gestion »
Etats Généraux du Management, FNEGE, May 2015, Toulouse (France)

Work in collaboration with other institutions
• Teaching in the DBA program at International University of Monaco

Other contributions
• Jury HDR (Habilitation à Diriger les Recherches):
Work in collaboration with Businesses

- Consultant for BBDO, CSA, EMAP, HDS, IMS, NIELSEN, MEDIAMETRIE, PSA, R2M, Scan Coupon, Sociologiciels, Sphinx and ORANGE

Research themes

- Segmenting the luxury consumers based on minimum price for a product to qualify as luxury
- The specificities of the luxury services: Academic and Professional Convergences and Divergences
- Proposition and validation of a new scale of tendancy to donate
- Moderating effect of creativity on the memorization of advertising spots

- Philippe du Jardin ; 17/09/2015 ; Prévision de la défaillance d’entreprises et modélisation, Université de Lille 1
- Houcine Akrout ; 07/03/2016 ; La relation client-fournisseur à l’aune de la confiance et de la qualité relationnelle, Université de Grenoble-Alpes
- Dissertation Comitee
- Eloïse Senges ; 2/05/2016 ; La mesure du bien vieillir désiré, Université Paris-Dauphine
- Member of Association Française du Marketing (AFM)
- Member of the review committee for Décisions Marketing, Mathématiques et Sciences Humaines, Revue Sciences de Gestion, Marketing Trends
- Member of the Scientific Board of Revue Française du Marketing
- Ad-hoc reviewer for Journal of Retailing and Consumer Services, Journal of Business Research
- Guest editor for Journal of Business Research Special Issue on Luxury, 2016
- Workshops: Data Analysis and Structural Equations (since 2010: Rouen, IHEC Tunis, SKEMA, INSEE, FNEGE)
- Doctoral Colloquium (since 2009 AFM, ATM, International Marketing Trends Conference)
- First Price, American Marketing Association Doctoral Dissertation Award competition

- Work in collaboration with Businesses

- Consultant for BBDO, CSA, EMAP, HDS, IMS, NIELSEN, MEDIAMETRIE, PSA, R2M, Scan Coupon, Sociologiciels, Sphinx and ORANGE

- Research themes

- Segmenting the luxury consumers based on minimum price for a product to qualify as luxury
- The specificities of the luxury services: Academic and Professional Convergences and Divergences
- Proposition and validation of a new scale of tendancy to donate
- Moderating effect of creativity on the memorization of advertising spots
Audrey Charbonnier-Voirin is Assistant Professor in Human Resources Management at INSEEC Bordeaux Business School. Her current research interests include organizational behavior and people management: for example job performance, organizational agility or employer brand.

**Ranked journals 2015-2016 ★★★★★**

Charbonnier-Voirin A., Vignolles A.
* « Marque employeur interne et externe : un état de l’art et un agenda de recherche »
  * Revue Française de Gestion, Vol.41 (246), pp.63-82, January 2015, rank FNEGE 3, rank CNRS 4

Charbonnier-Voirin A., Vignolles A.
« Enjeux et outils de gestion de la marque employeur : point de vue d’experts »

Charbonnier-Voirin A., El Akremi A.
« L’influence de la personnalité proactive sur la performance adaptative : le rôle du sentiment d/auto-efficacité et de la justice organisationnelle perçue »

Charbonnier-Voirin A., Poujol F., Vignolles A.
** « De la congruence de valeur à la marque employeur : Quelles conséquences pour l’identification et le Bouche-à-Oreille vis-à-vis de l’organisation »
  * Revue Canadienne des Sciences de l’Administration / Canadian Journal of Administrative Sciences, published online in July 2016, rank FNEGE 3, rank CNRS 3

*stars counting for 2014 (accepted in 2014)
**stars counting for 2017
Other scientific contributions
Other journals, scientific popularization
Charbonnier-Voirin A.
« Une marque employeur surréaliste peut se révéler toxique pour l’entreprise »
*Entreprises & Carrières*, pp.38-39, September-October 2015

Scientific Books and Scientific Book Chapters
Charbonnier-Voirin A.
« Des entreprises agiles favorisant une forte mobilisation des salariés »

Communications in Conferences
International Conferences
Charbonnier-Voirin A., Vignolles A.
« Internal employer brand: some possible consequences for the organization »
*European Marketing Academic Conference (EMAC)*, May 24th to 27th 2016, Oslo (Norway)

Other Conferences
Charbonnier-Voirin A., Laget C.
« La construction et le développement d’une marque employeur forte : résultats d’enquêtes et témoignages »
*Association NGRH*, April 16th, 2015,
Bordeaux (France)

Work in collaboration with other institutions
- Collaboration with the Université de Toulouse I

Other contributions
- Eloïse Senges ; 2/05/2016 ; La mesure du bien vieillir désiré, Université Paris-Dauphine
- Member of AGRH
- Member of the review committee for *Revue de Gestion des Ressources Humaines*

Research themes
- Organizational behavior
- Individual job performance (adaptive and contextual performance)
- Leadership & managerial practices
- Employer brand
- Organizational agility & organizational change
Bref Vitae

Hélène Cristini is Assistant Professor at the International University of Monaco, Inseec. She received her Ph.D. in political science from the University of Bombay, after doing her graduate studies in International Relations Theory at UT, Austin and Umass, Amherst. Her research poles interests encompass management and ethics, luxury and ethics, politics and fundamentalisms and last but not least Girardian mimetic theory.

Ranked journals 2015-2016 ★ ★ ★ ★ ★

Barthod-Prothade M., Cristini H., Sages R.
* « Appuyer la formation sur la spiritualité - Le modèle des trois R : Reconnaître, Réfléchir, Réincarner »
Revue Internationale de Psychosociologie et de gestion des Comportements Organisationnels (RIPCO), Vol.21 (52), pp.149-170, April 2015, rank FNEGE 4,

Barthod-Prothade M., Cristini H., Muller C.
« How can a wine grower articulate the different types of time: the time of the weather, economic time, and human time? »

Barthod-Prothade M., Sages R., Cristini H.
« La gastronomie du terroir, source de plénitude : le cas de la Haute –Savoie »
Management & Avenir, Vol.85, pp.131-148, April 2016, rank FNEGE 4, rank CNRS 4

Cristini H., Kauppinen-Raisanen H., Barthod-Prothade M., Woodside A.
« Toward a general theory of luxury: Advancing from workbench definitions and theoretical transformations »
Journal of Business Research, accepted in July 2016, rank FNEGE 2, rank CNRS 2

*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Other journals, scientific popularization
Cristini H.
« Les fondamentalismes laïc et musulman interprétés avec le concept de théorie mimétique »
Revue d’Ethique et de Théologie Morale (RETM), Editions Le Cerf, accepted in 2015

Scientific Books and Scientific Book Chapters
Cristini H., Lanza C.
« The visible and invisible story og the European migrant crisis »
Cambridge University Press, ED. Giray Sadik, forthcoming in 2017

Contact hcristini@inseec.com
Cristini H.
« An Enlightened Education: To reform the current paradigm »

Communications in Conferences

International Conferences

Cristini H.
« Ism versus Ism »
_Pan European Conference of International Relations Theory, September 23rd to 26th 2015, Sicily (Italy)_

Cristini H.
« A mimetic double »
_Consference on Violence and Religion, ACU, July 13th to 15th 2016, Melbourne (Australia)_

Other contributions

- DBA Advisor

Research themes

- Luxury and excellence
- Culture and tourism
- Leadership and excellence
- Fundamentalisms in marketing
Citations: Papers: 27, Years: 6, Total number of citations: 54, G index: 7, H index: 3, HC index:

Bref Vitae

Aude Deville is Professor of Management at the University of Nice-Sophia Antipolis and affiliate Professor at INSEEC. She is currently co-chief editor of the Accounting-Auditing and Control journal (journal of the French Accounting Association) and coordinator of a research theme of the Chair in Management and Governance of Financial Cooperatives (IAE Paris). She created GRM - Management Research Group in January 2012 and headed it until September 2015. She also served as AERES and then HCERES (French evaluation bodies) Scientific Delegate (from September 2012 to September 2015). She holds a PhD in management investigating the performance of bank branches from the University of Strasbourg.

Ranked journals 2015-2016 ★ ★
Ghozlane S., Deville A., Dumez H.
« Enseignement supérieur : mythes et réalités de la révolution digitale »
Gérer et Comprendre, December 2016, rank FNEGE 3, rank CNRS 4

Other scientific contributions

Other journals, scientific popularization

Benet N., Deville A., Naro G.
« Le Business Model au cœur de la conception du Balanced Scorecard. Première partie : un modèle intégrant le Business Model dans la logique du BSC »
Finance & Gestion, accepted in December 2016

Benet N., Deville A., Naro G.
« Le Business Model au cœur de la conception du Balanced Scorecard. Deuxième partie : l’exemple de la mise en œuvre d’un BSC au sein d’une banque mutualiste »
Finance & Gestion, accepted in December 2016

Scientific Books and Scientific Book Chapters

Deville A., Filser M.
« Entre rigueur et pertinence : comment formuler la question de recherche en sciences de gestion »

Communications in Conferences

International Conferences

Bénet N., Deville A.
« The influence of organizational design and non-financial performance measure- ment on global performance »
European Accounting Association Conference, April 28th to 30th 2015, Glasgow (UK)

Contact adeville@inseec.com
**Bescos PL., Deville A., Foulquier P.**
 « A Longitudinal Analysis of a BSC Implementation »
*Congrès de l’Association Francophone de Comptabilité, May 19th to 20th 2015, Toulouse (France)*

**Bénet N., Deville A.**
 « The influence of organizational design and non-financial performance measurement on global performance »
*Congrès de l’Association Francophone de Comptabilité, May 19th to 20th 2015, Toulouse (France)*

**Deville A., Lamarque E.**
 « Diversity of cooperative bank governance models questioning by regulation: An international qualitative research »
*37th Congrès de l’Association Francophone de Comptabilité, May 2016, Clermont-Ferrand (France)*

**Deville A., Lamarque E.**
 « Diversity of cooperative bank governance models questioning by regulation: An international qualitative research »
*15th Conférence Internationale de Gouvernance, May 2016, Montpellier (France)*

**Bénet N., Naro. G., Deville A.**
 « BSC and BM as a package of systems: the successful strategic alignment »
*Conference on Performance Measurement and Management Control, September 30th to October 2nd 2015, Nice (France)*

**Deville A., Bescos PL., Foulquier P.**
 « A longitudinal analysis of a BSC implementation: an actor’s perspective »
*Conference on Performance Measurement and Management Control, September 30th to October 2nd 2015, Nice (France)*

**Deville A., Martinez I.**
 « Apports et évaluation des relations avec le secteur privé : le paradoxe des enseignants chercheurs à l’Université Française »
*Chair of a Workshop at Etats Généraux du Management, May 2016, Toulouse (France)*

**Deville A., Stolowy H.**
 « Regards sur la publication : conseils de deux rédacteurs »
*Chair of a Doctoral Workshop at AFC Congress, May 2016*

**Deville A., Lamarque E.**
 « Identification and valuation of cooperative banking models »
*Sommet International des Coopératives, October 2016, Québec (Canada)*

**Work in collaboration with other institutions**
- Collaboration with Université de Nice, IAE de Paris for the Chair MGCF “Management and Governance of Financial Institutions”

**Other contributions**
- PhD Theses Direction and juries for PhD Theses (Mines Paris and CNAM)
- Member of European Accounting Associations (EAA), of Association Francophone de Comptabilité, of Société Française du Management
- Reviewer for Management Accounting Research, European Journal of Operational Research
- Co-chief Editor of the ranked academic journal Comptabilité-Contrôle-Audit
- Member of the Administrative Board of SFM (2015-on)
- Member of the labelling committee of FNEGE books (2013-on)

**Work in collaboration with Businesses**
- Research conducted with Café Malongo

**Research themes**
- Performance measures and incitative systems
- Diffusion of innovation
- BM and management control tools
- Governance and evaluation of cooperative banks
- Values and management control
- Management control in nuclear sector
- Role of Accountants and Accountant tools
Bref Vitae

François Domergue is Associate professor for Research at INSEEC. He was previously engineer transport (road, air), EGIS Group, St Quentin en Yvelines. He received his Ph.D for Bordeaux University and Montreal (Canada) (2000). He published his thesis in Harmattan Ed. (2002). He has been appointed associate professor of the Master Space and Aeronautics of ENSAM Paris Tech (Logistics and Purchasing) (2008-2013), associate professor of ISLI (Logistics and Supply Chain) (2006-2008). He founded the Masters Logistics and Supply Chain Inseec Bordeaux and award winning of the teaching trophy 2011 by SMBG EDU UNIVERSAL. He is certified CPIM (Certified in Production and Inventory Management) (2008). His research focuses mainly on Risk Management, CSR, and Strategy and Pedagogics Cases (CCMP, Case Center, NACRA, Key Collection).

Other scientific contributions

Academic contributions
Domergue F., Belaud L.
« Abatilles, une eau minérale dans le Bordelais: de l’identité de marque vers une stratégie de marketing mobile »
CCMP n°M1891, September 2015

Domergue F.
« Freud conduirait un Touareg: Dis moi ce que tu conduis, je te dirais qui tu es »
collection KEYS INSEEC, October 2015

Domergue F., Belaud L.
« Société Générale : TIC et jeunes actifs, impact sur la fidélisation »
CCMP, n°K0004, October 2016

Domergue F.
« Unilever France Nord. L’amélioration continue comme démarche structurée d’excellence »
collection KEYS INSEEC, July 2016

Domergue F.
« McDonald’s. La gestion de la chaîne d’approvisionnement (GCP) dans la restauration rapide »
collection KEYS INSEEC, July 2016

Domergue F.
« Apple. L’obsolescence programmée, nouvelle stratégie de vente des produits High-Tech »
collection KEYS INSEEC, July 2016

Domergue F.
« Alpine Renault. Relancer une marque légendaire sur le segment premium sportif »
collection KEYS INSEEC, July 2016

Domergue F.
« Unilever France Nord. Continuous Improvement Process : The structure approach towards Excellence »
The Case Center, June 2016

Domergue F.
« MacDonald ‘s. Supply Chain management in fast food restauration »
The Case Center, November 2016

Domergue F.
« Renault Alpine. The relaunch of a legendary brand, source of identification for target clients »
The Case Center, November 2016

Contact fdomergue@inseec.com
Work in collaboration with other institutions
- Collaboration with Aix en Provence University, Paris I University, Bordeaux University
- Research conducted with PRISM SEE Lab, Université Paris I Panthéon Sorbonne

Other contributions
- Member of NACRA

Research themes
- Air transport risk management
- Sea transport risk management
- CSR, bank and customer trust
Mariem El Euch’s research focuses on understanding consumer behavior, his values, representations and his critical point of view about consumption and market practices. She is particularly interested in customer loyalty, luxury brands and gastronomy.

Ranked journals 2015-2016 ★ ★
Roux D., El Euch-Maalej M., Boyer J.
« Les jugements critiques du luxe : une approche par la légitimité »
Décisions Marketing, Vol.82, pp.33-52, Avril 2016, rank FNEGE 3, rank CNRS 3

Other scientific contributions

Academic contributions
Ardelet C., El Euch Maalej M., Mérigot P.
« Elior et la restauration collective en maison de retraite : comment revitaliser une offre vieillissante ? »
CCMP, accepted in 2015

Communications in Conferences

International Conferences
El Euch Maalej M.
« L’adhésion au programme de fidélisation : l’exploration du rôle des dispositifs de captation observés dans le point de vente »
Colloque International de la Recherche en Marketing (Association Tunisienne de Marketing), April 3rd to 4th 2015, Sfax (Tunisia)

Roux D., EL Euch Maalej M.
« Regimes of Critique and Conflicts of “Worlds”: a Conventionalist Approach to Loyalty Programs »
European Marketing Academic Conference (EMAC), Invited Session - Association Française du Marketing - Consumer Resistance, May 26th to 29th 2015, Leuven (Belgium)

El Euch-Maalej. M., Salvador M.
« When the local meeting excellence : the dish of star restaurant, a form of prescription for local products »
International Marketing Trends Conference, January 21st to 23rd 2016, Venice (Italy)

Work in collaboration with other institutions
- Participation to the PICRI Project
« Communication, Résistance et Information du Consommateur (CRIC) » coordinated by Prof. Roux, 2010-2014

Other contributions
- Member of Association Française de Marketing (AFM), EIASM
- Member of ALCOR Institute

Research themes
- Luxury marketing
- Gastronomy
- Customer relationship
- Consumer resistance

Contact meleuchmaalej@inseec.com
Bref Vitae

Salma Fattoum, PhD, is an Assistant Professor at INSEEC Business School (Lyon). Her research focuses on family business and managerial succession. She defended her doctoral thesis on succession in French family businesses in 2010 at the University of Lyon 3 (EM LYON Research Center). She is working currently on gender issues and growth intentions.

