

# ICN FACULTY INTELLECTUAL CONTRIBUTIONS YEARBOOK 2020

faculty & research





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# 1 | NEW FACES OF RESEARCH AT icn

Prof. **Wolfram BERGER**, new Academic and Research Director

Today's world challenges us to find effective solutions to diverse and complex pressing problems. ICN has always strived to address urgent real-world problems and reach beyond the scientific community with its research. Our aim is to inform societal debate, be an



innovative partner for the corporate sector and inform public policy. The basis for this is, of course, first-class academic research. 2020 was another year of outstanding research achievements for our school in this respect. It is always difficult to express innovative academic research achievements in quantitative indicators. But I would

nevertheless like to cite some figures to illustrate the impressive academic achievements of our researchers. Using the prestigious CNRS journal quality ranking as benchmark, our researchers have produced 101 CNRS "stars" in 2020, the highest value ever for the school. It's particularly noteworthy that this number has doubled within only two years, testament to the fact that our academic quality has reached the next level. At the same time, the number of published case studies reached its highest value since 2015.

Many other achievements in 2020 contributed to the growing international recognition of the school as a place of research excellence as well. The RIPCO, the academic journal hosted and edited at ICN, is a case in point. In 2020 the RIPCO was included in the CNRS list of high-quality journals in business and economics. At the same time, our reputation as an institution where the traditional boundaries of knowledge are challenged continuously is growing. Our positioning as a transdisciplinary research community is exemplified by our UNESCO chair. Conceived as a bridge between academia, civil society, local communities, research and policy-making to implement global sustainable development goals, it generates an increasingly rich portfolio of research activities through the integration of management, natural and social sciences and the arts and humanities.

2020 was also the year of an important institutional innovation. We created the Corporate Lab, a new initiative to foster impactful research for business and society. The Corporate Lab is the in-house center for tailored and transformative business solutions. It strengthens the school's engagement with the corporate sector and, building on our faculty's core areas of research expertise, will deliver directly applicable, innovative solutions for business problems.

Last but not least, 2020 was also the year the Covid pandemic unfolded. Huge efforts have been made by faculty and staff to ensure that our students continue to benefit from the high quality education they chose the school for. The pandemic impacted research as well. Research work had to be postponed or suspended, projects adapted, new ways of collaboration and communication established - and all this against the

background of a situation of pervasive uncertainty and radical changes in our personal and professional lives.

Finally, the year 2020 was a year of change for the management of research at the school. I took up the position as Associate Dean Faculty & Research in April, having worked in Germany, England and also France before. The school's Deputy Director of Research,



**Sybille PERSSON**, retired in October. The position of Deputy Director of Research is of great importance for the academic community of the school. The Deputy Director of Research acts as an advisor and mentor to our faculty, represents our faculty and promotes our research, and provides leadership for the strategic development of

the school's research activities. As the first postholder, Sybille has shaped this function and set standards. The whole school owes her a great debt of gratitude. I am very happy that Sybille remains part of our academic community as Affiliate Research Professor after her retirement.

**Klaus-Peter SCHULZ**, Professor of Strategy and Innovation, has since taken up the baton as Deputy Director of Research. Klaus-Peter is one of our most recognised researchers, whose research expertise offers a perfect fit with the school's Artem profile. Developing this unique profile further will be one of the priorities in his new position.



Outstanding achievements from all our departments await you on the following pages. The review of a complete year demonstrates very impressively the breadth and depth of our academic work, its excellence and the impressive upward trajectory of our research quality. Of

course, the Yearbook can just give you a glimpse of our research activities. Nevertheless, I trust you will find the Yearbook informative and a stimulating read.

**Philippe MAIRESSE**, new manager of UNESCO Chair Art, Science and Sustainable Development Goals

Philippe Mairesse was recruited by ICN in September 2020, after two years as an affiliated research professor. During his affiliation period he worked closely with our previous Research Director, Sybille Persson, and with other ICN researchers, which led him to involve ICN in national and international research projects.

He holds a double doctorate, both a PhD in Humanization of Organizations from Utrecht Universit at voor

# 1 | NEW FACES OF RESEARCH AT icn

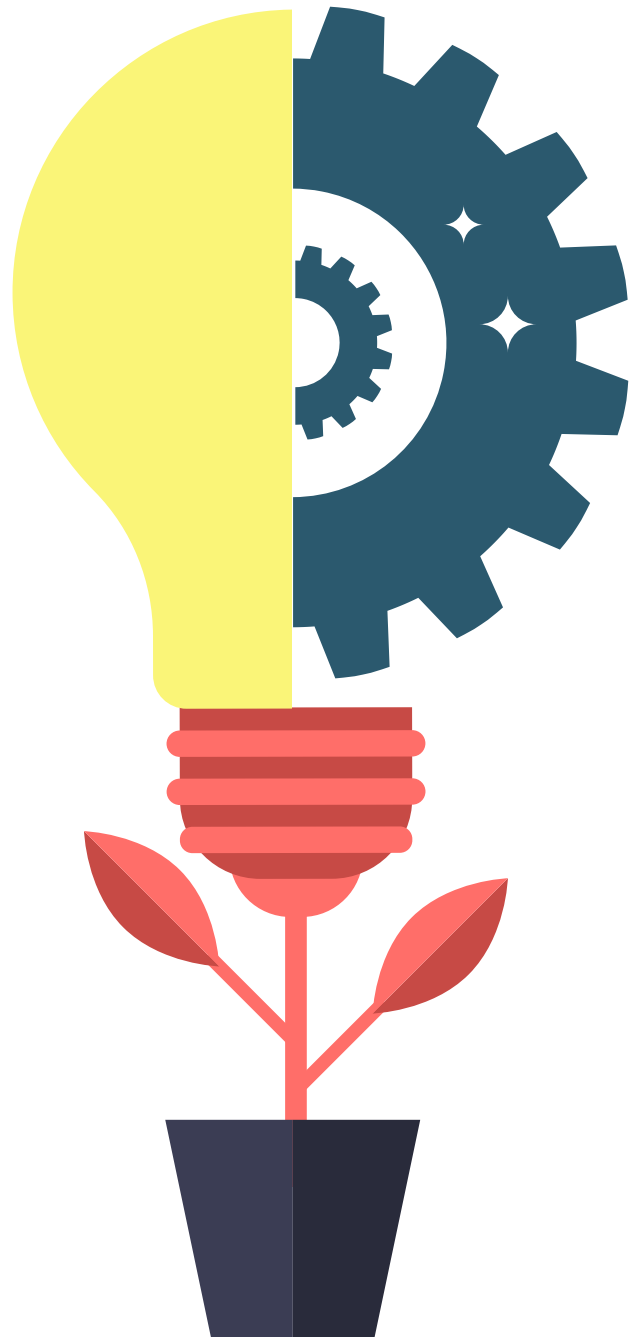
Humanistiek and a doctoral degree in Arts and Art Sciences from Université Pantheon- Sorbonne, Paris. His research interests focus on the intersection between arts and organization, where he is a pioneer



of the organizational aesthetics stream, that he applies to art-based research and management education, in the perspective of the transformation of organizations and society towards sustainable futures.