Ranked journals 2015-2016 ★ ★ ★

Fattoum S., Byrne J.
« L’influence du genre dans le choix du successeur en entreprise familiale »

Other scientific contributions

Communications in Conferences

International Conferences

Byrne J., Fattoum S.
« The Lenses Of Gender: A Narrative Analysis Of Succession In Family Business »
Babson College Entrepreneurship Research Conference (BCERC), June 10th to 13th 2015, Boston (USA)

Byrne J., Fattoum S., Balanchandra L.
« Man to ”Man”: Masculinity and Family Business Succession »
Annual Meeting of the Academy of Management (AOM), August 7th to 11th 2015, Vancouver (Canada)

Byrne J., Fattoum S., Giacomin O., Tounés A.
« For better or for worse? Marital status, parental status and entrepreneurial growth intentions »
ICSB World Conference (International Conference for Small Business), June 15th to 18th 2016, New Jersey, New York (USA)

Other contributions

- Member of Académie de l’Entrepreneuriat et de l’Innovation, Association Internationale de Recherche en Entrepreneuriat et PME, Academy of Management
- Best paper award at RENT Conference - Research in Entrepreneurship and Small Business “Passing the Marshall’s Baton: A Narrative Analysis of Gender in Family Business Succession” Byrne J., Fattoum S.
- Nominee researcher by Fondation des Sciences Sociales 2015 «Héritage et société : recherches sur la transmission des biens»

Contact sfattoum@inseec.com
Work in collaboration with Businesses
- Research conducted with Chambre de Commerce et d’Industrie France (CCI)

Research themes
- Family business
- Women entrepreneurs
- Gender
- Succession
Bref Vitae

Benoit FAYE is Associate Professor and researcher at INSEEC Business School. He is associated researcher at Larefi, Bordeaux University, where he received his Ph.D in 1993. From 1996 to 2007, he has taught in several Managers Training Programs at Bordeaux’s chamber of commerce and industry. Since 2008, he has been developing his field of research on real alternative assets, particularly real estate, art, and wine. He founded the Wine and Spirits master at INSEEC Business School in 2012 and co-founded the Bordeaux Wine Economists group of research.

Ranked journals 2015-2016 ★★★★★★★★★★★★

Le Fur E., Ben Ameur H., Braune E., Faye B.
« Financial market contagion on the fine wines: the evidence of ADCC GARCH model »

Faye B., Lacour C., Le Fur E.
« Géographie des ménages fortunés en France. Etude des déterminants de la localisation des ménages soumis à l’Impôt de Solidarité sur la Fortune »

Cardebat JM., Faye B., Le Fur E., Storchmann K.
« The Law of One Price in the Fine Wines Market »
Journal of Wine Economics, Vol.12(1), 0, rank CNRS 3

Faye B., Le Fur E., Prat S.
« Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements »
Applied Economics, Vol.47(29), pp.3059-3077, published online in February 2015, rank CNRS 2

Faye B., Vignolles A.
« Le discours identitaire des grandes métropoles européennes : émergence d’une maturité communicationnelle »
Revue d’Économie Régionale et Urbaine, accepted in November 2015, rank CNRS 3

Contact: bfaye@inseec.com
Le Fur E., Ben Ameur H., Faye B.
“Time-Varying Risk Premiums in the Framework of Wine Investment”
Journal of Wine Economics, accepted in May 2016, rank CNRS 3

Faye B., Channac F.
“A Hedonic Approach to Burial Plot Value in French Cemeteries”
Urban Studies, accepted in May 2016, rank CNRS 2

Masset P., Weisskopf JP., Faye B., Le Fur E.
“Red Obsession: the Ascent of Fine Wine in China”
Emerging Markets Review, accepted in May 2016, rank CNRS 3

Other scientific contributions
Communications in Conferences

Faye B.
“Identité urbaine et attractivité résidentielle : Le cas des petites et moyennes villes françaises”
Congrès annuel de l’Association de Science Régionale de Langue Française (ASRDLF), July 7th to 9th 2016, Gatineau (Canada)

Faye E., Prat S., Le Fur E.
“Taxinomy and dynamics of main alternative assets: evidence from short- and long-run price co-movements”
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Faye B., Cardebat JM., Masset P., Le Fur E.
“Explaining the fine wine price dispersion on auction markets”
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Faye B.
“About the constancy of the wine hedonic coefficients over time?”
Vineyard Data Quantification Society Conference (VDQS), May 25th to 28th 2016, Colmar (France)

Faye E., Prat S., Le Fur E.
“Taxinomy and dynamics of main alternative assets: evidence from short- and long-run price co-movements”
Bordeaux Wine Economics Workshop, September 10th to 11th 2015, Lausanne (Switzerland)

Cardebat JM., Faye B., Le Fur E., Masset P.
“The fine wine price puzzle: product heterogeneity vs heterogenous agents”
Bordeaux Wine Economics Workshop, September 10th to 11th 2015, Lausanne (Switzerland)

Masset P., Weisskopf JP., Faye B., Le Fur E.
“Red Bordeaux: Is there a premium on the China market?”
Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)

Faye B., Le Fur E., Braune E.
“Contagion Effects between Fine Wines and Financial Markets: Application of ADCC GARCH”
Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)

Faye B., Prat S., Le Fur E.
“Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements”
European Association of Wine Economists Conference (EuAWE) - VDQS, May 27th to 30th 2015, Brno (Czech Republic)

Faye B., Le Fur E., Prat S.
“Dynamics of main alternative assets - real estate, art and fine wine prices: evidence from short and long run co-movements”
American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)
Masset P., Weisskopf JP., Faye B., Le Fur E.
« Red obsession: the ascent of fine wine in China »
American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)

Masset P., Cardebat JM., Faye B.
« Analysing the risk of an illiquid asset, the case of wine »
American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)

Masset P., Weisskopf JP., Faye B., Le Fur E.
« Red obsession: the ascent of fine wine in China »
Alternative Investments Conference, April 10th to 16th 2015, Shanghai (China)

Other contributions
- Member of Association Française de Finance Internationale (AFFI), ERES, VDQS, Bordeaux Wine Economists, AAWE, AEWE, ASRDLF

Work in collaboration with Businesses
- Research agreement with Wine Services Company, Research Contract with the Aquitaine Region on Wine price determinants (2014-2018)

Research themes
- Hard assets and portfolio management
- Wine finance
- Urban and real estate economy
- Cultural economics
- Urban marketing
- Urban attractiveness

Work in collaboration with other institutions
- Collaboration with École Hôtelière de Lausanne and with Université de Bordeaux (GRETA, Larefi)
- Collaboration with Région Aquitaine
- Co-founder of Bordeaux Wine Economists group (BWE)
Bref Vitae

Dr Flores is an accomplished entrepreneur that counts over 25 years of business and venture development. As the original founder of CRM Metrix, a Digital Marketing Analytics Company, he self-funded the business and led the company for 13 years with offices in the US, Europe and Asia until the company was sold and integrated into a larger organization in 2013. Since then, he is Professor of Management at Université Paris II & INSEEC. He was Visiting Professor at Eada Business School (Barcelona), Fordham University New York, Hec Paris and visiting researcher at Insead. He published over 50 articles and books in journals such Marketing Science, Journal of Advertising Research, Journal of Consumer Marketing, International Journal of Market Research, Décisions Marketing, etc. His area of interest range from marketing and data analytics, innovation and new product development, to digital marketing. On this last theme, he is the author of “How to Measure Digital Marketing” (Palgrave MacMillan) Editors, praised as “the Reference Guide” for measuring and valuing Digital Marketing. He published a first book in French on the matter with Dunod in July 2012, “Mesurer l’Efficacité du Marketing Digital”, that received the Price for Best Marketing Book of the year from the Academy of Marketing Science in France. The second edition of the book was released on April 13th 2016. He is co-author of “Marketing Management: a Value Creation Process” (October 2012, Palgrave MacMillan). He also was elected President of ESOMAR for the term 2015-2016, ESOMAR is the global leading market research association.

Ranked journals 2015-2016 ★ ★ ★

Cui G., Peng L, Florès L.
« Selecting Ideas for New Product Development: Comparison of Monadic Test and Adaptive Concept Screening under the G Theory Framework »

Florès L.
« Market Research Industry: Tipping Point or Point of No Return? »
Other scientific contributions

Other journals, scientific popularization
Florès L.
« ESOMAR Growth 2017 »
Research World, October, 2015
Florès L.
« Quelques principes clés pour la mise en place de KPI marketing pertinents »
La Revue des Marques, April 2016

Scientific Books and Scientific Book Chapters
Florès L.
« Mesurer l’efficacité du marketing digital »
Ed. Dunod (2ème édition)

Communications in Conferences

International Conferences
Florès L.
« President’s address, introduction and closing »
ESOMAR Annual Congress, September 27th to 30th 2015, Dublin (Ireland)
Moreau A., Florès L.
« Combining open data and econometrics modelling to understand voter’s motivations »
Winner of Best Paper Conference, ESOMAR Big Data Conference, November 2016, Berlin (Germany)

Work in collaboration with other institutions
• Collaboration with EADA Business School, Barcelona (Spain), Paris II University, Paris Dauphine University, IAE La Rochelle, ESADE (Spain)
• Collaboration with Millward Brown, Audencia

Other contributions
• Member of ESOMAR
• Member of the review committee for International Journal of Market Research (IJMR), Revue Française du Marketing
• Scientific Board of ADETEM, ESOMAR
• Ad-hoc reviewer for Décisions Marketing (DM), Recherche et Applications en Marketing (RAM), Journal of Advertising Research (JAR)
• Winner of the Best Paper Award of The 2016 ESOMAR Big Data Conference
• President and Chairman of the Board of the ESOMAR, 2015-2016

Work in collaboration with Businesses
• Research conducted with SLPV-Analytics, ESOMAR

Research themes
• Innovation diffusion, case of movie and book businesses
• New product Ideas: ideation and selection
• New methods
• Digital marketing
• Big data & Open data
• Web proxies and market prediction
Gregory Gadzinski is an Assistant Professor and Head of the Finance and Economics department at the International University of Monaco. He was previously an Assistant Professor of Economics at the Chair for International Economics in Cologne, Germany. His consultancy experience includes mandates at ALPSTAR Management, a multi-strategy hedge fund and at the European Central Bank.

Dr. Gadzinski has a PhD in Econometrics from the Aix-Marseille University. Gregory has published articles in the Journal of Asset Management, the Journal of Hedge Funds and Derivatives, and the Journal of Investing. His research focuses mainly on financial risk measures, global asset allocation, alternative assets portfolios and big data.

**Ranked journals 2015-2016 ★**

Gadzinski G., Boigner P.
« Diversification with Risk Factors and Investable Hedge Fund Indices »
*Journal of Asset Management, Vol. 16 (2), pp. 101-116, March 2015, rank FNEGE 4, rank CNRS 4*

**Other scientific contributions**

**Other journals, scientific popularization**

Gadzinski G., Boigner P.
« Seeking Fully Investable and Optimized Exposure to Alternative Assets »
*Alternative Investment Analyst Review, Q2, pp. 59–71, Spring 2015*

Gadzinski G.
« Risk aversion »
*Banking and Finance, July 2015*

**Communications in Conferences**

**International Conferences**

Gadzinski G.
« Forward Looking equity Risk Premia »
*International Conference of the Financial Engineering and Banking Society, June 11th to 13th 2015, Nantes (France)*

Bakardzhieva D., Kamar B., Gadzinski G.
« Removing Barriers To Msmes Growth As Employment-Creating Policy – The Case Of Egypt »
*7th International Research Meeting in Business and Management (IRMBAM-2016), 11th to 12th July 2016, Nice (France)*

**Contact** ggadzinski@inseec.com
Gadzinski G.
Panelist at the Opal Exchange Monaco on “Real Assets Investing”, October 2015, Monaco

Gadzinski G.
« Globally Diversified Multi-asset Portfolios with ETFs »
Zagreb Stock Exchange Academy Conference, March 2016, Zagreb (Croatia)

Other contributions
- Member of European Finance Association, Member of Association Française de Finance Internationale (AFFI)

Work in collaboration with Businesses
- Research conducted with Panthera Solutions

Research themes
- Portfolio management
- Behavioral finance
- Asset pricing
- Big data
Other scientific contributions

Academic contributions
Martinez JL., Galois-Faurié I.
« Cas Evasion », Collection Keys, by INSEEC, CCMP, 2015
Martinez JL., Galois-Faurié I.
« Evasion Case », INSEEC Cases, The Case Center, 2016

Communications in Conferences
International Conferences
Richard D., Galois I., Deloche F., Montlahuc JJ.
« Le coach : un tiers pour aider l’entreprise à lier bien-être et performance »
Rencontres Internationales des Sciences du Management, May 14th to 15th 2015, Marrakech (Morocco)

Other contributions
- Member of AGRH
- Ad-hoc reviewer for International Journal of Organizational Analysis, RIMHE, @GRH

Work in collaboration with Businesses
- Research conducted with Pôle-Emploi, Krauthammer, CJD, Daesign and several professional coaches

Research themes
- Innovative Recruiting Practices
- HRM practices in innovative SMEs
- Competency management and managerial competencies development
- Organizational commitment
Ranked journals 2015-2016 ★★★★★★★★★★★★

Gandia R., Brion S.
* « How to Avoid Dependence in the Video Game Industry: The Case Ankama »

Gandia R., Tourancheau F.
* « Strategizing and organizing in the innovation process: An innovizing perspective applied to a multimedia firm »

Parmentier G., Gandia R.
« Gérer l’ouverture dans un business model multiface : le cas du jeu vidéo en ligne »
   Revue Française de Gestion, Vol.42(254), pp.107-128, January 2016, rank FNEGE 2, rank CNRS 4

Gandia, R., Gardet, E., Guallino, G.
« Quelles stratégies pour gérer les asymétries d’interdépendance ? Une application aux studios de jeu vidéo français »
   Revue Française de Gestion, Vol.42(256), pp.103-123, April 2016, rank FNEGE 2, rank CNRS 4

Parmentier G., Gandia R.
« Redesigning the Business Model: from one-sided to multi-sided »
   Journal of Business Strategy, accepted in July 2016, rank FNEGE 3, rank CNRS 3

Gandia R., Jeannot F., Guallino G.
« Améliorer la proposition de valeur d’un business model via la simulation mentale: le cas des produits technologiques innovants »
   Revue Française de Gestion, accepted in December 2016, rank FNEGE 2, rank FNEGE 4

*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Other journals, scientific popularization
Gandia R.
« Elaborer des Business Models multifaces »
   Alliancy le mag, October 2015

Academic contributions
Gandia R., Parmentier G.
« Stratégie d’innovation ouverte et gestion de la propriété intellectuelle, le cas Nadeo/Trackmania : quand une communauté innovante s’empare d’un jeu ouvert » in « Gestion de l’innovation : 12 études de cas » Loilier T., Tellier, A., Editions EMS, 2015
Communications in Conferences

International Conferences

Gandia R., Guallino G.
« Organizing value creation and value capture in the innovation process : Evidence from video game SMEs »
*International Association for Strategic Management Congress (AIMS), June 3rd to 5th 2015, Paris (France)*

Parmentier G., Gandia R.
« Redesigning the Business Model: from one-sided to multi-sided »
*EGOS Colloquium, July 2nd to 4th 2015, Athens (Greece)*

Gandia R., Jeannot F., Guallino G.
« Simulation mentale et anticipation des freins à l’engagement du consommateur dans la proposition de valeur : une application aux produits réellement nouveaux »
*International Association for Strategic Management Congress (AIMS), May 30th to June 1st 2016*

Other Conferences

National Conferences

Other Conferences

Parmentier G., Gandia R.
« Comment construire un business model multifaces ? »
*Rencontre du Groupe de Recherche «Innovation» de l’AIMS, September 17th to 18th 2015, Strasbourg (France)*

Work in collaboration with other institutions

- Collaboration with IAE Grenoble (CERAG Lab), IAE Savoie Mont Blanc (IREGE Lab), IAE Lille (LEM) and GEM (Grenoble School of Management)
- Participation to the ANR BBM Project « Better Business Model », 2014-2017
- Research conducted in the Animation area with CITIA, Camera Talk, Small Bang, Folimages
- Research conducted in the Video Game area with Ankama, Namco Bandai, AFJV (Association Française pour le Jeu Vidéo), Imaginove

Other contributions

- DBA (Doctoral Business Administration) Thesis directions and juries
- Member of AIMS, EGOS
- Ad-hoc reviewer for Journal of Small Business Management, Long Range Planning, M@n@gement, Management International, International Journal of Arts Management, Revue Française de Gestion, Creativity and Innovation Management
- Ad hoc reviewer for several conferences : AIMS, EGOS

Work in collaboration with Businesses

Research themes

- Digital innovation management
- Resource dependence
- Multi-sided business model
Bref Vitae

Gabriel Guallino is the Academic Director of the INSEEC BS, Lyon Campus. His fields of Research are Survival Analysis, Logistic Regression Analysis, organizational learning, mergers and acquisitions, post-merger integration process, tourism innovation.