*«Trained as an engineer with a career as an artist, and having become a researcher in organisational theory by necessity, I have a typical Artem profile, which led me straight here. I couldn't have wished for anything better than this mission as the new head of the Unesco ICN Chair «Art and science for the sustainable development goals», under the supervision of its holder Paul Shrivastava, after the work accomplished by Sybille Persson. We can be proud of our research and the Chair, which both have a major and unique role to play, both in the local ecosystem, in the global UNITWIN network of Unesco Chairs, and in the French and international network of management research and teaching. There are currently 893 Unesco Chairs in the world. ICN is the only business school among the five higher education institutions in management to have received such a distinction, which recognises its long-standing commitment to responsible research and teaching. We all know we need a change of mentality, oriented towards inclusion and based on the recognition of difference and borders as territories to explore. New models of collaboration and transdisciplinary partnerships are expected, which collectively address complexity in a sustainable way, and co-produce participatory knowledge and root actions taking into account diversity. In this perspective of maturing towards sustainable change, I believe it is urgent to focus on the integration of the imaginary, symbolic and aesthetic dimensions in functional rationalities, in order to enrich the processes of decision and action. In order to ensure that the Chair has an impact on our ecosystem, I will strive at developing collaborations and partnerships, and applying research to the transformation of our social and productive environment. In this way, we will take our place in a promising and yet unexplored stream of research and action, where art is a form of knowledge and transformation, complementary to the classical sciences. Three centuries ago, Giambattista Vico, a solitary pioneer of modern aesthetics and social sciences, coined the notion of «poetic logic» as Scienza Nuova, a cornerstone for the elaboration of whole systems of collective knowledge. I would like to encourage us all to become ... poets.»*

Philippe MAIRESSE



## 2 | NEW PROFESSORS AT icn



**Bruno PECCHIOLI** has been Head of the academic department Finance, Audit, Accounting, Control since January 2020. He mainly teaches Financial Risks Management and Management Control. His current research interests focus on the valuation of

the financial markets reactions to specific events such as industrial accidents.

**Sabrina MALLEK** is attached to the DAP information system and supply chain management and teaches on the Nancy campus (Sept. 1, 2020). She holds a PhD in management informatics from the University of Tunis and a PhD in computer engineering from the University of Artois. Her doctoral research work in artificial intelligence and data research focuses on the analysis of social networks. She was head of the HRIS department in the energy sector and a Business Intelligence consultant in Luxembourg. She is a member of the editorial board of several journals and the program committee of international conferences.



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**Burçin GÜÇLÜ** teaches on the Berlin campus, she is attached to the DAP marketing department (September 1, 2020). She holds a PhD in Management from the IESE Business School of the University of Navarra. As part of his research she is working on the applications of Big Data in the sharing of economic enterprises and the sports industry. She has held research and teaching positions at EADA Business School, Toulouse Business School, Universitat Pompeu Fabra (ESCI) and Universitat Internacional de Catalunya.



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School, Universitat Pompeu Fabra (ESCI) and Universitat Internacional de Catalunya.

**Philip KITCHEN** moved from Research Affiliate Professor to permanent professor attached to the Marketing Department (April 1, 2020).



Previously, Dean of the Faculty of Business and Tenured Professor of Marketing, Brock University, Toronto, Canada and founding Professor of Strategic Marketing at Hull University Business School, UK. He is the Founder and Editor of the Journal of Marketing Communications (Routledge).

His teaching and research interests lie in integrated marketing communications, corporate communications, promotion management, and marketing management, with a growing interest in marketing theory.



**Philippe MAIRESSE** moved from Research Affiliate Professor to permanent professor attached to the Human Resources and Organizational Behavior Department (September 1, 2020).

Attached to the DAP marketing **Stephan SONNENBURG** has been teaching on the Berlin campus since September 09, 2020.



He has held executive positions in academia, including as Dean and Director of Curriculum at Karlsruhochschule International University, and in industry as

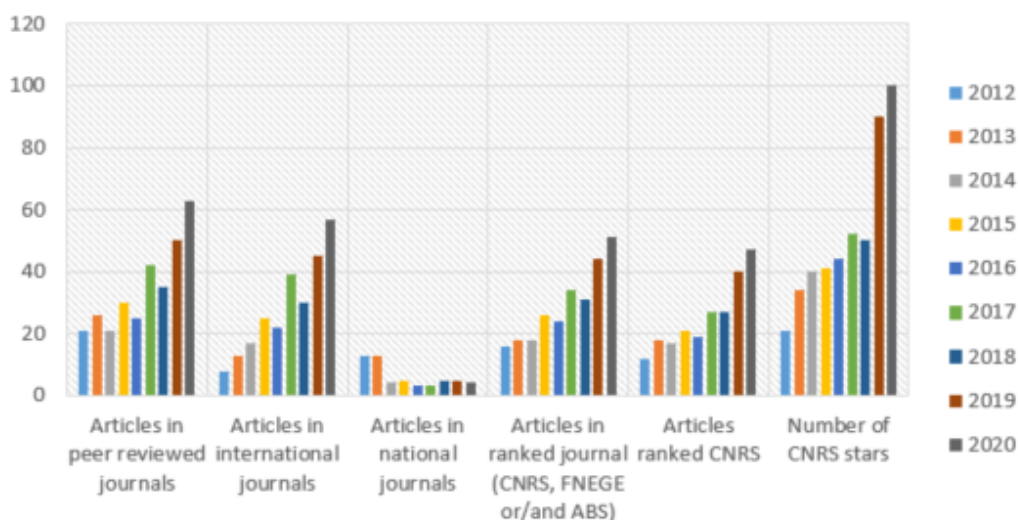
Director of Brand Planning at Select World and Senior Brand Planner at BBDO. His market experience includes Germany, Switzerland, Norway, the Netherlands and the United States.

# 3 | RESEARCH OUTPUTS

## 2020 in figures

In line of last years, the quantity of intellectual contributions produced by ICN Faculty increased further in 2020, with a high level of quality: 65 articles in peer-reviewed journals (+30% compared to 2019) including 52 in ranked journals (+18%) and 101 CNRS "étoiles" (+12%).

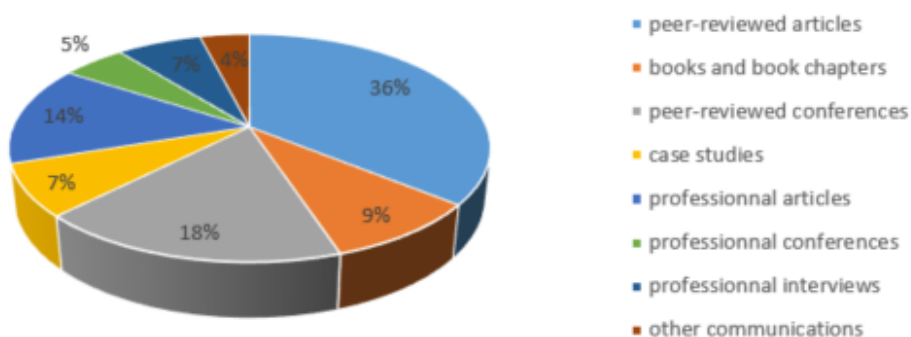
Quantity and Quality of discipline-based outputs



This year, the number of research and practical case studies publication widely increased compared to 2019 (13 vs 6); two of these were finalist of the AFM award 2020.

During the lockdown, the professors have adapted to the health crisis context participating in online conferences, webinars... They also made a special effort to popularize their research with communications intended to a wide audience.

Distribution by type of intellectual contributions



# 3 | RESEARCH outputs



## Articles published in peer-reviewed journals

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# 3 | RESEARCH OUTPUTS



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# 3 | RESEARCH OUTPUTS

## Case Studies

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# 3 | RESEARCH OUTPUTS

## Communications in Conference

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**BENETTI, C., N. NIGAM, S. MBAREK**, «Can women empowerment enforce ethical behavior from intimate partners? A case of urban and rural India», 2020, Online.

**BERTIN, C.**, «Knowledge-based resources of startup teams and their capability to collaborate with large firms in open innovation context» in 1st International Congress «Collective Intelligence: beyond Rhetoric», 2020. Accepted, conference postponed.

**CECCARELLI, A.**, «Justesse et Justice dans le recrutement : l'intelligence collective comme levier d'action» in L'intelligence collective au-delà du discours, colloque ARTEM, 2020, Nancy, France. Accepted, conference postponed.

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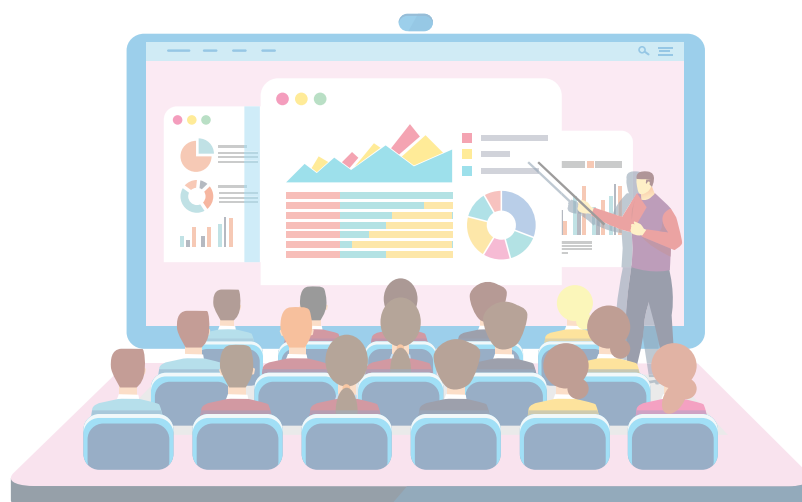
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# 3 | RESEARCH OUTPUTS

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**HABRAN, Y., W. KUEPERS, J. C. WEBER**, «Carers' vulner-ability in caring relationships» in ARAMOS, October 2020, Online.

**HOUE, T.**, «Impact des r  seaux sociaux sur les supply chains : une interaction dynamique vue    travers le prisme de la proximit  » in 13  mes Rencontres Internationales de la Recherche en Logistique et Supply Chain Management (RIRL), October 2020, Le Havre, France

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**MAIRESSE, P., C.MOREL**, «Creative social interactions as dis-placement in liminality: a study of a creative network.» in CSSI 2020, June 2020, Virtual conference.

**MAIRESSE, P., T. CHEMI, R. B. THORKEÐSD  TTIR, P. POMPA**, «Creative sustainability for ALL? Artist-Led Learning (ALL) as responsible practice in higher education» in European Congress of Qualitative Inquiry, February 2020, Malta, Malta.

**NIGAM, N., A. BOUGHANMI, S. MBAREK**, «Betting on the horse or the jockey? The signals for venture capital financing of healthcare startups from India» in World Finance Conference, Malta, 2020, Online.

OUATTARA, K., S., **Y. WANG**, «Responsabilit   sociale des entreprises et pr  sence d'investisseurs   trangers dans un oligopole mixte», 2020, Ottawa, Canada.

**ROME, A., S., A. LAMBERT**, «For better or for worse? The technological mediation of intimate relationships» in Consumer Culture Theory Conference, 2020, Leicester, Great Britain.

**ROME, A., S., F. MAURICE, J. S. TILLOTSON**, «The Contours of Colonization: A Study on the Marketization of Gay Culture», 2020, Stockholm, Sweden.

**ROME, A., S., J. S.TILLOTSON**, «'In the Zone:' (Re)productions of space through digital self-representation» in Consumer Culture Theory Conference, 2020, Leicester, Great Britain

**THIERY, S., D. FASS**, «Cybersecurity risks and situational awareness: Which skills and human factors are relevant at board level analysis?» in 11th International Conference on Applied Human Factors and Ergonomics (AHFE), July 2020, San Diego, United States of America.