Ranked journals 2015-2016 ★★★★

Guallino G., Salvador M.
« Les critères de choix d’une destination par la segmentation des expériences de consommation des touristes : une application aux stations de ski »
Management & Avenir, Vol.79, pp.75-95, July 2015, rank FNEGE 4, rank CNRS 4

Gandia, R., Gardet, E., Guallino, G.
« Quelles stratégies pour gérer les asymétries d’interdépendance ? Une application aux studios de jeu vidéo français »
Revue Française de Gestion, Vol.42(256), pp.103-123, April 2016, rank FNEGE 2, rank CNRS 4

Gandia R., Jeannot F., Guallino G.
★★
Améliorer la proposition de valeur d’un business model via la simulation mentale: le cas des produits technologiques innovants
Revue Française de Gestion, forthcoming in 2017, accepted in December 2016, rank FNEGE 2, rank CNRS 4

**stars counting for 2017

Other scientific contributions

Academic contributions

Guallino G., Ravix C.
« Cas n° 1 : Val Thorens - La relation client au cœur de la stratégie marketing d’une station de ski »
in « Recueil de cas en management et marketing des services », Editions EMS, 2016

Communications in Conferences

International Conferences

Parmentier G., Guallino G.
« La sélection des idées dans une séance de créativité : impact du profil des participants et du mode d’évaluation »
International Association for Strategic Management Congress (AIMS), June 3rd to 5th 2015, Paris (France)

Contact gguallino@inseec.com
Gandia R., Guallino G.
« The organization of the innovation process to create and capture value: evidence from the video game industry »
*International Association for Strategic Management Congress (AIMS), June 3rd to 5th 2015, Paris (France)*

Gandia R., Jeannot F., Guallino G.
« Simulation mentale et anticipation des freins à l’engagement du consommateur dans la proposition de valeur : une application aux produits réellement nouveaux »
*International Association for Strategic Management Congress (AIMS), May 30th to June 1st 2016*

**Other contributions**
- Member of AFMAT

**Research themes**
- Strategic management
- Mergers & acquisitions
- Organizational learning
- Growth strategy
- Joint venture
- Survival analysis
Serge Guérin is a Doctor (Hdr) in Information and Communication Sciences and a Senior Professor at INSEEC Paris, where he directs the MSc “Director of Healthcare Institutions”. Precursor and specialist in issues related to aging, longevity and Intergenerational, he advocates a positive approach to the senorization of society.

He also worked on the new forms of solidarity, on the valorization of caregivers of close relations, and attitudes of benevolence.

He published in 2017, with Ph. Tavoillot (University Paris IV) “Will the war of the generations take place?”, Calmann-Levy Editions.

**Other scientific contributions**

**Other journals, scientific popularization**

**Guérin S.**
- « Société de la longévité : bien vieillir, art de vivre ou norme sociale ? »  
  *Revue Politique & Parlementaire*, forthcoming in 2017

**Sanchez S., Guérin S., coll**
- « Les bons mots pour le dire »  
  *NPG Neurologie - Psychiatrie – Gériatrie*, vol. 16(94), pp. 204-211, 2016

**Guérin S., Berrut G.**
- « La silver économie, un levier pour un autre développement ? »  

**Guérin S.**
- « La silver économie : le vieillissement au service du développement ? »  
  *Economie & Management*, June 2016

**Guérin S.**
- « Les aidants au cœur de la solidarité sociale »  

**Scientific Books and Scientific Book Chapters**

**Guérin S., Tavoillot Ph.**
- « La guerre des générations aura-t-elle lieu ? »  
  *Calmann-Lévy Editions*, 2017

**Guérin S.**
- « Silver Génération. 10 idées fausses à combattre sur les seniors »  
  *Editions Michalon*, 2015

**Guérin S.**
- « Les sciences humaines, boussole pour les entreprises dans un monde en mutation »  
  *Edition Anvie/MSH*, 2015

**Contact**

sguerin@inseec.com
Communications in Conferences

National Conferences

Guérin S.
« Enjeux de la longévité »
Journée pour le Lancement Chaire SilverVision,
Université Paris 6, Paris (France), January 20th 2015

Guérin S.
« Paupérisation et vieillissement »
Assises de la revue Gérontologie et Société,
Paris (France), October 21st 2015

Guérin S.
« Les e-seniors »
Expert conference at the CESE Workshop,
30th March 2016, Brussels (Belgium)

Guérin S.
« Le sens du futur »
“Industrie du futur” ENSAM forum,
28th June 2016, Paris (France)

Guérin S.
« Les mutations sociales en France »
Université Adding protection sociale,
9th September 2016, Brussels (Belgium)

Other Conferences

Guérin S.
« La démarche Ville Amie des Aînés »
Introduction Conference, Journée Inset, Angers (France), March 5th, 2015

Guérin S.
« Place du patient dans le cancer »
Colloque UniCancer, 22nd November 2016,
Dijon (France)

Work in collaboration with other institutions

- Affiliated researcher at Centre Edgard Morin (EHESS/CNRS)

Other contributions

- Member of Conseil de la CNSA, Haut Conseil à la famille, l’enfance et l’âge
- Member of the Review of Management et Avenir
- Member of the Scientific Orientation Board “Silver Economie” of La Poste
and of the Scientific Board of Réseau Francophone “Ville Amies des Aînés”

Work in collaboration with Businesses

- Research conducted with La Poste, OCIRP, Independance Royale

Research themes

- Silver economy facing usages and expectations of seniors
- Problems of caregivers, what is the role of enterprises?
- Problems of caregivers, where is the caregivers’ speech?
- Social participation of seniors and territory
- Perspectives for the “Ville Amie des Aînés” project
Citations: Papers: 12, Years: 5, Total number of citations: 5, G index: 1, H index: 1, HC index: 2

Bref Vitae
After having graduated from ESCP, Florence Jeannot started her career as an advertising manager at J. Walter Thompson. Then she joined Dassault Systèmes, a computer company specializing in PLM softwares, where she successively held positions as product manager, responsible for communication on international campaigns, and responsible for planning and monitoring the performance of marketing actions. She shifted her career to marketing research and teaching, by getting a PhD in Management Science in 2012 at the University of Grenoble. While writing her doctorate’s dissertation, she worked closely with GfK studies institute and IDEAs Laboratory, a multi-stakeholder innovation platform. Her research interests are in the areas of innovation adoption and diffusion, creativity, and emerging technologies. She is also interested in consumer decision-making and advertising communication. She communicates in international conferences (Word Marketing Congress, Association for Consumer Research, European Marketing Academy), and publishes in refereed journals (Recherche et Applications in Marketing, Décisions Marketing, Revue Française de Gestion, Systèmes d’Information et Management).

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★

Balbo L., Jeannot F.
* « The fit between message framing and temporal distance: An efficient way to promote an innovative product »

Dampérat M., Jeannot F., Jongmans E., Jolibert A.
« Team creativity: Creative self-efficacy, creative collective efficacy and their determinants »
Recherche et Applications en Marketing, Vol.31(3), pp.6-25, September 2016, rank FNEGE 2, rank CNRS 2

Balbo L., Jeannot F., Estarague J.
« Promouvoir les comportements de santé pro-sociaux : l’association du cadrage du message et de la distance sociale »

Contact fjeannot@inseec.com
Gandia R., Jeannot F., Guallino G.
« Améliorer la proposition de valeur d’un Business Model innovant : le rôle de la simulation mentale »
Revue Française de Gestion, accepted in December 2016, rank FNEGE 2, rank CNRS 4

Balbo L., Jeannot F, Helme-Guizon A.
★★ « When recommending a product backfires: The effects of justification and source on user responses to online personalized recommendations »
Systèmes d’Information et Management, accepted in December 2016, rank FNEGE 2, rank CNRS 2

*stars counting for 2014 (accepted in 2014)
**stars counting for 2017 (accepted in 2016)

Other scientific contributions
Communications in Conferences
International Conferences

Dampérat M., Lei P., Jeannot F., Jolibert A.
« Alliance entre un produit marqué et un label bio : étude à travers la dynamique de pouvoir »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Balbo L., Jeannot F., Estarague J.
« Combining message framing and social distance to promote pro-social health behaviors »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Balbo L., Jeannot F., Estarague J.
« The fit between message framing and social distance: an efficient way to promote pro-social health behaviors »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Balbo L., Jeannot F., Estarague J.
« Who is the person in need? Combining message framing and social distance to promote pro-social health behaviors »
Academy of Marketing Conference (AMC), July 8th to 10th 2015 (Ireland)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« Influence de l’usabilité de l’esthétique sur l’évaluation d’un produit interactif »
International Congress of Association Française de Marketing (AFM), May 18th to 20th 2016, Lyon (France)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« A crossed influence of usability and aesthetics on interactive device evaluation: studying exposure versus use effects »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« Team creativity: creative self-efficacy, creative collective efficacy and their determinants »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Gandia R., Jeannot F., Guallino G.
« Simulation mentale et anticipation des freins à l’engagement du consommateur dans la proposition de valeur : une application aux produits réellement nouveaux »
International Association for Strategic Management Congress (AIMS), May 30th to June 1st 2016
Dampérat M., Jongmans E., Lei P., Jeannot F., Jolibert A.
« Studying brand/alliances: Propositions of a value transfer model »
*19th World Marketing Congress of Academy of Marketing Science (AMS), July 19th to 23rd 2016, Paris (France)*

National Conferences
Guallino G., Jeannot F., Jolibert A.
« Des stations de montagne éco-responsables : modélisation et test des effets sur les consommateurs »
*Conférence de l’Association Francophone du Management des Activités Touristiques (AFMAT), May 3rd to 4th 2016, Chambéry (France)*

Other Conferences
Catel A., Dampérat M., Jeannot F., Jongmans E.
« L’efficacité créative collective : étude de l’influence de l’efficacité créative personnelle et de la proximité sociale »
*AIMAC Conference, June 28th to 30th, 2015, Marseille (France)*

Work in collaboration with other institutions
- Collaboration with CERAG, LIG, Grenoble INP
- Participation to the PRS (Projet de Recherche Structurant) Project « USER X », 2015-2016

Other contributions
- Member of Association Française de Marketing (AFM)
- Ah-hoc reviewer for Décisions Marketing, Management International

Work in collaboration with Businesses
- Research Grant: UserX research project with Genoble Alpes Université - AAP UPMF SHS 2015-2016

Research themes
- Marketing of innovation and creativity
- Communication
- User experience
- Sustainable tourism
Citations: Papers: 136, Years: 42, Total number of citations: 3081, G index: 55, H index: 21

Bref Vitae
Alain Jolibert defended a Ph.D. at the University of Texas at Austin, USA in 1975. He was also Agrégé des Universités in 1979 and obtained a diploma from the ESCP in 1966. He has been successively UFR manager, has managed a doctoral school and the doctoral college of the Pierre Mendes France University at Grenoble. He also created one research lab in business CNRS (UMR). He is the coauthor of 16 books, of 18 publications in different books, of 28 articles in English and of 36 articles in French. He manages 52 theses and 12 DBA. He manages currently the research at INSEEC Chambéry.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Carsana L., Jolibert A.
« L’influence de la propension à schématiser par marques sur une stratégie d’alliance marque/label écologique »
Décisions Marketing, Vol.77, pp.115-130, January 2015, rank FNEGE 3, rank CNRS 3

Lacroix C., Jolibert A.
« Targeting consumers who cares about future generations »
Psychology and Marketing, Vol.32 (8), pp.783-794, August 2015, rank FNEGE 2, rank CNRS 3

Lei P., Jolibert A.
« Non personal and personal determinants of red wine choice rather than other wines among chinese consumers: modeling multi-levels and cross-levels interactions »

Giordano Y., Jolibert A.
« Pourquoi je préfère la recherche quantitative, pourquoi je préfère la recherche qualitative »
Revue Internationale PME (RIPME), Vol.29(2), pp.7-17, July 2016, rank FNEGE 3, rank CNRS 4

Dampérat M., Jeannot F., Jongmans E., Jolibert A.
« Team creativity: Creative self-efficacy, creative collective efficacy and their determinants »
Recherche et Applications en Marketing, Vol.31(3), pp.6-25, September 2016, rank FNEGE 2, rank CNRS 2

Contact ajolibert@inseec.com
Jongmans E., Jolibert A.
« Comment la mesure de la préférence entre produits influence-t-elle le poids estimé de leurs attributs ? »
Recherche et Applications en Marketing, Vol.32(4), forthcoming in 2017, accepted in October 2016, rank FNEGE 2, rank CNRS 2

Carsana L., Jolibert A.
« The effects of expertise and brand schematicity on the perceived importance of choice criteria: a Bordeaux wine investigation »
Journal of Product and Brand Management, Vol.26(1), accepted in April 2016, rank FNEGE 4, rank CNRS 4

Other scientific contributions
Scientific Books and Scientific Book Chapters
Jolibert A.
« Les grands auteurs en marketing »
Editions EMS, labelled by FNEGE, 2016

Communications in Conferences
International Conferences
Jongmans E., Jolibert A., Irwin J.
« L’Effet du nombre d’attributs non marchands sur l’évaluation d’un produit par un consommateur est-il le même selon le mode d’évaluation utilisé ? »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Dampérat M., Lei P., Jeannot F., Jolibert A.
« Alliance entre un produit marqué et un label bio : étude à travers la dynamique de pouvoir »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Jongmans E., Jolibert A., Irwin J.
« Estimation du poids d’un attribut environnemental : influence et effet des mesures d’évaluation »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« Influence de l’usabilité de l’esthétique sur l’évaluation d’un produit interactif »
International Congress of Association Française de Marketing (AFM), May 18th to 20th 2016, Lyon (France)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« A crossed influence of usability and aesthetics on interactive device evaluation: studying exposure versus use effects »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Jeannot F., Jongmans E., Dampérat M., Jolibert A.
« Team creativity: creative self-efficacy, creative collective efficacy and their determinants »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Dampérat M., Jongmans E., Lei P., Jeannot F., Jolibert A.
« Studying brand/alliances: Propositions of a value transfer model »
19th World Marketing Congress of Academy of Marketing Science (AMS), July 19th to 23rd 2016, Paris (France)
Other contributions

- PhD Theses Direction and co-direction, and juries for PhD Theses or HDR (Authorisation to direct Research) defences (Université Paris Dauphine, Université de Grenoble, Université de Clermont-Ferrand, Université de Bordeaux)
- Member of Association Française de Marketing (AFM)
- Member of the review committee for RAM (permanent)
- Reviewer for the Journal of Business Research

Research themes

- Acculturation
- Innovation
- IRT
- Industrial marketing
- Brand
Citations: Papers: 19, Years: 5, Total number of citations: 63, G index: 7, H index: 4, HC index: 6

Bref Vitae

Olfa KAABIA is an Assistant Professor of Finance at INSEEC Business School. She received her M.Sc. in Risk Management from the ENS Cachan and a Ph.D in Economics from the Paris West University in 2013. Before joining INSEEC Business School, she worked as Research Manager at Banque de France and AXA. She published many papers in ranked journals such as Annals of Operations Research, Economic Modelling, Journal of Quantitative Economics. Her current research areas cover topics such as: Financial contagion, Emerging and developed stock markets, Stock markets integration, Modeling contagion effects and crises transmission channels.