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WAN, Y., **M. KOROMYSLOV, F. WU, H. ZHU**, «Does Social Media Marketing Work in Chinese Luxury Market?» in 19th International Marketing Trends, January 2020, Paris, France





# 3 | RESEARCH OUTPUTS

## Proceedings

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## Presentations in research seminars

**FINSTAD-MILION, K., E. EBERHARDT-TOTH, C. RETHORE**, «Gender bias in the Classroom: A workshop», Young People as a Force for Change, 4<sup>th</sup> meeting of the France-Benelux Chapter of PRME, Solvay Brussels School of Economics and Management, 30-31 January 2020, Brussels, Belgium.

**GUIMARAES DA COSTA, N.**, «L'HDR Un retour d'expérience», Laboratoire CEREFIGE, 2020, Nancy.

**GUIMARAES DA COSTA, N.**, «The notion of liminality in organizing: a conceptual exploration and empirical application» in Rencontres de la recherche, Chaire MAI IAE Paris, Sorbonne Business School, 1<sup>st</sup> July 2020, Paris, France.

**NIGAM, N., C. BENETTI**, A. BOUGHANMI, «Finance durable : opportunités et défis au Brésil» in Journée de recherche Innover pour une finance responsable et durable, 2020, online, France.

**NIGAM, N., C. BENETTI**, S. MBAREK, «Looking at the smart cities through the sustainability lens for women: Zero tolerance for Violence against women» in IPV Paper Development Workshop, 2020, Online.

**NIGAM, N., H. MAVOORI, C. BENETTI**, «Access to Venture Capital: Does Gender (STILL) Really Matter?» CEREFIGE. 2020, Online.

**PERSSON, S.**, «Pourquoi lire François Jullien (et mobiliser les concepts novateurs qu'il propose) quand on est un chercheur en sciences de gestion ?», CEREFIGE Axe ORH, Université de Lorraine, 2020, Nancy, France.



## 4 | RESEARCHERS DECODE CURRENT EVENTS

During the lockdown, the professors popularized their research with communications intended to a wide audience.



### «Avec le télétravail, le vêtement part-il en vrille ?»

On December 10, 2020 **Agnès CECCARELLI** was interviewed by Madame Figaro.

<https://madame.lefigaro.fr/style/avec-le-teletravail-le-vetement-part-il-en-vrille-101220-194097>

### «Le port du masque en entreprise nuit-il vraiment à notre efficacité au travail ?»

(The conversation, August 31, 2020)

**Agnès CECCARELLI**'s article deals with the way in which each of us is now led to communicate, to exchange with others. In many sectors of activity, including our own, exchange is at the heart of everyone's job. Therefore, how can we transmit a message, how can we receive it with a face that is 80% hidden? Impossible challenge? The paper tends to nuance the deleterious effects of the mask in interpersonal communication, to propose from a pragmatic angle ways to enter and remain in contact with the other.

<https://theconversation.com/le-port-du-masque-en-entreprise-nuit-il-vraiment-a-notre-efficacite-au-travail-145195>

### United States presidential election analysis by Alesandre MELNIK

### «Ce n'est pas parce que vous êtes en confinement qu'il faut travailler en pyjama»

(Agnès CECCARELLI, April 07, 2020)

At a time of lockdown imposed by the Covid-19 pandemic, a professional practice unprecedented for many is developing: the teleworking. While the implementation of this new mode of operation is facilitated by new technologies, the fact remains that compartmentalizing personal and professional life remains one of the keys to remote working.

<https://theconversation.com/ce-nest-pas-parce-que-vous-etes-en-confinement-quil-faut-travailler-en-pyjama-135560>



**Alexandre MELNIK** wrote a column on Major Prepa throughout the presidential campaign. He also analyzed the victory of Joe Biden for The conversation (December 06, 2020) and Le Journal du Dimanche (December 07, 2020).

<https://theconversation.com/la-victoire-de-joe-biden-vue-de-moscou-151049>

<https://www.lejdd.fr/International/comment-la-russie-de-vladimir-poutine-se-prepare-a-larrivee-de-joe-biden-au-pouvoir-4010595>

## 4 | RESEARCHERS DECODE CURRENT EVENTS

### Jean-François STICH speaks on France 3 about homeworking



At a time when homeworking has emerged as the only way to limit the spread of Covid-19, what are the advantages and disadvantages? What are its positive or negative effects for employees and companies?

On 8 November 2020, Jean-François STICH was invited by France 3 Grand-Est to discuss this social issue with Julien PIECHOWSKI, Managing Director of ATMO Grand-Est and Paul CLOUZET, creator of the YouTube channel P.A.U.L.

<https://jfstich.com/fr3ge-teletravail>

**Jean-François STICH** and **Philippe MAIRESSE** introduce us to an extraordinary character, a «Web Robinson» who has gone to a desert island for 40 days and then 40 days in the desert to try to ensure a professional activity, totally cut off from the world and in survival mode. This experience feeds into Jean-François and Philippe's research on telework in isolation.



<https://theconversation.com/40-jours-de-teletravail-coupe-du-monde-conversation-avec-le-web-robinson-gauthier-toulemonde-134164>



«**Coronavirus : faute de choix, il nous faut naviguer en eaux troubles**» (Florence LEGROS, September 23, 2020)

Since the start of the crisis, the members of the government are fighting relentlessly against the coronavirus epidemic. However, inconsistencies seem to multiply... **Florence LEGROS** delivers her analysis to Planet.

<https://www.planet.fr/actualites-coronavirus-faute-de-choix-il-nous-faut-naviguer-en-eaux-troubles.2065591.1464.html>



**Sybille PERSSON** interviewed by **Républicain Lorrain** on September 29 2020

ICN and the East Moselle Employers' Group (GEME) have signed a partnership agreement that translates into a research contract on well-being and benevolence at work. At a time when the figures of stress at work are more and more worrying in terms of cost for the companies and the disengagement of the employees, it is important to open research paths co-constructed on and with the field.

The entire approach is part of the UNESCO chair, hosted by ICN, whose aim is to put the arts and sciences at the service of sustainable development objectives.

<https://www.republicain-lorrain.fr/amp/economie/2020/09/29/bien-etre-au-travail-a-chacun-de-le-rendre-possible>

«**Chine et Occident : deux visions opposées de la 'guerre' contre le coronavirus**»

**Sybille PERSSON** invites us to think and look differently, to act without acting, to understand why and how Western and Chinese thoughts differ. Enter the world of Chinese thought through the article and video proposed in The conversation (March 24, 2020) and Xerfi Canal.

<https://theconversation.com/chine-et-occident-deux-visions-opposees-de-la-guerre-contre-le-coronavirus-134433>

[https://www.xerficanal.com/strategie-management/emission/Sybille-Persson-La-pensee-chinoise-et-le-management\\_2640.html](https://www.xerficanal.com/strategie-management/emission/Sybille-Persson-La-pensee-chinoise-et-le-management_2640.html)

## 4 | RESEARCHERS DECODE CURRENT EVENTS

«**Bientôt les vacances d'été ! Où irons-nous cet été ? Une enquête dans la région lémanique**»

(**Monde Economique, July 06, 2020**)



**Giuseppe CATENAZZO** presented a survey concerning the 2020 summer holidays as seen by the inhabitants of the Lake Geneva region. More than 200 Genevans (and inhabitants of the French municipalities surrounding the Canton), Vaudois and Valaisans aged 20 to 84 (average of 40 years) participated in an online survey between May 18 and 26, 2020.

<https://www.monde-economique.ch/bientot-les-vacances-dete-ou-irons-nous-cet-ete-une-enquete-dans-la-region-lemanique/>

«**Télétravail : anticiper les risques de harcèlement managérial**»

(**Caroline DIARD & Krista FINSTAD-MILION, June 11, 2020**)



In the context of lockdown, the consent of employees about teleworking has not questioned, their acceptance seems acquired. Some employees may then have perceived an unusual form of pressure, an increase in the workload or the frequency of meetings. HR departments should be particularly vigilant to this risk of harassment, which may be new and which was not anticipated.

<http://www.aimil.org/2020/06/11/teletravail-anticiper-les-risques-de-harcelement-managerial/>

**Christophe STALLA-BOURDILLON speaks about Conspiracy Theories**



On April 16, 2020 **Christophe STALLA-BOURDILLON** was the guest speaker of the webinar «Conspiracy: Issues and Truths» organized by Digimind in partnership with SCIP and ICN. Conspiracy theories propose to give a vision of history as the product of the action of an occult group acting in the shadows. A theoretical narrative that claims to be coherent, this theme has never been so topical today, closely linked to the question of terrorism and the counter-discourse conveyed by these «ideologies».

«**40 jours de télétravail coupé du monde**» (**The conversation, March 19**)

# 5 | OTHER PROFESSIONAL ARTICLES & CONFERENCES, MAGAZINES & INTERVIEWS

## PROFESSIONAL ARTICLES

**CECCARELLI, A.**, «Le Dress Code en entreprise est-il sexiste ?», Women Today, September 2020.

<https://womentoday.fr/le-dress-code-en-entreprise-est-il-sexiste/>

**DAGORN, N.**, «Cybersécurité et confidentialité des données : entrer dans une logique de confiance mutuelle « win-win »», Monde des grandes écoles et universités LE JOURNAL, March 2020, vol. 90.

<https://www.mondedesgrandesecoles.fr/cybersecurite-et-confidentialite-des-donnees-entrer-dans-une-logique-de-confiance-mutuelle-win-win/>

**DAGORN, N.**, «Le smartphone, un espion dans notre poche ?», The conversation, 02 March 2020.

<https://theconversation.com/le-smartphone-un-espion-dans-notre-poche-131265>

**HAWKINS, M., M. BIGA DIAMBEDOU, S. JACOB LEAL**, "Who Do You Think You are? An Experimental Study on Shared Identity and Team Performance", SSRN, February 2020.

<http://dx.doi.org/10.2139/ssrn.3546846>

**LE ROUVILLOIS, N.**, «[#PopTaCulture] Glenn Gould, le surdoué du piano, le géant de l'excentricité», Monde des grandes écoles et universités, 26 June 2020.

<https://www.mondedesgrandesecoles.fr/poptaculture-glenn-gould-le-surdoue-du-piano-le-geant-de-lexcentricite/>

**LE ROUVILLOIS, N.**, «[#PopTaCulture] Jimi Hendrix : « Un rêve inachevé »», Monde des grandes écoles et universités, 22 July 2020.

<https://www.mondedesgrandesecoles.fr/poptaculture-jimi-hendrix-un-reve-inacheve/>

**MARTINEAU, R.**, «Les nouveaux espaces bureau à l'ère du numérique : quand la bureaucratie fait de la résistance», Monde des grandes écoles et universités LE JOURNAL, May 2020, vol. 91.

<https://www.mondedesgrandesecoles.fr/exclu-les-nouveaux-espaces-bureau-a-lere-du-numerique-quand-la-bureaucratie-fait-de-la-resistance/>

**MELNIK, A.**, «Pourquoi Joe Biden sera le futur président des États-Unis – La chronique d'Alexandre Melnik», Major Prépa, 16 October 2020.

<https://major-prepa.com/geopolitique/chronique-alexandre-melnik-election-us-biden-victoire/>

**MURPHY, E., N. DAGORN, T. HOUE**, «Planetary Boundaries : un outil pour limiter l'impact environnemental de l'industrie textile», The conversation, 04 February 2020.

<https://theconversation.com/planetary-boundaries-un-outil-pour-limiter-limpact-environnemental-de-lindustrie-textile-130903>

**PERSSON, S.**, «Faut-il avoir du Q pour réussir ? Ou comment ne pas rester sur le Q pour avoir du Q ?», Monde des grandes écoles et universités, 15 June 2020.

<https://www.mondedesgrandesecoles.fr/analyse-faut-il-avoir-du-q-pour-reussir-ou-comment-ne-pas-rester-sur-le-q-pour-avoir-du-q/>

**VERLAINE, M.**, «On the Extraction of Cyber Risks using Structured Products», Social Science Research Net (SSRN), January 2020.

<http://dx.doi.org/10.2139/ssrn.3509741>

**VERLAINE, M.**, «From Geoeconomics to Geopolitics of Finance», AGEFI Luxembourg, November 2020.

<https://agefi.lu/Mensuel-Article.aspx?date=Nov-2020&mens=275&rubr=1806&art=25565>

**VERLAINE, M.**, «On efficiently inefficient markets», AGEFI Luxembourg, March 2020, vol. XX, pp. 28.

<https://agefi.lu/Mensuel-Article.aspx?date=Mar-2020&mens=268&rubr=1755&art=24824>

**VERLAINE, M.**, «On Fund Performance and Turnover», AGEFI Luxembourg, October 2020.

<https://agefi.lu/Mensuel-Article.aspx?date=Oct-2020&mens=274&rubr=1797&art=25445>

# 5 | OTHER PROFESSIONAL ARTICLES & CONFERENCES, MAGAZINES & INTERVIEWS

## Interviews

**CECCARELLI, A.**, «L'Image de l'agent immobilier, un vecteur de confiance ?», table ronde animée par S. Levy-Valensi interviewer, Assises Nationales de l'immobilier, October 2020, Metz, France.