Ranked journals 2015-2016 ★★★★★★★

Kaabia, O.
* « International Equity Markets Co-movements and Contagion: A Novel Perspective »

Kaabia, O.
* « Potential Contagion Effects on OECD Countries: A FAVAR Model under Bayesian Framework »

Abid I., Mkaouar F., Kaabia O.
« Dynamic Analysis of the Forecasting Bankruptcy under Presence of Unobserved Heterogeneity »
  Annals of Operations Research, pp.1-16, rank CNRS 2, rank CNRS 2

Kaabia O., Abid I., Mkaouar F.
« The Dark Side of the Black Gold Shock onto Europe: One stock’s joy is another stock’s sorrow »
  Economic Modelling, Vol.58, pp.642-654, November 2016, rank CNRS 2

Guesmi K., Kaabia O., Abid I.
« ASEAN Plus Three Stock Markets Integration »
  Journal of Quantitative Economics, Vol.13-14, pp.1-17, published online in October 2016, rank CNRS 3

*stars counting for 2014 (accepted in 2014)
Other scientific contributions
Other journals, scientific popularization
Kaabia O.
« La crise actuelle, une énigme manifeste vers une sortie « cahin-caha » ? »

Communications in Conferences
National Conferences
Kaabia O., Abid I., Mkaouar F.
« Dynamic Analysis of the Forecasting Bankruptcy under Presence of Unobserved Heterogeneity »
8th International Finance Conference, IFCB, March 12th to 14th 2015, Paris (France)

Other contributions
• Member of Association Française de Finance Internationale (AFFI), AFSE

Research themes
• International finance
• Contagion and financial integration
Bref Vitae

Bassem Kamar is Senior Economist at the International Monetary Fund’s Center for Economics and Finance (CEF). In his career at the Fund he was also Economist in the Middle East and Asian Divisions of the Institute for Capacity Development in Washington DC, and consultant on numerous training projects. He was previously Professor of Economics, Director of the Doctoral Program and Director of Research and Research Dissemination at the International University of Monaco. He is the founder of the Monaco Mediterranean Research Network (MMRN) and co-founder of the Euro-Mediterranean Economists Association (EMEA). He is the author of a book on “Globalization and Exchange Rate Policies” and of numerous scientific articles on the design and implementation of monetary policy and exchange rate regimes for oil-rich economies, as well as forecasting and managing exchange rate behavior in emerging economies. His current research interests focus on employment creation policies in the Middle East, and strategies for making growth more inclusive. He has extensive expertise in projecting and enhancing debt sustainability in highly indebted Middle-Eastern countries, and worked on designing policies for attracting foreign direct investments and stimulating small and medium enterprise growth.

Citations: Papers: 24, Years: 15, Total number of citations: 182, G index: 13, H index: 8, HC index: 4

Ranked journals 2015-2016 ★

Kamar B., Bakardzhieva D.
« Beyond the Optimistic Curse: A New Multi-Scenario Approach to Debt Sustainability Assessment »

Other scientific contributions

Communications in Conferences International Conferences

Bakardzhieva D., Kamar B., Gadzinski G.
« Removing barriers to MSMEs growth as employment-creating policy – the case of Egypt »
7th International Research Meeting in Business and Management (IRMBAM-2016), 11th to 12th July 2016, Nice (France)

Bakardzhieva D., Kamar B., Goaied M.
« From Inclusive Growth to Job Creation in the MENA Countries »
Middle East Economic Association International Conference on “Inclusive growth for transitional MENA countries”, 23rd to 25th March 2015, Hammamet (Tunisia)

Contact bkamar@inseec.com bkamar@imf.org
Other Conferences

Kamar B, Soto R.
« Monetary Policy and Economic Performance in Resource Dependent Economies »

Monetary and Fiscal Institutions in Resource-Rich Arab Economies, Economic Research Forum and Arab Fund for Economic and Social Development, November 4th to 5th 2015, Kuwait City (Kuwait)

Work in collaboration with other institutions

• Collaboration with Economic Research Forum Egypt, Central University of Tunisia, University of Southern California (Los Angeles, USA), IHEC Carthage (Tunisia), Dubai Economic Council (United Arab Emirates), Lebanese American University (Lebanon)
• Collaboration with l’Institut pour le Développement des Capacités du Fonds Monétaire International

Other contributions

• Jury member to the PhD thesis defense of Mr. Zoltan HORVATH, IAE, University of Nice-Sophia Antipolis (October 2015)
• Member of Association Française de Finance Internationale (AFFI), Euro-Mediterranean Economists Association
• Ad-hoc reviewer for Middle East Development Journal, Review of Middle East Economics and Finance, Emerging Markets Finance and Trade

Research themes

• Euro-mediterranean relations
• International economics
• Exchange rates
• Macroeconomic policies
• Debt sustainability and debt management
• Inclusive growth
Citations: Papers: 15, Years: 34, Total number of citations: 741, G index: 22, H index: 54

Bref Vitae
Jean-Noël Kapferer is an expert on internationally renowned brands. He is known for his high-level work on the identity of brands, their strategic management, their architecture and more recently on the management of prestige and luxury. He received his PhD from the Kellogg Business School (Northwestern University, USA). He is the author of many articles published in American scientific journals (Marketing Science, The Journal of Marketing Research, Journal of Advertising Research, Journal of Psychology and Marketing, Advances in Consumer Research, The Public Opinion Quarterly, Journal of Brand Strategy), and European scientific journals (The Financial Times, The European Business Review Journal of Brand Management). He also is the author of numerous books on brand management, management of luxury brands, communication, word of mouth and advertising.

Ranked journals 2015-2016 ★ ★ ★ ★
Kapferer JN., Valette-Florence P. « Beyond rarity: the paths of luxury desire. How luxury brands grow yet remain desirable »
Journal of Product and Brand Management, Vol.25(2), pp.120-133, April 2016, rank FNEGE 4, rank CNRS 4
Kapferer JN., Laurent G. « Where Do Consumers Think Luxury Begins? A Study of Perceived Minimum Price for 21 Luxury Goods in 7 Countries »

Other scientific contributions
Other journals, scientific popularization
Kapferer JN., Valette-Florence P. « Is luxury sufficient to create brand desirability? A cross-cultural analysis of the relationship between luxury and dreams »
Kapferer JN., Michaut A. « Luxury and sustainability: a common future? The match depends on how consumers define luxury »

Contact jnkapferer@inseec.com
Scientific Books and Scientific Book Chapters

Kapferer JN.
« Luxe nouveaux Challenges, nouveaux challengers »
Eyrolles Editions, Grand prix de l'Académie des Sciences Commerciales, September 2016

Kapferer JN.
« The Challenges of Luxury Branding »

Kapferer JN.
« Selecting the Brand Architecture to Match Your Strategy »

Kapferer JN.
« Luxury Branding », in « The Brand Challenge : adapting branding to sectorial imperatives »
K. Kompella eds, London and New Dehli, Kogan 2015

Kapferer JN.
« Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare », KoganPage March 2015

Communications in Conferences

International Conferences

Chandon JL., Laurent G., Kapferer JN.
« Is the Price Frontier of Luxury Invariant Across Countries? Configural – Metric but not Scalar Invariance »
Monaco Symposium on Luxury, April 7th-8th 2016,
Monaco (Principality of Monaco)

Kapferer JN., Valette-Florence P.
« Are luxury and fashion opposite concepts? »
LVMH-SMU International Luxury Conference, June 20th to 21st 2016

Work in collaboration with other institutions

- Teaching in the DBA program at IUM (International University of Monac)

Other contributions

- Honorary Editor of The Journal of Luxury Research

Research themes

- Luxury marketing
Ranked journals 2015-2016 ★ ★ ★
Kauppinen-Räisänen H., Rindell A., Åberg C.
« Conveying conscientiousness: Exploring environmental images across service-capes »

Kauppinen-Räisänen H., Grönroos C.
« Are service marketing models really used in modern practice? »

Other scientific contributions
Other journals, scientific popularization
Bjork P., Kauppinen-Räisänen H., Leisure H.
« Contemporary insights to the dynamic pre-trip information sourcing behaviour »

Research themes
- Tourism & Hospitality
- Souvenirs
- Wine
- Luxury
- Company Identity

Communications in Conferences

Other contributions
- Member of Association Française de Marketing (AFM)
Ranked journals  2015-2016 ★ ★ ★ ★

Kessous A., Roux E., Chandon JL.
* « Consumer-Brand Relationships: A Contrast of Nostalgic & Non-Nostalgic Brands »

Kessous A., Boncori AL., Paché G.
« Transport durable et grande distribution : quelles perceptions des consommateurs? Une application du carré sémiotique »

Kessous A.
« Nostalgia and brands: A sweet rather than a bitter cultural evocation of the past »

*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Other contributions
- Member of Association Française de Marketing (AFM)
- Member of the review committee for Décisions Marketing
- Member of the review committee for several conferences Association Française du Marketing, Association Tunisienne du Marketing

Research themes
- Nostalgia (Retro-marketing, Generativity)
- Sustainable Consumption (Sustainable Marketing, Healthcare Marketing)
Bref Vitae

Prof. Dr. Phil Klaus is widely considered one of the leading Customer Experience and Marketing Strategy experts worldwide. He is Professor of Customer Experience at the International University of Monaco INSEEC Research Center, founder of Dr. Phil Klaus & Associates Consulting, bestselling author of “Measuring Customer Experience – How to Develop and Execute the Most Profitable Customer Experience Strategies,” and holds multiple visiting professorships around the globe. His award-winning research has appeared in numerous books, and a wide range of top-tier academic and managerial journals. Phil is a frequent keynote speaker at public and in-company seminars and conferences around the world. He is an experienced manager and management consultant with an active, international portfolio of Blue-Chip clients for whom he advises on customer experience strategy, profit enhancement, ‘next practice,’ and business development.

Other scientific contributions

Communications in Conferences

International Conferences

Klaus P., Lee C.
« The benefits of Big Data: Using Adopted Data Mining to Achieve Superior Customer Experience Strategy Execution »
American Marketing Association SERVSIG 2016 Conference, June 16th to 19th 2016, Maastricht (Netherlands)

Work in collaboration with other institutions

- Visiting Research Fellow London School of Commerce
- Visiting Fellow Cranfield University School of Management
- External Examiner for PhD in Marketing (Customer Experience), CASE, Pakistan (2015).

Other contributions

- Associate member of Centre of Service Management Loughborough University and Associate member of Centre for Applied Service Communication Research Loughborough University

Contact: pklaus@inseec.com

Recipient 2015/16 Visiting Erskine Fellowship, Department of Management, Marketing and Entrepreneurship, College of Business and Law, University of Canterbury, Christchurch, New Zealand.

Nominee 2015/16 SERVSIG Emerging Service Scholars Award

Work in collaboration with Businesses

Advisory Board Member Kanari Internet JLT, Dubai, UAE.
Non-Executive Director Lexden Group, UK.

Research themes

Customer Experience Strategy
Customer Experience Management
Bref Vitae

Sergey Kovalev is Assistant Professor at INSEEC. He obtained a Ph.D. degree in industrial engineering in Ecoles Nationale Supérieure des Mines de Saint-Étienne in 2012. In 2013-2014 he worked on the development of optimization support module of the FP7 European Project amePLM - Advanced Platform for Manufacturing Engineering and Product Lifecycle Management. He continues the research on workforce assignment problems studied during this project. He is a specialist in combinatorial optimization, which has practical applications in practically every area of human activity. Most of his research is dedicated to assembly line balancing and scheduling problems applicable in production planning and project management.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Dolgui A., Kovalev S., Pesch E.
« Approximate solution of a profit maximization constrained virtual business planning problem »

Omega, Vol.57(B), pp.212-216, December 2015, rank CNRS 2

Battaïa O., Delorme X., Dolgui A., Hagemann J., Horlemann A., Kovalev S., Malyutin S.
« Workforce Minimization for a Mixed-Model Assembly Line in the Automotive Industry »

International Journal of Production Economics, Vol.170(B), pp.489-500, December 2015, rank FNEGE 1, rank CNRS 1

Kovalev S.
« Maximizing total tardiness on a single machine in O(n2) time via a reduction to half-product minimization »


Kovalev S., Delorme X., Dolgui A., Oulamara A.
« Minimizing the number of stations and station activation costs for a production line »

Other scientific contributions
Communications in Conferences
International Conferences
Kovalev S., Billot R., Bousquet A.
« Time-expanded Linear Programming Models for Multi-objective Multimodal Trip Planning Problem »
27th European Conference on Operational Research (EURO 2015), July 12th to 15th 2015, Glasgow (UK)

Kovalev S., Billot R., Bousquet A.
« Time-indexed relaxed lexicographic model for multi-objective multimodal journey planning »
28th European Conference on Operational Research (EURO 2016), July 3rd to 6th 2016, Poznan (Poland)

Other contributions
• Ad-hoc reviewer for European Journal of Operational Research, Discrete Applied Mathematics

Work in collaboration with other institutions
• French Institute of Science and Technology for Transport, Development and Networks (IFSTTAR), Bron (France)
• LIMOS UMR CNRS 6158, École Nationale Supérieure des Mines de Saint-Étienne (France)
• National Academy of Sciences, Minsk (Belarus)
• Faculty of Applied Mathematics and Computer Science, Belarusian State University, Minsk (Belarus)
• Université de Lorraine, Metz (France)
• Ecole des Mines de Nantes, IRCCYN, UMR CNRS 6597 (France)
• Systems Research Institute, Polish Academy of Sciences (Poland)

Work in collaboration with Businesses
• Research conducted with MBtech Group GmbH & Co. KGaA (Germany)

Research themes
• Workforce optimization for assembly lines
• Scheduling: parallel processors, learning and aging effects, mirror scheduling
• Risk minimizing knapsack type problems
• Optimization methods for shortest path problems
**Johannes M. Kraak**
Assistant Professor of Human Resource Management and Organizational Behaviour at the Bordeaux campus of INSEEC Business School. He previously worked at KEDGE Business School as a Post-Doctoral Researcher after receiving his PhD from Toulouse University in 2013. Johannes’ primary research area focuses on the exchanges between employers and employees in the wider context of the employment relationship through the lens of psychological contracts but he also conducts crossover studies in service marketing and sustainability. The main areas of his current research are self-initiated expatriation, the hospitality industry and the military.

**Bref Vitae**

Johannes M. Kraak is an Assistant Professor of Human Resource Management and Organizational Behaviour at the Bordeaux campus of INSEEC Business School. He previously worked at KEDGE Business School as a Post-Doctoral Researcher after receiving his PhD from Toulouse University in 2013. Johannes’ primary research area focuses on the exchanges between employers and employees in the wider context of the employment relationship through the lens of psychological contracts but he also conducts crossover studies in service marketing and sustainability. The main areas of his current research are self-initiated expatriation, the hospitality industry and the military.

**Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★**

**Kraak JM., Lunardo R., Herrbach O., Durrieu F.**
« Promises to employees matter, self-identity too: Effects of psychological contract breach and older worker identity on violation and turnover intentions »
*Journal of Business Research, Vol.70, pp.108-117, January 2017 (accepted in 2016), rank FNEGE 2, rank CNRS 2*

**Kraak JM., Holmqvist J.**
« The authentic service employee: Service employees’ language use for authentic service experiences »
*Journal of Business Research, Vol.72, pp.199-209, March 0, rank FNEGE 2, rank CNRS 2*

**Other scientific contributions**

**Communications in Conferences**

**International Conferences**

**Kraak J., Lakshman C.**
« Different psychological contract dynamic in an apparent homogeneous professional groupe: the case of European military pilots »
*EAWOP (European Association of Work and Organizational Psychology) Small Group Meeting on Time in Psychological Contract Processes, November 3rd and 4th 2016, London (UK)*

**Work in collaboration with other institutions**

- Collaboration with Bologna University,
- Kedge Business School, Middlesex University, Rio Grande University

**Other contributions**


**Research themes**

- Psychological contracts
- Employment relationships
- Self-initiated expatriation
Citations: Papers: 152, Years: 46, Total number of citations: 8671, G index: 93, H index: 29, HC index: 19

Bref Vitae
Gilles Laurent has been Distinguished Research Professor of Marketing at INSEEC since December 2012. He had received an SM (1976) and a Ph.D. (1978) from the MIT Sloan School, after graduating from the grande école at HEC Paris (1970). Before joining INSEEC, he had been a professor (Assistant Professor, Associate professor, then Professor) at HEC Paris from 1978 to 2012. He had served at HEC as Associate Dean for the Doctoral Program (1989-1991) then as Associate Dean for Research (1993-1998). He was editor-in-chief of International Journal of Research in Marketing (1987-1989). He is currently Associate editor of Recherche et Applications en Marketing et Journal of Business Research. He served several times as Vice-President of the European Marketing Academy and of the Association Française du Marketing. He was one of the first two European Academic Trustees from the Marketing Science Institute (1996-2002) and received the 2012 EMAC Distinguished Marketing Scholar Award. He was a member of the Collège scientifique of the Conseil pour le Développement des Humanités et des Sciences Sociales (2009-2011). He organized for the first time outside North America the Marketing Science Conference (1987) and the Invitational Choice Symposium (1998). He is a co-organizer of the Monaco Symposium on Luxury (2014, 2016, 2018). He served in the juries for more than one hundred doctoral dissertations in France, Canada, Belgium, the Netherlands, Norway, Australia, Spain, Hungary and for more than 20 HDR. He is a member of the Scientific Councils of Inseec Business School and of International University of Monaco (IUM) and a member of the International Advisory Board at IUM.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★
Laurent G., Laporte S.
* « More prizes are not always more attractive »
rank FNEGE 2, rank CNRS 2

Kapferer JN., Laurent G.
* « Where Do Consumers Think Luxury Begins? A Study of Perceived Minimum Price for 21 Luxury Goods in 7 Countries »

Contact glaurent@inseec.com
Other scientific contributions

Other journals, scientific popularization
Laurent G., Lambert-Pandraud R., Mullet E., Yoon C.
“Brand memory and aging: Accounting for specific age reveals superior memory for older compared to young consumers”
Laurent G., Kapferer JN.
“Où le luxe commence-t-il? Une frontière très subjective”
Analyse financière, pp.55-56, January-March 2015

Scientific Books and Scientific Book Chapters
Laurent G.
“John D.C. Little”
in « Les grands auteurs en marketing », under the direction of Alain Jolibert, 2ème édition, Cormelles-le-Royal EMS, pp.269-283, 2016

Communications in Conferences
International Conferences
Laurent G., Zhang, Dahlhoff, Dhar, Handbury, Arreola, Kalweit
“Pricing the priceless: How to charge luxury prices”
Online Luxury Retailing Conference, April 30th to May 1st 2015, New-York (USA)

Minvielle M., Lacoste-Badie S., Droulers O., Laurent G.
“Influence of Aging on Visual Scanning and Memorization of Fast-Moving Consumer Good Packaging”
European Marketing Academic Conference (EMAC), May 26th to 29th 2015, Leuven (Belgium)

Gourvennec B., Lambert-Pandraud R., Laurent G., Belaud L.
“When Memory and Emotions Interact...”
as Mediators of “Nostalgic” Assessments: A Study using Psychophysiological Measures »

European Marketing Academic Annual Conference (EMAC), May 26th to 29th 2015, Leuven (Belgium)

Laurent G.
Panel discussion on “Advancing Connections Between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges”

North American Association for Consumer Research Conference (ACR), October 1st to 5th, 2015, New Orleans (USA)

Laurent G., Gourvennec B., Lambert-Pandraud R., Belaud L.
« When Recognition Impacts Emotions: A Study using Psychophysiological Measures »
Marketing Science Conference, June 17th to 21st 2015, Baltimore (USA)

Chandon JL., Kapferer JN., Laurent G.
« Is the Price Frontier of Luxury Invariant across Countries? Configural, Metric, but not Scalar Invariance »

Monaco Symposium on Luxury, April 7th-8th 2016, Monaco (Principality of Monaco)

Lambert-Pandraud R., Laurent G., Gourvennec B., Belaud L.
« Impact of recognition on emotional valence in an automated high-frequency facial analysis »

European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Laurent G.
« Qu’est-ce qu’un bon chercheur en marketing ? »
International Congress of Association Française de Marketing (AFM), May 18th to 20th 2016, Lyon (France)

Laurent G.
« Comment se fixer des objectifs de publication »
International Congress of Association Française de Marketing (AFM), May 18th to 20th 2016, Lyon (France)

Laurent G.
« Diagnosing Consumer Emotional Reactions on the Basis of Facial Expressions: Comparing a New Software Assessment to Classical Psycho-Physiological Indicators »

Marketing Science Conference, June 16th to 18th 2016, Shanghai (China)

Laurent G., Chandon JL.
« The structure of attitudes toward luxury: A bifactor analysis across seven countries »

Asian Luxury Branding Conference, June 20th to 21st 2016, Singapore (Singapore)

Other Conferences

Laurent G., Kapferer JN., Barnier (de) V., Cervellon MC.
« Two studies on How Consumers View Luxury »
Invited lecture, University of Mainz, December 2015, Mainz (Germany)

Work in collaboration with other institutions

• Collaborations with ESCP Europe, HEC Paris, Université de Lausanne, University of Michigan, Insead, EPHE, Telecom Bretagne, Institut Mines-Telecom-TEM, Université de Rennes 1, EDHEC, Université Aix-Marseille

Other contributions

• HDR jury : Ruben Chumpitaz (Dauphine, November 2016, examiner)
• PhD dissertation juries: Tatiana Sokolova (HEC Paris, president, June 2015), Mehdi Nezami (HEC Paris, July 2016, examiner)
• Member of European Marketing Academy, Association Française de Marketing, INFORMS, Society for Consumer Psychology, American Marketing Association, Association for Consumer Research
• Associate editor of Recherche et Applications en Marketing
• Associate editor of Journal of Business Research
Member of the Policy Board, Marketing Letters
Member of the editorial board of Journal of Marketing Behavior
Member of the Scientific Committee for the 2018 Academic Journal Guide of CABS (Chartered Association of Business Schools)
Member of the organizing committee of the Monaco Symposium on Luxury, April 2016
Member of the Award Committee, EMAC Distinguished Marketing Scholar Award 2015 and 2016
Member of the Committee in charge of revising the journal ranking of the FNEGE Scientific Council
Member of the Committee in charge of revising the journal ranking of the HCERES

Work in collaboration with Businesses
Interaction with GfK Verein for the analysis of facial expressions.

Research themes
Impact of age on consumer behavior
Psycho-physiological measures, eye-tracking, and facial expression analysis
Knowledge and memory of prices by consumers
Luxury, seen from the consumer viewpoint
Citations: Papers: 26, Years: 11, Total number of citations: 27, G index: 5, H index: 4, HC index: 4

Bref Vitae

Eric Le Fur is Assistant Professor at INSEEC Bordeaux Business School. He is Professor of Finance, specialized in asset management, financial markets, real estate, and wealth management. He received his Ph.D. from University of Bordeaux. His research focuses mainly on alternative assets price dynamics (art, real estate, and wine) and performance (alternative assets, leisure, sport). He is reviewer in several international journals. He is co-founder of Bordeaux Wine Economists.

Ranked journals 2015-2016

Le Fur E., Ben Ameur H., Braune E., Faye B.
« Financial market contagion on the fine wines: the evidence of ADCC GARCH model »

Braune E., Burkhardt K., Le Fur E.
« Corporate venturing en syndication : les intérêts cognitifs des relations entre les entreprises industrielles et les sociétés financières de capital-risque »

Faye B., Lacour C., Le Fur E.
« Géographie des ménages fortunés en France. Etude des déterminants de la localisation des ménages soumis à l’Impôt de Solidarité sur la Fortune »

Cardebat JM., Faye B., Le Fur E.
« The Law of One Price in the Fine Wines Market »
Journal of Wine Economics, Vol.12(1), 2017 (accepted in May 2015), rank CNRS 3

Faye B., Le Fur E., Prat S.
« Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements »
Applied Economics, Vol.47(29), pp.3059-3077, published online in February 2015, rank CNRS 2

Le Fur E., Ben Ameur H., Faye B.
« Time-Varying Risk Premiums in the Framework of Wine Investment »
Journal of Wine Economics, accepted in May 2016, rank CNRS 3

Contact elefur@inseec.com
**Other scientific contributions**

**Other journals, scientific popularization**

Lecat B., Le Fur E., Outreville J.F.
« Perceived risk and the willingness to buy and pay for “corked” bottles of wine »
*International Journal of Wine Business Research, Vol.28(4), accepted in April 2016*

Le Fur E., Outreville J.F.
« Does the market structure of grape varieties impact exports performance? »
*Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)*

Le Fur E., Tarnaud N.
« Impact de l’espérance de vie d’un vendeur sur le taux interne de rentabilité d’un portefeuille de rentes viagères immobilières »
*Congrès annuel de la Société Canadienne de Science Economique, May 11th to 13t 2016, Québec (Canada)*

Faye B., Le Fur E.
« Explaining the fine wine price dispersion on auction markets »
*American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)*

**Communications in Conferences**

**International Conferences**

Masset P., Weisskopf JP., Faye B., Le Fur E.
« Red Bordeaux: Is there a premium on the China market? »
*Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)*

Le Fur E., Braune E.
« Performance evaluation of the wine sector with data envelopment analysis »
*CHAIRE UNESCO: International Conference “Heritage and development of Vine and Wine territories”, November 5th to 7th 2015, Santorin (Greece)*

Cardebat JM., Faye B., Le Fur E., Masset P.
« The fine wine price puzzle: product heterogeneity vs heterogenous agents »
*Bordeaux Wine Economics Workshop, September 10th to 11th 2015, Lausanne (Switzerland)*

Faye B. Le Fur E., Braune E.
« Contagion Effects between Fine Wines and Financial Markets: Application of ADCC GARCH »
*Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)*

Faye B., Prat S., Le Fur E.
« Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements »
*Vineyard Data Quantification Society Conference (VDQS), May 27th to 30th 2015, Brno (Czech Republic)*
Masset P., Weisskopf JP., Faye B., Le Fur E.
« Red obsession: the ascent of fine wine in China »
*American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)*

Faye B., Le Fur E., Prat S.
« Dynamics of main alternative assets - real estate, art and fine wine prices: evidence from short and long run co-movements »
*American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)*

Masset P., Weisskopf JP., Faye B., Le Fur E.
« Red obsession: the ascent of fine wine in China »
*Alternative Investments Conference, April 10th to 16th 2015, Shanghai (China)*

**Other Conferences**

Le Fur E.
« Mesure de la performance des nouvelles régions françaises : une approche par la méthode DEA »
*Congrès annuel de l’Association de Science Régionale de Langue Française (ASRDLF), July 7th to 9th 2016, Gatineau (Canada)*

**Work in collaboration with other institutions**
- Associated Professor Assistant at LAREFI, Université de Bordeaux
- Collaboration with ESC Dijon (France), Ecole hôtelière de Lausanne (Suisse), Université de Laval (Québec)
- Research Agreement with the Aquitaine Region, 2013-2016 : « Modélisation de la dynamique des prix du vin », Université de Bordeaux, François Lillet Office, Les Grands Crus

**Other contributions**
- Member of European Real Estate Society, Association de Science Régionale De Langue Française, Association Française de Finance, American Association of Wine Economists, Bordeaux Wine Economists, Vineyard Data Quantification Society

**Work in collaboration with Businesses**

**Research themes**
- Alternative assets price dynamics : wine, real estate, art
- Performance : wine, art, sport
- Wine tourism
Citations: Papers: 1, Years: 5, Total number of citations: 35, G index: 1, H index: 1, HC index: 0.20

Bref Vitae

Ping Lei received her PhD degree from the University of Grenoble-Alpes (France) (2009), and is a Marketing Assistant Professor at INSEEC Lyon. She is specialized in international marketing research, consumer psychology and neuromarketing. She had been the Head of the Marketing Management Department for six years. Her current teaching subjects are international marketing, business research, service marketing, emerging market and economics, and strategy management and decision-making. She holds a BS degree, three Master’s degrees (Business Administration, International Finance and Master Research), a PhD degree (Management Science), and was an invited Professor by the University Pierre-Mendes France at Grenoble in France (2010).

Ranked journals 2015-2016 ★

Lei P., Jolibert A.
« Non personal and personal determinants of red wine choice rather than other wines among chinese consumers: modeling multi-levels and cross-levels interactions »

Other scientific contributions

Communications in Conferences

International Conferences

Dampérat M., Lei P., Jeannot F., Jolibert A.
« Alliance entre un produit marqué et un label bio : étude à travers la dynamique de pouvoir »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Lei P., Jolibert A.
« The Effect of Product Buying Situational Cues on Consumer’s Red Wine Choice: Chinese vs. French Consumers »
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Dampérat M., Jongmans E., Lei P., Jeannot F., Jolibert A.
« Studying brand/alliances: Propositions of a value transfer model »
19th World Marketing Congress of Academy of Marketing Science (AMS), July 19th to 23rd 2016, Paris (France)

Contact plei@inseec.com
Work in collaboration with other institutions

- Research contract with Dalian Medical University, Hangzhou Normal University, Changzhou Technology Institution, Shanghai Fudan University (China)

Other contributions

- Member of Association Française de Marketing (AFM)

Research themes

- Consumer psychology & Neuromarketing
- Quality & Satisfaction
- Quantitative marketing
- Psychological measures
 Ranked journals 2015-2016 ★ ★ ★
Liu S., Perry P., Moore C., Warnaby G.
« The Standardization-Localization Dilemma of Brand Communication for Luxury Retailers into China »
Journal of Business Research, August 2015, rank FNEGE 2, rank CNRS 2

Research themes
- Luxury marketing communication strategy
- Chinese luxury market
- Sustainability in luxury
- Luxury CRM strategy
Bref Vitae

Xavier Mahieux holds a Doctorat d’économie (université de Lille 1, 1981). His dissertation focused on the relationship between inflation, taxation and corporate financial structures. He then pursued a career within the financial sector in several banking groups such as JP Morgan, CIC and Crédit Agricole. He specialized in financial analysis, mergers and acquisitions and private equity. He nevertheless kept on teaching finance and economics in several academic institutions (université de Lille 2, université Paris 13). Since 2009 he has been a full time professor at Inseec Business School Paris where he teaches economics, banking and financial markets, financial engineering and private equity. His main research topics are SMEs’ financing, private equity, innovation financing and corporate governance.

Ranked journals 2015-2016 ★ ★ ★ ★ ★

Mahieux X.  
« Choix de financement externe en fonds propres des PME-ETI : bourse ou private equity ? »  
Revue d’Économie Financière, Vol.121, pp.291–304, March 2016, rank FNEGE 4, rank CNRS 4

Braune E., Mahieux X., Boncori AL.  
« The Performance of Independent Active SMEs in French Competitiveness Clusters »  

Boncori AL., Braune E., Mahieux X.  
« Corporate Commitments to Stakeholders over Time and across Countries: a European Comparative Study (2000–2010) »  
Management International, Vol.20, accepted in September 2016, rank FNEGE 2, rank CNRS 3

Other scientific contributions

Other journals, scientific popularization

Mahieux X.  
« Transparence et opacité du private equity »  
Analyse Financière (Revue de la SFAF), Vol.56, July 2015
Other contributions

- Member of Association Française de Finance Internationale (AFFI) and SFAF - Société Française des Analystes Financiers
- Associate editor of Revue d’Economie Financière
- Member of the Associate Board of Analyse Financière
- Ad-hoc reviewer for Revue Française de Gestion

Work in collaboration with Businesses

- Research on Mutualist Insurance Companies, Crefim, Paris 8

Research themes

- SMEs
- Private equity
- Innovation and competitiveness
- Corporate governance
- Mutualist finance
Citations: Papers: 14, Years: 9, Total number of citations: 5, G index: 2, H index: 2, HC index: 1

Bref Vitae
Philippe Mérigot received his PhD from Université Paris Dauphine (2010). He also holds a Master degree from HEC Paris, and a Bachelor in Litterature and Linguistics from Université Paris-Sorbonne. His research interests are linguistics applied to marketing, semiotics, places of consumption and nutritional labeling. He coordinated the major in Strategic Marketing at Inseec Paris.