<https://radio.immo/guest/1-3700-Agn%C3%A8s-CECCARELLI>

**CECCARELLI, A.**, «Tenue correcte exigée !», I. Dautresme interviewer, Le Monde Campus, 06 February 2020.

<https://grandeecole.inseec.com/en/news/tenue-correcte-exigee-le-monde-campus/>

**LEGROS, F.**, «Épargne : comment compléter ma retraite si je n'ai pas anticipé ?», N. Leone interviewer, Planet.fr, 23 January 2020.

<https://www.planet.fr/epargne-epargne-comment-completer-ma-retraite-si-je-nai-pas-anticipe.1927584.687352.html>

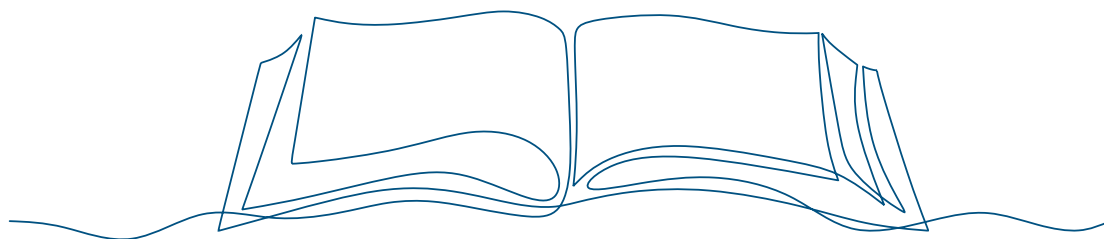
**LEGROS, F.**, «Il faut laisser les gens choisir librement leur âge de départ», T. Prudhon interviewer, Var matin, 09 January 2020.

<https://www.pressreader.com/france/nice-matin-cannes/20200109/282041919065787>

**PERSSON, S.**, «Reconcevoir le management et la stratégie avec François Jullien», J.-F. Denis interviewer, Fenêtre ouverte sur la gestion, Xerfi Canal, October 2020.

[https://www.xerficanal.com/iqsog/emission/Sybille-Persson-Reconcevoir-le-management-et-la-strategie-avec-Francois-Julienn\\_3748913.html](https://www.xerficanal.com/iqsog/emission/Sybille-Persson-Reconcevoir-le-management-et-la-strategie-avec-Francois-Julienn_3748913.html)

**PERSSON, S.**, «Testimonial about the ICN School of Coaching», in O. MESLY, Marketing project, Taylor and Francis- CRC Press, 2020.



## Professional conferences

**CECCARELLI, A.**, «Le management à l'épreuve de la génération Y» in Managers et managés : nouvelle donne ?, 2e Congrès régional Grand EST de la Fédération Hospitalière de France (FHF), 1-2 July 2020, Nancy, France.

<https://congres-fhf-ge.fr/programme/>

**CECCARELLI, A.**, «L'image de soi en milieu professionnel : enjeux et impact» in Association Nationale des Directeurs de Ressources Humaines Champagne (ANDRH), March 2020, Reims.

**STALLA-BOURDILLON, C.**, «Le complotisme : enjeux et vérités» in DIGIMIND & SCIP, 28 April 2020, Webinar Online.

<https://landing.digimind.com/fr/fr/le-complotisme-enjeux-et-v%C3%A9rit%C3%A9s>

**KITCHEN, P.** "Writing for Academic Journals", webinar MICA University, 1st December 2020, Ahmedabad, India.

**MELNIK, A.**, «Grands enjeux du XXIe siècle» in Maison des étudiants, ARTEM, 2020, Nancy, France.

**MELNIK, A.**, «Dernier débat aux USA : décryptage des moments forts», ICN Business School & Major Prépa, 23 October 2020.

<https://m.facebook.com/major.prepa/videos/349052549857825/>

**MELNIK, A.**, V. VASAK, K. KHRISNAN, «Trump/Biden : qui sera le vainqueur ?», ICN Business School & Major Prépa, 04 november 2020.

<https://www.facebook.com/major.prepa/videos/trumpbiden-qui-sera-le-vainqueur-/1064104197359900/>

**STALLA-BOURDILLON, C.**, «A quoi sert l'Intelligence économique ?», Université de la Sorbonne, 2020, Paris, France.

# 6 | DOCTORAL ACTIVITIES

## THESES & ACR (hdr) obtained by icn faculty MEMBERS



**Clarice BERTIN**, permanent professor in the Strategy and Entrepreneurship Department, successfully defended her doctoral thesis in Management Sciences, specializing in innovation and entrepreneurship, on 23 November 2020.

Her thesis, carried out at the University of Strasbourg within the BETA laboratory, was on «Driving factors for symbiotic collaborations between startups and large firms in open innovation ecosystems».

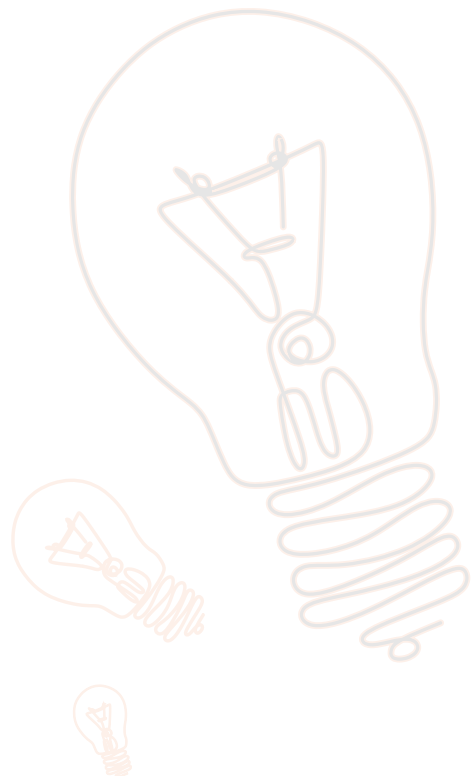


**Nuno GUIMARÃES DA COSTA** received his Authorization to Conduct Research.

He defended, under the direction of Géraldine SCHMIDT, his dissertation entitled «Towards more sustainable societies: Ethics and sustainability as foundations of an intended institutional change» on 3 November 2020 at the IAE Paris.

**Matthew HAWKINS** received his Authorization to Conduct Research.

He supported, under the supervision of Dominique Roux, his dissertation entitled "Consumer Identity Ingredients and the Consumer-Activity Relationship" on 15 December 2020 at the University of Reims Champagne-Ardenne.



# 6 | DOCTORAL ACTIVITIES

## ICN PHD THESES IN PROGRESS SUPERVISED BY ICN FACULTY

Nadine AL KHATIB, Lebanon, "The fragmentation between theory and practice: Why business schools don't internalize the theories they teach into practice", **Nuno GUIMARAES DA COSTA** & Tamym ABDESSEMED.

**Pascale BAAKLINI**, Lebanon, "Diversité du genre dans le comité d'audit", **Stéphanie THIERY**.

Patrick BEHAR-COURTOIS, France, "A comparative study of internal practices relative to the retention of experts in private organizations in China and France", **Nuno GUIMARAES DA COSTA**.

Rajae BOUZERDA, France, "Improving Customer Services Delivery thanks to Big Data", **Silvester IVANAJ**.

Ali CHARIF, Lebanon, "Reconsidered Finance, Using Ethics for the SocioEconomic Reembedding of Finance. The Case of Islamic Finance", **Nuno GUIMARAES DA COSTA**.

Stéphane GANGLOFF, France, "What leadership style should international companies implement in order to enhance synergy and creativity in international virtual group projects", **Nuno GUIMARAES DA COSTA** & **Kamel MNISRI**.

Wassim HAMIEH, Lebanon, "Impact of CSR on brand loyalty", **Klaus-Peter SCHULZ**.

Ulvick HOUSSOU, Benin, "Higher education and socio-economic development in the CAMES area: Entrepreneurial University, a new organizational model for university governance?", **Klaus-Peter SHULZ** & **Mahamadou BIGA DIAMBEIDOU**.

Hicham ISMAIL FAWAZ, Lebanon, "Comparison between performance of Islamic microfinance and conventional microfinance; the cases of Pakistan and Lebanon", **Francesc RELANO**

Hui Ji, China, "Three Essays on consumers' behavior of luxury market in China", **Christophe RETHORE**.

Beibei LI, China, "Three Essays on Chinese Cross-border E-commerce Consumer Behavior", **Bertrand AGOSTINI** & **Matthew HAWKINS**.

Hayian LIANG, China, "Three Essays on Management Accounting of Chinese Luxury Industry", **Stéphanie THIERY**.

Xiaohui LIU, China, "Three Essays on Online Shopping Behavior in China", **Christophe RETHORE**.

Rita MAHFOUZ, Lebanon, "The Impact of private equity firms on the business environment in the MENA region", **Nuno GUIMARAES DA COSTA** & **Stéphanie THIERY**.

Steve ORDENER, France, "The benefits for a modern commercial department of a management style that includes emotional intelligence and kindness", **Sybille PERSSON**.

Daniel Brou SABENIN, Ivory Coast, "Challenges in measuring the returns on social media marketing investments in developing countries: Case of Ivory Coast", **Matthew HAWKINS** & **Stéphanie THIERY**.

Adam SEYMOUR, United States, "Apply the Open Innovation concept in healthcare Sector", **Klaus Peter SCHULZ**.

Qian SHEN, China, "Three Essays on luxury market consumption in China", **Christophe RETHORE**.

Qi Hui SHI, China, "Three Essays on the Relationship between Firm Diversification and Corporate Social Responsibilities: Chinese Evidence", **Olga IVANOVA RUFFO** & **Stéphanie THIERY**.

Anicet TCHIBOZO, Belgium, "Digital and Analytics approach for handling the relationships between human behaviors and performance management in Organizations", **Mahamadou BIGA DIAMBEIDOU** & Placide POBA (UQAM).

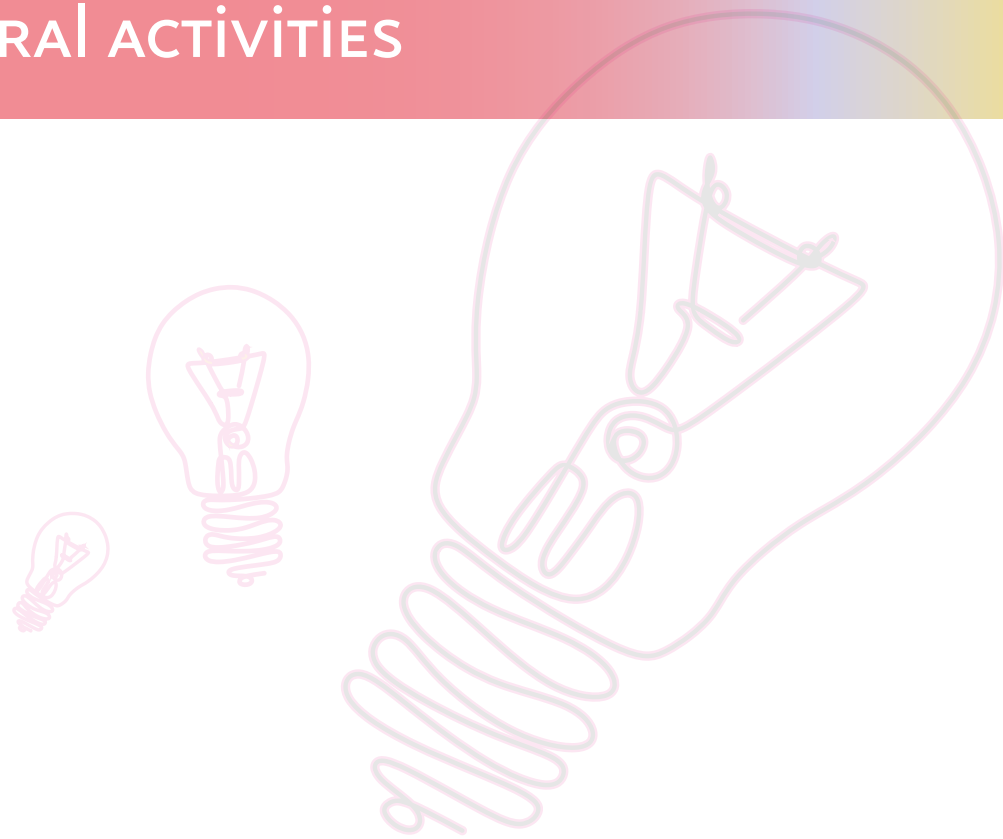
Marion TELLECHEA, France, "Study of determining factors of an internal audit report production", **Stéphanie THIERY**.