Ranked journals 2015-2016 ★ ★ ★ ★
Bonnemaizon A., Debenedetti A., Mérigot P.
« La participation du client au sein d’un environnement commercial : exploration des dispositifs et de l’initiative client dans un lieu attachant »
Décisions Marketing, Vol.82, pp.91-107, April 2016, rank FNEGE 3, rank CNRS 3

Mérigot P., Nabec L.
« Les effets d’alerte et de promotion des logos nutritionnels sur la face avant des packagings des produits agroalimentaires »
Décisions Marketing, Vol.83, pp.29-47, July 2016, rank FNEGE 3, rank CNRS 3

Other scientific contributions
Scientific Books and Scientific Book Chapters
Nabec L., Durieux F., Mérigot P.
« Les nouveaux formats étiquetage nutritionnel »

Academic contributions
Ardelet C., El Euch Maalej M., Mérigot P.
« Elixir et la restauration collective en maison de retraite : comment revitaliser une offre vieillissante ? »
CCMP, 2016

Communications in Conferences
International Conferences
Ardelet C., Mérigot P., de Peyrelongue B., Moreau A.
« Contact physique avec les vendeurs et émotions de défense dans les magasins parfumés »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Mérigot P., Nabec L., Caron C.
« A consommer avec modération ! Les effets d’alerte des logos nutritionnels sur la face avant des packagings des produits agroalimentaires »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Contact pmerigot@inseec.com
Debenedetti A., Mérigot P., Bonnemaizon A.
« Customers’ participation to a commercial place as a circuit of and between practices »
*Consumer Culture Theory Conference (CCTC), July, 6th to 9th 2016, Lille (France)*

**Other Conferences**
Bonnemaizon A., Debenebetti A., Mérigot P.
« Customers’ Participation and Initiative in Emotionally Laden Places: the Coin de Verre Case »
*8th Workshop on Consumer Interpretive Research (EIASM), May 16th to 17th 2015, Edinburgh (Scotland)*

**Work in collaboration with other institutions**
- Collaborations with Concordia University (Montreal), Universite Paris-Est, Universite Paris Dauphine, Universite Paris-Sud
- Social Sciences and Humanities Research Council of Canada (SSHRC) Insight Grant (Principal Investigator: Zeynep Arsel Collaborators: Jonathan Bean, Alain Debenedetti, Philippe Mérigot, Michelle Weinberger) Title: Consuming Domestic and Commercial Spaces.

**Other contributions**
- Member of Consumer Culture Theory Consortium, AFM (Association Française du Marketing)

**Research themes**
- Consumer behavior
- Semiotics
- Nutritional labeling
- Consumption places
Bref Vitae

Tarek Miloud is Professor of Finance at INSEEC Business School, where he has been since 2005. During 1999-2004, he was an assistant Professor at the Louvain School of Management. He received a M.Sc. from the Lovain School of Management in 1999, and a Ph.D. in Finance from the Catholic University of Louvain at Louvain-la-Neuve in 2003. His current research interests are globally on corporate finance and particularly include corporate governance and Initial Public Offering. In corporate governance, Professor Tarek MILoud has analyzed if different corporate governance mechanisms like managerial compensation, board composition, shareholder rights or product market competition act as complements or substitutes to alleviate problems due to the separation of ownership and control. He has also investigated the relationship between ownership and firm performance around IPO. His papers have been published in several peer reviewed international academic journals.

Ranked journals 2015-2016 ★ ★ ★ ★ ★

Miloud T. « The Venture Capital Certification Role In Initial Public Offerings »


Miloud T. « Corporate Governance And Business Growth »

Journal of Applied Business Research, Vol.33(1), accepted in June 2016, rank FNEGE 3,

Miloud T. « Corporate Governance and Initial Public Offerings »

International Journal of Entrepreneurship and Innovation Management (IJEIM), accepted in November 2016, rank FNEGE 4, rank CNRS 4.

Other scientific contributions

Communications in Conferences

International Conferences

Miloud T. « Venture Capital and IPO »

International Council for Small Business (ICSB) World Conference, June 6th to 9th 2015, Dubai (United Emirates)

Contact tmiloud@inseec.com
Miloud T.  
« Corporate Cash Holdings, Ownership Structure and Firm Value »  
6th International Research Meeting in Business and Management, 2nd to 3rd July 2015, Nice (France)

Work in collaboration with other institutions
- Collaboration with Université Lyon 3, Université de Strasbourg, CNRS, FNEGE, IUT GACO de Chambéry, Université de Savoie, Kedge Business School

Other contributions
- Member of Association Française de Finance Internationale (AFFI), Multinational Finance Society
- Member of the review committee of Revue de l’Entrepreneuriat

Work in collaboration with Businesses
- Research conducted with Service Audit et contrôle de gestion, SNCF Chambéry, Euronext Paris, Bloomberg France

Research themes
- Initial public offering and corporate governance
- Initial public offering and Venture Capital
- Firm Valuation
Citations: Papers: 4, Years: 2, Total number of citations: 5, G index: 2, H index: 1, HC index: 2

Bref Vitae

Vanessa Monties has been an assistant professor in management at INSEEC since 2016. She holds a Master’s degree from the University of British Columbia (Canada) and received a PhD in management from EMLYON Business School (France). She previously held a position at Montpellier Business School (2015-2016). Her research interests focus on identity work, group dynamics in extreme environments, and the question of sense at work. She published in international peer-reviewed journals such as Journal of Management Studies and Human Resource Management. She carried an ethnography for a year in the French police force and she has a research agreement with the research center of the Graduate School of the National Police. She teaches Organizational Behavior and Organization Theory.

Ranked journals 2015-2016 ★ ★ ★ ★
Courpasson D., Monties V.
« “I Am My Body”. Physical Selves of Police Officers in a Changing Institution »
Journal of Management Studies, 2017, published online in 2016, rank FNEGE 1, rank CNRS 1

Other scientific contributions

Other journals, scientific popularization
Courpasson D., Monties V.
« Police: le corps meurtri »
Libération, October 28th 2016

Research themes
• Identity work
• Group dynamics
• Extreme environments
• Sensemaking

Other contributions
• Member of EGOS and of the OCE research center (EMLYON)
• Ad-hoc reviewer for Revue Française de Gestion

Contact vmonties@inseec.com
Bref Vitae

Hans Mühlbacher is Research Director and Academic Director of the DBA program at the International University of Monaco, former Head of the Department of Strategic Management, Marketing and Tourism at the University of Innsbruck School of Management, Austria. Several reputed universities in France and the USA invited him to visiting positions. He has published widely in academic journals, including the International Journal of Research in Marketing, the Journal of Management Information Systems, the Journal of Product Innovation Management, the Journal of Business Research, and the Journal of Marketing Management. Having served as President of the European Marketing Academy, as Associate Editor for International Business of the Journal of Business Research, as the editor of Marketing – ZFP, he still is a member of several editorial and review boards of international journals. His research interests in multi-cultural branding, product innovation processes, and marketing strategy formation are closely related to a long career as international consultant to businesses in various consumer and business-to-business industries.

Ranked journals 2015-2016


Mühlbacher H., Raïes K., Grohs R., Koll O. « Drivers of brand strength: Configural paths to strong cognitive brand equity » Journal of Business Research, Vol.69(8), pp.2774–2780, August 2016, rank FNEGE 2, rank CNRS 2

Other scientific contributions

Communications in Conferences

International Conferences

Kreuzer M., Von Walpach S., Mühlbacher H.
« Heimat: Anchor in a globalized world »
International Marketing Trends Conference, January 22nd to 24th 2015, Paris (France)

Raïes K., Mühlbacher H.
« Fuzzy-set Qualitative Comparative Analysis : L’intérêt de l’analyse qualitative comparée en comportement du consommateur »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Hemetsberger A., Mühlbacher H.
« The Co-Created, Co-Generated and CO-Constructed Brand »
European Marketing Academic Annual Conference (EMAC), May 26th to 29th 2015, Leuven (Belgium)

Mühlbacher H., Raïes K., Grohs R., Koll O.
« Drivers of Brand Strength: Interaction Patterns of Brand Association Characteristics »
Global Innovation and Knowledge Academy Conference (GIKA), July 13th to 16th 2015, Valencia (Spain)

Grohs R., Raïes K., Koll O., Mühlbacher H.
« One pie, Many Recipes: Alternative Paths to High Brand Strength »
Global Entrepreneurship and Innovation Management (GEIM) Conference, July 30th to 31st 2015, Taipei (Taiwan)

Mühlbacher H., Raïes K., Grohs R., Koll O.
« Does context matter? The Stability of Association Patterns Driving High Brand Strength »
French–Austrian–German Workshop on Consumer Behavior, November 16th to 27th 2015, Bayreuth (Germany)

Koll O., Mühlbacher H., Raïes K., Grohs R.
« Brand Association Patterns Driving High Brand Strength: a structured abstract »
19th World Marketing Congress of Academy of Marketing Science (AMS), July 19th to 23rd 2016, Paris (France)

Kreuzer M., von Walpach S., Mühlbacher H.
Global Marketing Conference, July 21st to 24th 2016, Hong-Kong (China)

Work in collaboration with other institutions

- Collaboration with CBS Copenhagen, University of Vasaa, University Seeburg Castle, GfK Europanel, ESCP London, University of Innsbruck, University of Southern Denmark, University of Grenoble,

Other contributions

- Juries for PhD Theses (University of Innsbruck) and HDR (Autorisation to direct Research) defences
- Member of Association Française de Marketing (AFM), EMAC, Verband der Hochschullehrer für Betriebswirtschaft, AMS
- Editor Special Issue of JBR (2017): Co-creating Stakeholder and Brand Identities
- Member of the Scientific Board of FAG Workshops on Consumer Behavior Bayreuth 2015, Wien 2017
• Ad-hoc reviewer for Recherche et Application en Marketing
• Editor of the track « Stratégie » of Décisions Marketing
• Research Director and Academic Director of the DBA Program, International University of Monaco
• Member of the Scientific Board and the organizing committee for the Colloquium « French, Austrian, German Workshop on Consumer Behavior », November 26th to 27th 2015, Bayreuth (Germany)
• Member of the Scientific Board for the Colloquium « French, Austrian, German Workshop on Consumer Behavior », April 29th-31st 2017, Vienna (Austria)

Work in collaboration with Businesses
• Institut für Marketing – Strategieberatung GmbH & Co KG, Innsbruck (Austria)
• STIWA Holding GmbH, Attnang (Austria)
• Hafen Linz AG, Linz (Austria)
• Hauser GmbH, Linz (Austria)

Research themes
• Theory of brand strength
• Brands as processes
• Open innovation
Bref Vitae

Gábor Nagy has a PhD in marketing and is currently an assistant professor of marketing at INSEEC Paris Business School. His research focuses on market orientation and its effect on competitive advantage and business performance of firms, strategic fit and its effect on business performance of firms, resources and capabilities and their effect on competitive advantage and business performance of firms, antecedents of SME internationalization and their performance consequences, management factors and organizational contingencies effecting the internationalization of higher education institutions, and business networks and their effect on learning and innovativeness of firms. He has published in international journals as International Marketing Review and Industrial Marketing Management.

Other scientific contributions
Communications in Conferences
International Conferences

Nagy G., Akrout H., Berács J.
« Internationalization, expanded networking and performance: the case of Hungarian SMEs »
32nd Annual IMP Conference, Change and Transformation of Markets, Networks and Relationships Authors, August 30th to September 3rd 2016, Poznan (Poland)

Nagy G., Berács J.
7th EMAC Regional Conference, 14th–16th September 2016, Sarajevo (Bosnia and Herzegovina)

Work in collaboration with other institutions
- Margot RACAT, IAE Lyon School of Management, project title: How to Hook Young Customers to Luxury Brands and Keep Them Loyal? An Online Marketplace Perspective

Work in collaboration with Businesses
- Research conducted with SMEs in Hungary

Research themes
- Market orientation
- Strategic adaptation
- Export market orientation
- Internationalization of SMEs

Contact gnagy@inseec.com
Other scientific contributions

Scientific Books and Scientific Book Chapters
Onnée S., Chatelin C., Garnotel G.
« Analyse de la légitimité d’une norme : le cas de la recommandation Afep-Medef relative aux administrateurs indépendants »
in « Puissances de la norme », coord. by Onnée S. & Le Goff J., Ed. EMS, accepted in 2015

Other contributions
• Member of Association Française de Finance Internationale (AFFI), AIRMAP
• Ad-hoc reviewer for Management International, Management et Avenir, Comptabilite – Control -Audit, Critical Perspectives on Accounting
• Ad hoc reviewer for several conferences International AFFI Conference, International Business Governance Conference, AFC Congress
• Lead of a three years research contract supported by “Region Centre” on the thematic: “Tourisme-Chambord”

Research themes
• Crowdfunding
• Communication
• Governance

Contact sonnee@inseec.com
Citations: Papers: 13, Years: 5, Total number of citations: 68, G index: 7, H index: 5, HC index: 8

Bref Vitae

Olivia Petit is Assistant Professor of Marketing at INSEEC Business School, Bordeaux, France. She worked previously as a Post-Doctoral Research Fellow on the digitalization of sensory marketing, at the Imagineering Institute, Malaysia (2015 –2016), and then as Visiting Researcher at City University London (2016). Olivia has a PhD from IAE – Graduate School of Management and Laboratory of Cognitive Psychology (LPC) – FED 3C (Behaviour, Brain and Cognition) of Aix-Marseille University, France (2014). Her thesis work on “Health and Pleasure in Consumers’ Dietary Food Choices: Individual Differences in the Brain’s Value System” (PLoS ONE, 2016) won the Nestlé Foundation Prize in 2012 and the EMAC McKinsey Marketing Dissertation Award in 2015 (3rd). Her research focuses on consumer neuroscience, sensory marketing, food behaviour, and social marketing. Her research has been published in International Academic Journals: Brain and Cognition, PLoS ONE, Food Quality and Preference, Psychology & Marketing, Journal of Business Research.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★

Petit O., Basso F., Merunka D., Spence C., Cheok A.D., Oullier O.
« Pleasure and the Control of Food Intake: An Embodied Cognition Approach to Consumer Self-Regulation »
Psychology and Marketing, Vol.33(8), pp.608-619, August 2016, rank FNEGE 2, rank CNRS 3

Petit O., Spence C., Velasco C., Woods A.T., Cheok, A.D.
« Changing the influence of portion size on consumer behavior via imagined consumption »
Journal of Business Research, accepted in August 2016, rank FNEGE 2, rank CNRS 2

Other scientific contributions

Communications in Conferences

International Conferences

Velasco C., Carvalho F. R., Petit O., Nijholt A.
« A multisensory approach for the design of food and drink enhancing sonic systems »
Proceedings of the 1st Workshop on Multi-sensory Approaches to Human-Food Interaction, ACM, November 12th to 16th 2016, Tokyo (Japan)

Petit O., Basso F., Voyer B., Legoff K., Oullier O.
« In the “I” of the beholder: Improving Health Communication by using the First Person Perspective »
Association for Consumer Research Conference, October 27th to 30th 2016, Berlin (Germany)

Research themes
• Consumer neuroscience
• Sensory marketing
• Food
• Health

Contact opetit@inseec.com
Bénédicte de Peyrelongue is currently Assistant Professor at INSEEC, and Dean of Studies for INSEEC Paris since 2017. After graduating from ICN (Institut Commercial de Nancy) she worked as a Consultant in Marketing in the group Altran from 1997 to 2003. She was then Product Manager for the wine merchant Boisset (Dijon, Cotes d’Or, France) till 2005. She then undertook a PhD in Marketing, specializing in consumer behavior and analysing the role of the guilt in the willingness to pay, especially for mothers and organic products users. She obtained her PhD at Université de Bourgogne in 2011 and joined the INSEEC research center shortly after. Her research focuses mainly on the place and the role of negative emotions (fear and guilt) in persuasive communication and the place of free gift in Management Sciences.

**Ranked journals 2015-2016 ★ ★ ★**

Peyrelongue (de) B., Mascelf O., Guillard V.  
« The need to give gratuitously: A relevant concept anchored in Catholic social teaching to envision the consumer behavior »  
*Journal of Business Ethics, accepted in March 2016, rank FNEGE 2, rank CNRS 2*

Chédotal C., Berthe B., Peyrelongue (de) B., Le Gall-Ely M.  
★★ « L’utilisation de la culpabilité en communication : synthèse critique et voies de recherche »  
*Recherche et Applications en Marketing, accepted in November 2016, rank FNEGE 2, rank CNRS 2*

**stars counting for 2017**

**Other scientific contributions**

**Other journals, scientific popularization**

Peyrelongue (de) B., Fremeaux S.  
« Etes-vous prêts à offrir des jours de RTT ? »  
*Ouest France, 03/02/2016*

Peyrelongue (de) B.  
« Dons de JRTT : est-ce bon pour la marque employeur ? »  
*myRHline, 03/05/2016*
Scientific Books and Scientific Book Chapters

Peyrelongue (de) B.
« De l’intérêt pour le don : Comment le marketing joue avec le don »


Communications in Conferences

International Conferences

Peyrelongue (de) B., Masclef O., Gbedolo C., Cazenave B.
« Consumer behavior: the Christian Business Ethics as an enrichment to the Maussian Perspective? »

International Colloquium on Christian Humanism in Economics and Business, April 20th to 21st, 2015, Barcelona (Spain)

de Peyrelongue B., Ide P.
« Consumer’s vulnerability: a marketing concept to enrich with a more positive approach »

Vulnerability and Gift in Economics and Business, April, 22nd to 23rd 2016, Loppiano (Italy)

Peyrelongue (de) B., Ardelet C., Mérigot P.
« Contact physique avec les vendeurs et émotions de défense dans les magasins parfumés »

International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Other Conferences

Peyrelongue (de) B.
« Don, marketing et fundraising »
6èmes Rencontres de l’Ircom, March 10th 2016

Work in collaboration with other institutions

- Collaboration with the GRACE (Groupe de Recherche Anthropologie Chrétienne en Entreprise)

Other contributions

- Member of Association Française de Marketing (AFM), GRACE (Groupe de Recherche Anthropologie Chrétienne en Entreprise)

Work in collaboration with Businesses

- Research conducted with 1000Mercis

Research themes

- Place and role of fear and guilt in persuasive communication
- Free gift in management sciences
- Smell and touch in retail stores
**Fanny-Juliet Poujol, HDR**  
*Associate Professor (Affiliate)*  
*Marketing*  
*Luxury*  
*PARIS*

**Citations:** Papers: 26, Years: 15, Total number of citations: 145, G index: 11, H index: 5, HC index: 4

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**Bref Vitae**

Fanny-Juliet Poujol is Associate Researcher at INSEEC since 2006. She is Maitre de Conférences HDR in Marketing at the University of Montpellier. She received her MBA form Birmingham University and her PhD from the IAE of Montpellier. She manage the Master 2 Management and Direction of Sales Team at the MOMA, University of Montpellier. She is also the co-Director of the group of research in Marketing of MRM, University of Montpellier. She actually supervise two doctoral students and participate actively to the Doctoral School teaching quantitative data analysis. Pionate by the interconnection between HRM and CRM she participates in conferences in Marketing, HRM and Service such like LaLonde Conference in Service Management. Specialized in Sales Force Management she publish regularly in the Journal of Personal Selling and Sales Management, a first Journal in the US.

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**Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★**

**Poujol J., Harfouche A., Pezet E.**  
« Le comportement non-éthique des vendeurs durant un concours de vente : L’effet médiateur du climat éthique perçu du concours »  
rank FNEGE 2, rank CNRS 2

**Koehl M., Poujol FJ., Tanner Jr. JF.**  
« The impact of sales contests on customer listening: an empirical study in a telesales context »  
rank FNEGE 3, rank CNRS 4

**Poujol FJ., Siadou-Martin B., Vidal D., Tanner Jr. JF.**  
« Salespeople, fairness, and business buyer satisfaction: What about emotion? »  
*Journal of Business-to-Business Marketing, accepted in January 2016,*  
rank FNEGE 4, rank CNRS 4

**Charbonnier-Voirin A., Poujol FJ., Vignolles A.**  
« De la congruence de valeur à la marque employeur : Quelles conséquences pour l’identification et le Bouche-à-Oreille vis-à-vis de l’organisation »  
*Revue Canadienne des Sciences de l’Administration / Canadian Journal of Administrative Sciences,*  
published online in July 2016, rank FNEGE 3, rank CNRS 3

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Contact fpoujol@inseec.com
Other scientific contributions

Other journals, scientific popularization
Hollet-Haudebert S., Fournier C., Poujol FJ., Pullins E.
« Designing Sales Contests in Call Centers: Understanding Inside Salespeople’s Preferences for Contest Design Attributes and Rewards »

Scientific Books and Scientific Book Chapters
Poujol FJ.
« Gestion des Commerciaux et Gestion de la Relation Client »
*Ed. Universitaires Européennes*, 2016

Cases AS., Fournier C., Vanheems R., Poujol FJ.
« Des quatre âges de la VPC à la vente omnicanal, Du vendeur au community manager »
*Paris - FNEGE-Economica*, 2016

Communications in Conferences

National Conferences
Poujol FJ., Gavoille F., Siadou-Martin B., Fournier C.
« Marque métier et marque employeur : deux concepts pour comprendre et améliorer l’attractivité des métiers de la vente »
*4ème Colloque européen Innovation et Commerce, IAE Montpellier*

Work in collaboration with other institutions
- Collaboration with EDHEC Lille, Université de Metz, Old Dominion University
- Visiting at Old Dominion University (USA) during a sabbatical in 2015-2016

Other contributions
- PhD Thesis directions of 2 Doctoral Students: Michel Klein and Christophe Czuly
- Rapporteur of a Doctoral Dissertation Jury at Paris Ouest University
- Member of AFM, EMAC
- Member of the Scientific Committee of Global Sales Science Institute Conference ; International Conference on Marketing Studies ; Academy of Marketing Science ; Association Française de Marketing

International Conferences
Cervellon MC., Poujol JF.
« Customer Stereotypes: Consequences on salespersons’ interpersonal orientation in Luxury settings »
*AMA/ACRA Second Triennal Conference, March 4th to 7th 2015, Miami (USA)*

Poujol JF., Boucher-Pellegrin E.
« Coopetition in sales and commercial coopetition: When the coopetition in the sales contest is a source of performance »
*International Conference on Social Science and Management, May 7th to 9th 2015, Kyoto (Japan)*
Work in collaboration with Businesses

- Several companies in the banking and luxury sector, with confidentiality contracts

Research themes

- Employer brand
- Employer brand
- Organizational identity
- Sales force management
- Customer relationship management
- Luxury
**Citations:** Papers: 18, Years: 9, Total number of citations: 46, G index: 6, H index: 2, HC index: 3

**Bref Vitae**

Stéphanie Prat is Associate Professor at INSEEC. She is also Associate Researcher at LAREFI – University of Bordeaux and member of Bordeaux Wine Economics. She received Ph.D from University of Bordeaux (2008) and her work received the 1st thesis prize Bercy from the Ministry of Economy and Finance. She worked as an economist for 4 years at the Research Department of Natixis (Paris). She joined INSEEC in 2012. Her research focuses mainly on International Finance, Macroeconomy, Emerging Markets and Wine Economics.

**Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★**

Faye B., Le Fur E., Prat S.
« Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements »
*Applied Economics, Vol.47(29), pp.3059-3077, published online in February 2015, rank CNRS 2*

Prat S., Brana S.
« The effects of global excess liquidity on emerging stock market returns: evidence from a panel threshold model »
*Economic Modelling, Vol.52(A), pp.26-34, January 2016, rank CNRS 2*

**Other scientific contributions**

**Communications in Conferences**

**International Conferences**

Faye B., Le Fur E., Prat S.
« Dynamics of main alternative assets - real estate, art and fine wine prices: evidence from short and long run co-movements »
*American Association of Wine Economists Congress (AAWE), May 26th to 30th 2015, Mendoza (Argentina)*

Faye B., Prat S., Le Fur E.
« Dynamics of fine wine and asset prices: evidence from short- and long-run co-movements »
*European Association of Wine Economists Conference (EuAWE) - VDQS, May 27th to 30th 2015, Brno (Czech Republic)*

Faye E., Prat S., Le Fur E.
« Taxinomy and dynamics of main alternative assets: evidence from short- and long-run price co-movements »
*American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)*

Contact sprat@inseec.com
Other Conferences
Prat S., Faye E., Le Fur E.
« Taxinomy of main alternative assets: evidence from short and long-run price co-movements »
Bordeaux Wine Economics Workshop, September 10th to 11th 2015, Lausanne (Switzerland)

Work in collaboration with other institutions
- Collaboration with LAREFI - University of Bordeaux
- Research Agreement with the Aquitaine Region, 2013-2016 : « Modélisation de la dynamique des prix du vin », Université de Bordeaux, François Lillet Office, Les Grands Crus

Other contributions
- Member of Association Française de Finance Internationale (AFFI), AFSE (Association Française de Science Economique), AAWE (American Association of Wine Economists), BWE (Bordeaux Wine Economics)
- Ad-hoc reviewer for Economic Modelling, Revue Économique, Applied Economics

Research themes
- International finance
- Macroeconomics
- Emerging markets
- Wine economics
Citations: Papers: 12, Years: 8, Total number of citations: 42, G index: 6, H index: 3, HC index: 5

Bref Vitae

Karine Raïes is Assistant Professor of marketing at INSEEC Business School. She achieved her doctoral degree at the University of grenoble (France), where she also worked as Research Assistant and Professor Assistant (2006 to 2009). She gained international experience as visiting researcher at the University of Innsbruck. Karine shows engagement in the international academic community as she was chair of the Digital track in 2015 Academy of Marketing Science Conference and as regular reviewer for various national and international conferences (EMAC, AFM, AMS) and ranked Journal (JBR, RFG). Karine’s main research interests are in the domain of brand-consumer relationship, digital consumer behavior and new method in data analysis. Her research has been published in renowned and ranked academic journals (e.g., journal of business research, Recherche et Applications Marketing, etc.) and are presented in international conferences (EMAC, AMS, GIKA, AFM, etc.).

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★ ★


Mühlbacher H., Raïes K., Grohs R., Koll O. « Drivers of brand strength: Configural paths to strong cognitive brand equity » Journal of Business Research, Vol.69(8), pp.2774–2780, August 2016, rank FNEGE 2, rank CNRS 2

Other scientific contributions

Communications in Conferences

International Conferences

Raïes K., Mühlbacher H. « Fuzzy-set Qualitative Comparative Analysis : L’intérêt de l’analyse qualitative comparée en Comportement du consommateur » International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Contact kraies@inseec.com
Mühlbacher H., Raïes K., Grohs R., Koll O.
« Drivers of Brand Strength: Interaction Patterns of Brand Association Characteristics »
Global Innovation and Knowledge Academy Conference (GIKA), July 13th to 16th 2015, Valencia (Spain)

Grohs R., Raïes K., Koll O., Mühlbacher H.
« One pie, Many Recipes: Alternative Paths to High Brand Strength »
Global Entrepreneurship and Innovation Management (GEIM) Conference, July 29th to 31st 2015, Taichung (Taiwan)

Mühlbacher H., Raïes K., Grohs R., Koll O.
« Does context matter? The Stability of Association Patterns Driving High Brand Strength »
French-Austrian-German Workshop on Consumer Behavior, November 26th to 27th 2015, Bayreuth (Germany)

Koll O., Mühlbacher H., Raïes K., Grohs R.
« Brand Association Patterns Driving High Brand Strength: a structured abstract »
19th World Marketing Congress of Academy of Marketing Science (AMS), July 19th to 23rd 2016, Paris (France)

Work in collaboration with other institutions
- Collaboration with CERAG – Grenoble University

Other contributions
- Preliminary Advisor of a DBA Student, Niki Papadopoulou, IUM (University of Monaco)
- Member of Association Française de Marketing (AFM), EMAC, AMS
- Ad-hoc reviewer for EMAC, AMS, AFM
- Invited Reviewer for Journal of Business Research, Revue Française de Gestion
- Co-chair of the Digital track in 2015 AMS Conference Paris

Research themes
- Brand relationship
- Digital consumer behavior
- fsQCA and MRA
- Luxury, tourism and emotions
Citations: Papers: 10, Years: 6, Total number of citations: 13, H index: 2

Bref Vitae

Damien Richard (Ph.D.) is Assistant Professor of Management & Business Ethics at INSEEC Business School, and research fellow in the Human Resource Management Unit of the Business Administration Research Centre (CERAG), University of Grenoble, France. He is taking part in a research project concerning the measure and the development of well-being in organizations and developing health management programs in public and private organizations. His research interests concern coaching, team-building, organizational development and learning. One specific interest is developing the art of organizational analysis through psychoanalysis, sociology and systemic approach. He also works as a professional coach and team-builder for medium-size organizations, administrations and major global organizations. This practice has been established to facilitate grounded research and action-research in the human field.

Ranked journals
Abord de Chatillon E., Richard D.
* « Du Sens, du Lien, de l’Activité et du Confort : une proposition pour une modélisation des conditions du bien-être au travail par le S.L.A.C. »

*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Other journals, scientific popularization
Richard D.
« Laissez-vous travailler par le bonheur »
MyRHline, online, October 29th 2015

Richard D.
« Le bien-être au travail par le SLAC »

Scientific Books and Scientific Book Chapters
Richard D., Cherkaoui W., Christin JL.
« Des espaces de discussion pour articuler performance et santé au travail »

Contact drichard@inseec.com
Chabanet D., Cinalli M., Richard D.  
« Youth Long-Term Unemployment in France : Challenging Common Trends »  

Breda C., Richard D.  
« Evitons de percer le fond. L’incident critique en contexte industriel »  

Academic contributions
Richard D., Boniface M., Murat G.  
« Qualité de vie au travail et compétitivité de l’entreprise : enjeux et état des lieux »  
Rapport pour la DIRECCTE Centre Val-de-Loire, 58p., 2015

Nestea P., Abord de Chatillon E., Richard D., Rossano M.  
« Diagnostic sur les conditions de travail et de leur impact sur la santé au travail au sein de la mairie de Saint Marcellin »  
Rapport pour la Mairie de Saint Marcellin, 12p., 2015

Communications in Conferences
International Conferences
Richard D., Galois I., Deloche F., Montlahuc JJ.  
« Le coach : un tiers pour aider l’entreprise à lier bien-être et performance »  
Rencontres Internationales des Sciences du Management, May 14th to 15th 2015, Marrakech (Morocco)

Richard D., Bardet F., Abord de Chatillon E.  
« Les nouveaux cadres du service public de l’Ecologie au travail : quand l’espoir de penser la durabilité est écarté par le besoin du management »  
Colloque de l’Association Internationale de Management Public (AIRMAP), May 28th to 29th 2015, Lyon (France)

Richard D., Chakor T., Souvigné C.  
« Promouvoir le bonheur au travail : quand le consultant en management peut être a la fois le problème et la solution »  
International ISEOR Congress and AOM doctoral seminar, June 9th to 10th 2016, Lyon (France)

National Conferences
Abord de Chatillon E., Nestea P., Richard D., Rossano M.  
« C’est pas moi, c’est l’autre : une analyse renouvelée du sensemaking et son apport pour la santé au travail »  
26th AGRH Congress, November 4th to 6th 2015, Montpellier (France)

Richard D.  
27th AGRH Congress, November 19th to 21st 2016, Strasbourg (France)

Other Conferences
Richard D.  
« Le bonheur du dirigeant fait-il le bonheur de l’entreprise ? Construire le bien-être au travail du dirigeant en passant par le SLAC »  
Conférence Régionale du CJD Rhône Alpes, April 28th 2015, Rhône Alpes (France)

Abord de Chatillon E., Nestea P., Richard D.  
« Dernières découvertes en matière de management et santé au travail : une analyse renouvelée du Sensemaking »  
Journée scientifique Savoirs scientifiques pour une meilleure santé au travail, Université Pierre Mendès–France, IAE de Grenoble, June 5th 2015

Richard D.  
« Le bien-être au travail par le SLAC »  
1ère Université du bien-être au travail, INSEEC Paris, October 29th to 31st 2015, Paris (France)

Richard D.  
« L’entreprise libérée, concept et adaptation (et ses limites) aux administrations »  
Cycle Inter-institution de Management Supérieur des Services Publics, November 22nd to 24th 2016, Nancy (France)
Work in collaboration with other institutions
- Collaboration with Université Grenoble Alpes, IAE Grenoble, Chaire Management & Santé au Travail

Other contributions
- DBA Thesis directions and juries with IUM (International University of Monaco)
- Member of AGRH (Association Francophone de Gestion des Ressources Humaines)
- Member of the Scientific Board of the Partenarial Project « Santé Qualité de vie au travail et Performance Globale de l’entreprise » (Région Rhône Alpes, CARSAT, ECAM, DIRECCTE, thésame)
- Founding member and Associated Professor Assistant of the « Chaire Management & Santé au Travail », CERAG - Université Grenoble Alpes

Work in collaboration with Businesses
- Research conducted with Sogilis, Nicomak, Raydial, Universcience, CNFPT (Centre National Fonction Publique Territoriale), Ministère de l’Écologie et du Développement durable, Mairie de Saint Marcellin, Mairie de Crolles, ANACT

Research themes
- Management of health & well-being at work
- Salutogenic Management
- Sustainable Management
- Action Research
- Psychoanalysis & Management
Citations: Papers: 7, Years: 4, Total number of citations: 15, G index: 3, H index: 2

Bref Vitae

Camille Saintives is Assistant Professor at INSEEC Business School (Campus of Bordeaux). She holds a PhD in Marketing from the University of Reims; her doctoral dissertation deals with post-consumption guilt and its effect on coping strategies and satisfaction. Her primary research interests focus on the effects of emotions (for instance guilt or shame) on consumer behavior, especially on coping strategies such as positive reappraisal, rumination, mental disengagement, problem-solving and emotional support seeking. Camille Saintives’ research interests also lie in product naturalness and congruency.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★ ★

Lunardo R., Chaney D., Saintives C. « In-store quality (in)congruency as a driver of perceived legitimacy and patron-age behavior »

Saintives C., Lunardo R. « How guilt affects consumption intention: the role of rumination, emotional support and shame »

Saintives C., Lunardo R. « Coping with Guilt: The Roles of Rumination and Positive Reappraisal in the Effects of Post-Consumption Guilt »
Psychology and Marketing, Vol.33(5), pp.344-357, May 2016, rank FNEGE 2, rank CNRS 3

Saintives C. « Comment les consommateurs gèrent-ils leur culpabilité post-consommation ? Une typologie des consommateurs selon les stratégies de coping adoptées »
Management & Avenir, Vol.86, pp.35-53, June 2016, rank FNEGE 3, rank CNRS 4

Other scientific contributions

Communications in Conferences

International Conferences

Lunardo R., Saintives C. « Consumption, guilt and rumination: how positive reinterpretation can help and drive satisfaction »
Academy of Marketing Science Annual Conference, May 12th to 14th 2015, Denver (USA)

Contact csaintives@inseec.com
Other contributions
- Member of Association Française de Marketing (AFM)

Work in collaboration with Businesses
- Research conducted with several wine makers in Champagne

Research themes
- Consumer’s emotions
- Coping strategies
- Product naturalness
- Wine marketing
- Congruence
Citations: Papers: 3, Years: 1, Total number of citations: 0, G index: 0, H index: 0, HC index: 0

Bref Vitae
Marielle Salvador is an Assistant Professor at INSEEC Business School, Chambéry- France since 2010 and PHD in Marketing about Manufacturing processes, brands and perceived taste. She’s teaching consumer behavior, culinary marketing and entrepreneurship. Her research interests are gastronomic tourism, brand management and taste perception. She’s secretary general of AFMAT (French association of Tourism Management) since 2013. She was at the University of Burgundy for 8 years (2001-2009), after an experience in Cambodia (2000-2001) as a teacher at Faculty of pedagogy and Centre Culturel français. Before, she was company lawyer in a French company.

Ranked journals 2015-2016 ★
Gualllino G., Salvador M. « Les critères de choix d’une destination par la segmentation des expériences de consommation des touristes : une application aux stations de ski » Management & Avenir, Vol.79, pp.75-95, July 2015, rank FNEGE 4, rank CNRS 4


**stars counting for 2017

Other scientific contributions
Scientific Books and Scientific Book Chapters

Communications in Conferences
International Conferences
El Euch-Maalej. M., Salvador M. « When the local meeting excellence : the dish of star restaurant, a form of prescription for local products » International Marketing Trends Conference, January 21st to 23rd 2016, Venice (Italy)

Contact msalvador@inseec.com
Salvador M., Frochot I.
« Le mur d’images, un outil pour déceler les représentations mentales des lieux touristiques : un exemple avec le parc naturel du Néouvielle »
Conférence de l’Association Francophone du Management des Activités Touristiques (AFMAT), May 3rd to 4th 2016, Chambéry (France)

National Conferences
Salvador M.
« Les produits alimentaires du lieu, vecteurs d’authenticité de l’expérience touristique perçue par les individus »
Conférence Gastronomie et Développement Local, November 4th to 5th 2015, La Rochelle (France)

Other Conferences
Salvador M., Frochot I.
« Authenticité et imaginaire des touristes en Néouvielle »
Colloque TRATSO, Trajectoires des aires et stations touristiques, April 16th to 18th 2015, Bordeaux (France)

Other contributions
- Editor of Management & Avenir (special issue on Tourism)
- General Secretary and member of the scientific board of AFMAT Conference
- Ad-hoc reviewer for Teoros, anthropology of food
- Chief of staff for AFMAT
- Member of the organizing committee of the Conference of AFMAT, May 2015 Strasbourg (France)

Research themes
- Gastronomic tourism
- Consumption experience
- Creating Value
- Tourism
Bref Vitae

Ioannis Theodorakis is currently an Assistant Professor-Researcher in Marketing at INSEEC Business School. He was previously a Research Associate at the Athens University of Economics and Business (AUEB) and a lecturer at the Business College of Athens (BCA). Ioannis received his Ph.D. from AUEB (2011) while his doctoral research concentrating on consumers’ responses towards the use of rhetoric and controversy in advertising, was funded through an awarded scholarship by the Greek State Scholarships Foundation (IKY). At INSEEC Business School, Ioannis teaches a variety of courses while he also conducts research on advertising and consumer-behavior related topics. His work has been published in peer-reviewed journals (e.g., Journal of Advertising), edited volumes (Advances in Advertising Research Vol. II) and a variety of refereed conference proceedings (e.g., European Marketing Academy).

Ranked journals 2015-2016 ★ ★ ★

Theodorakis I.G., Koritos C., Stathakopoulos V.
« Rhetorical Maneuvers in a Controversial Tide: Assessing the Boundaries of Advertising Rhetoric »

Other scientific contributions

Other journals, scientific popularization
« Containing Cause-Related Marketing Skepticism: A Comparison across Donation Frame Types »

Communications in Conferences

International Conferences
Kottika E., Stathakopoulos V., Theodorakis I.G., Kottikas K.
« Let us just work and look up to the future: A Study on the Impact of Entrepreneurs’ Personality Traits on SMEs’ Innovativeness in Times of Economic Turbulence »
Innovation & Product Development Management Conference, June 14th to 16th 2015, Copenhagen (Denmark)
Kottikas K., Stathakopoulos V., Theodorakis I.G., Kottika E.
« Delving into Market-Driving Behavior: A Conceptual Roadmap to Delineating Its Key Antecedents and Outcomes »
*International Conference on Marketing and Management Sciences, July 29th to 30th 2015, Istanbul (Turkey)*

Theodorakis I., Stathakopoulos V., Katrarachia A., Kottika E., Kottikas K.
« A Visit to the Land of Metaphorical Sex Ads: Reactions to Different Types of Metaphorical Sex Ads Based upon Consumers’ Sex Guilt Level »
*International Congress of Association Française de Marketing (AFM), May 18th to 20th 2016, Lyon (France)*

**Work in collaboration with other institutions**
- Collaboration with Athens University of Economics and Business, ALBA Graduate Business School at the American College of Greece, IE Business School, Stockholm Business School, University of Greenwich

**Other contributions**
- Member of Association Française de Marketing (AFM), American Academy of Advertising, European Academy of Advertising, European Marketing Academy

**Research themes**
- Advertising rhetoric
- Sensory marketing
- Consumer behavior
Citations: Papers: 49, Years: 15, Total number of citations: 187, G index: 12, H index: 7

Bref Vitae

Damir Tokic, who holds a Ph.D. from the University of Texas Pan-American (2002), is a Professor of finance at the International University of Monaco. Dr. Tokic was an Assistant Professor of Finance at the University of Houston – Downtown, USA from 2002 to 2008, and earned promotion to Associate professor and tenure in 2008. Dr. Tokic accepted position as a Full professor of finance and Research Coach at ESC Rennes (France) in 2010, before moving to the current position in 2014. Dr. Tokic has published reasearch articles in top journals such as Ecological Economics, Energy Policy, and other. Professionally, Dr. Tokic holds Series 3 license as a Commodity Trading Adviser, and is a member of National Futures Association (USA). Previously, Dr. Tokic also also held Series 7 license as a registered investment adviser, and worked on Wall Street in 1997.

Ranked journals 2015-2016 ★ ★ ★ ★ ★
Tokic D. « Negative interest rates: Causes and consequences » Journal of Asset Management, published online in November 2016, rank FNEGE 4, rank CNRS 4

Other scientific contributions

Other contributions
- Member of Association Française de Finance Internationale (AFFI)
- Ad-hoc reviewer for Ecological Economics, Energy Economics, Journal of Management Development

Research themes
- Investments and speculation
- Sustainable development
- Energy policy

Contact dtokic@inseec.com
Bref Vitae

Azzedine Tounés received his Ph.D. from Rouen University (2003). He is specialized in the fields of entrepreneurship and environment. His areas of publication are entrepreneurship education, gender entrepreneurship, entrepreneurial intention and environmental intention. His academic research has been mainly published in ranked journals related to entrepreneurship, environment and SMEs.

Ranked journals

Tounés A., Lassas-Clerc N., Fayolle A.
* « Effets comparés de deux pédagogies de plans d’affaires sur l’apprentissage entrepreneurial des étudiants »
Revue des Sciences de Gestion, Vol.275(5), pp.13-21, October 2015, rank FNEGE 4, rank CNRS 4
*stars counting for 2014 (accepted in 2014)

Other scientific contributions

Scientific Books and Scientific Book Chapters
Tounés A., Gribaa F., Messeghem K.
« An Exploratory model of the environmental intention of SME directors in Tunisia »

Communications in Conferences
International Conferences
Mahmoudi M., Tounés A.
Annual International Council for Small Business (ICSB) World Conference, June 6th to 9th 2015 Dubai (United Emirates)

Byrne J., Fattoum S., Giacomin O., Tounés A.
« For better or worse? Marital status, parental status and entrepreneurial growth intentions »

National Conferences
Tounés A., Ben Abdeljelil I., Ouerfelli C.
« L’engagement environnemental des dirigeants de PME dans le secteur touristique en Tunisie »
Journées Scientifiques du Tourisme Durable, April 27th to 29th 2016, Tunis (Tunisia)

Contact atounes@inseec.com
Work in collaboration with other institutions
- Collaboration with Abderrahmane Mira University, Béjaia, Algeria

Other contributions
- PhD student supervision: Abderrahmane Mira University, Béjaia, Algeria
- Member of ICSB, AIREPME
- Member of the scientific committee of Revue Internationale PME

Research themes
- Entrepreneurial intention
- Growth intention
- Gender entrepreneurship
- Entrepreneurship education
- Environmental intention
Alexandra VIGNOLLES
Assistant Professor & Dean of Innovation and Academic Affairs for INSEEC Business School
Marketing
Wine & Digital Innovation
BORDEAUX

Citations: Papers: 28, Years: 9, Total number of citations: 66, G index: 7, H index: 4, HC index:

Bref Vitae
Alexandra Vignolles is Assistant Professor at INSEEC. She received her PhD from University Toulouse I Capitole (2010). Her research is focused on nostalgia, retro-branding and consumer behavior. She also works on employer brand as well as identification leader on social media. She is passionate about innovation, crowdfunding and film-making (with 2 videographies accepted for the Advances in Consumer Research Film Festival). Since May 2016, she is also Director for Pedagogy and Innovation at INSEEC Business School.

Ranked journals 2015-2016 ★ ★ ★ ★ ★ ★ ★
Charbonnier-Voirin A., Vignolles A.
* « Marque employeur interne et externe : un état de l’art et un agenda de recherche »
Revue Française de Gestion, Vol.41 (246), pp.63-82, January 2015, rank FNEGE 3, rank CNRS 4

Vignolles A.
« Le rétro-branding : un habillage nostalgique efficace ? »

Charbonnier-Voirin A., Vignolles A.
« Enjeux et outils de gestion de la marque employeur : point de vue d’experts »

Faye B., Vignolles A.
« Le discours identitaire des grandes métropoles européennes : émergence d’une maturité communicationnelle »
Revue d’Économie Régionale et Urbaine, accepted in November 2015, rank CNRS 3

Charbonnier-Voirin A., Poujol FJ., Vignolles A.
« De la congruence de valeur à la marque employeur : Quelles conséquences pour l’identification et le Bouche-à-Oreille vis-à-vis de l’organisation »
Revue Canadienne des Sciences de l’Administration / Canadian Journal of Administrative Sciences, published online in July 2016, rank FNEGE 3, rank CNRS 3

*stars counting for 2014 (accepted in 2014)
**stars counting for 2017
Other scientific contributions
Scientific Books and Scientific Book Chapters
Blasco L., Holmqvist J., Vignolles A.
« Brand contamination in Social Media: Consumers’ Negative Influence on Luxury Brand Perceptions »

Communications in Conferences
International Conferences
Vignolles A., Bressolles G., Viot C.
« La présence sociale : quels effets sur la personnalité, la réputation et la confiance envers le site web ? »
International Congress of Association Française de Marketing (AFM), May 20th to 22nd 2015, Marrakech (Morocco)

Blasco L., Holmqvist J., Vignolles A.
« Brand contamination in social media consumers’ negative influence on luxury brand perceptions »
Academy of Marketing Science World Marketing Congress (WMC), July 14th to 18th 2015, Bari (Italy)

Vignolles A.
« Last night a hacker saved my life »
North American Association for Consumer Research Conference (ACR), October 1st to 5th 2015, New Orleans (USA)

Vignolles A., Galan JP., Munzel A.
« Twitter opinion leaders: Identification and Dynamics »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Charbonnier-Voirin A., Vignolles A.
« Internal employer brand: some possible consequences for the organization »
European Marketing Academic Conference (EMAC), May 24th to 27th 2016, Oslo (Norway)

Vignolles A., Bargain O., Cardebat JM.
« Crowdfunding in Wine: equity-financing and a super “en primeur” market? »
American Association of Wine Economists Congress (AAWE), June 21st to 25th 2016, INSEEC Bordeaux (France)

Other Conferences
Vignolles A.
« Renouveler l’expérience sur le point de vente »
Conférence Exp’hotel, novembre 2015, Bordeaux

Vignolles A.
« Les jeunes, Internet et la mode »
Radio interview RCF, octobre 2015, Bordeaux

Work in collaboration with other institutions
Collaboration with Waikato University (Nouvelle Zélande), Munich School of Management

Other contributions
Member of AFM, EMAC, ACR and AAWE
Ad-hoc reviewer for Qualitative Market Research: An International Journal, Recherche et Applications en Marketing

Work in collaboration with Businesses
Research conducted with Toyota, Veja

Research themes
Nostalgia, retro-marketing
Employer brand
Wine and social media
Luxe and social media
PRODUCTION IN SCIENTIFIC JOURNALS
[BY JOURNAL RANK]
## Finance Control Strategy

### 24 Full-Time Researchers

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**Total 1+2**                      **165**

**Mean per researcher**          **5.89**
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**Total 1+2** 131

**Mean per researcher** 4.68
## MANAGEMENT AND HUMAN RESOURCES

### 8 FULL-TIME RESEARCHERS

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Mean per researcher: 3.1

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CONTACT

Marie-Laurence Damas Linotte
Éditrice
Responsable de la Communication
du Centre de Recherche

+33 (0)1 42 09 91 32
mldamaslinotte@inseec.com
http://recherche.inseec.com