Yuan WAN, China, "How chinese jewelery industry elevates its global status in the field of luxury branding management, international investment and finance innovation", **Maxime KOROMYSLOV**.

Lijuan WANG, China, "Three Essays on China Faith-based Philanthropy", **Günter SCHUMACHER**.



## 6 | DOCTORAL ACTIVITIES



### Doctoral theses in progress supervised by ICN faculty

Jonas TAREKEGNE (Germany), Universität Stuttgart, "Playfulness in innovation processes", **Klaus-Peter SCHULZ**.

Dorothee ROBINOT-AFAKIR (France), Université de Lorraine, "Quels critères de durabilité pour apprécier la carrière des femmes cadres et dirigeantes ? ", **Sybille PERSSON**.

Carla VIDINHA (Portugal), Université de Lorraine, "Impact of social movements in corporations. An agenda building perspective", **Sybille PERSSON & David WASIELESKI**.

Rana ZANTOUT (Lebanon), Université de Lorraine, "Organizational Energy and Performance: perspectives of a conceptual model and an empirical research", **David WASIELESKI & Olga IVANOVA RUFFO**.

### Doctoral theses & ACR supervised by icn faculty and defended in 2020

**Sanvi AVOUYI-DOVI** was the thesis director of Tristan JOURDE from the Dauphine doctoral school who successfully defended his thesis on «the long-term evolution of equity market movements» on November 23 and obtained his doctoral degree.

**Florence LEGROS** supervised Stéphane HAMAYON, director of Harvest studies and member of the research advisory board ICN, who received his Authorization to Conduct Research on the Artem campus on 2020, February 20. His dissertation was entitled «Hybrid demoeconomic models with two classes of agents as tools for analysing the equilibrium of pension schemes».

**Elisabeth PAULET and Edina EBERHARDT-TOTH** supervised Junmei QI (China), a doctoral student at the University of Lorraine for 4 years. On 2020, December 1, she defended her thesis in Nancy entitled «Environmental management of bank loans granted to companies in Europe and China: three empirical investigations» and obtained her doctorate degree.

**Wajdi TRABELSI & Nathalie SAUER** supervised Zakaria CHEKOUBI (France), a doctoral student at the LGIPM. On 2020, December 16, he defended his thesis entitled «Problème intégré de dimensionnement de lots et de tournées de véhicules avec remanufacturing des produits en fin de vie» and obtained his doctorate degree.



**The International Journal of Psychosociology and Management of Organisational Behaviour (RIPCO) enters the CNRS 4 classification** 🏆 the first scientific journal exclusively dedicated to organizational behaviour, RIPCO has published thousands of articles in its 25 years of existence. Since 2018, its new editorial team led by Silvester IVANAJ has set itself the goal of reaching a high scientific level aiming at a ranking in the CNRS list. It is now done. The CNRS has published in June 2020 its new classification of journals in economics and management in which RIPCO is ranked 4.



**In 2020, Didier FASS was appointed member of the evaluation committee of the program ASTRID**

ASTRID (Accompagnement Spécifique de travaux de recherches et d'innovation défense) is a project of the Agence Nationale de la Recherche / Agence de l'Innovation de Défense de la Direction générale de l'armement (DGA).

<https://anr.fr/fr/detail/call/accompagnement-specifique-des-travaux-de-recherches-et-dinnovation-defense-astrid-2020/>



**Workindness, a humanistic and socially responsible management concept**

«In what and how does benevolence serve the sustainable performance of an organization?» This is the question **Steve ORDENER**, a ICN PhD students supervised by **Sybille PERSSON** is working on.

This doctoral work aims to reconcile ethics and corporate strategy to promote a sustainable development of human resources connected to performance of organizations, all with respect for human dignity. Therefore, the thesis falls in framework of the UNESCO Chair «Art and Science for Sustainable Development Goals»

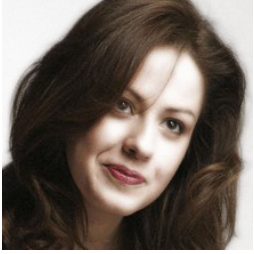
This intervention-research was designed with 10 companies from GEME (Groupement des entreprises de Moselle Est) participating in the project and contributing to its funding. As Project leader, Steve Ordener planes, coordinates and executes the Workindness research project.

**In the press:**

<https://www.lejournaldesentreprises.com/lorraine/article/la-lutte-contre-le-mal-etre-au-travail-sorganise-faulquemont-546821>

<https://www.republicain-lorrain.fr/economie/2020/09/29/bien-etre-au-travail-a-chacun-de-le-rendre-possible>

## Two ICN case studies selected as finalists of AFM (Association Française du Marketing) Awards



**Douniazed FILALI BOISSY** was finalist of the AFM Award 2020 for the best practical case in marketing with «BAGP: When creativity and the 'made in France' make the difference» (co-written with Elodie JOUNY-RIVIER).



**Rossella SORIO** was finalist of the AFM Award 2020 for the best research case with "Le Petit Béret : du vin qui n'en est pas?" (co-written with Lydie BELAUD).

## A significant involvement of ICN researchers within the CEREFIGE research laboratory (University of Lorraine)



**Jean-François STICH** as head of "Organizations and Human Resources (ORH) thematic team;

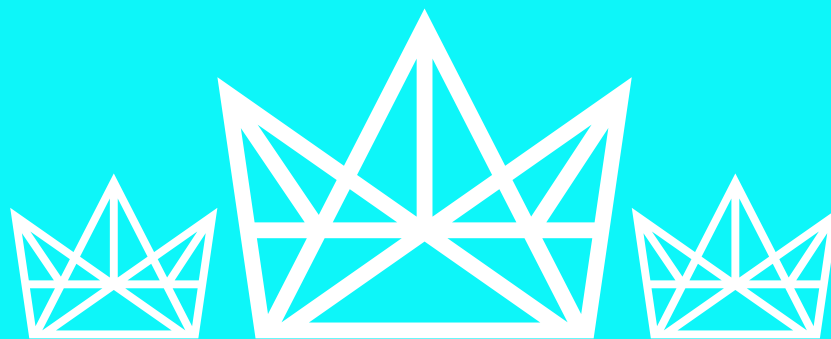


**Klaus Peter SCHULZ** as head of "Sustainable Development and Creativity" priority scientific axe team;



**Alejandra DUENAS & Yves HABRAN** as head of "Health & Care" priority scientific axe team.





# ICN BUSINESS SCHOOL

TRIPLE ACCRÉDITÉE



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## ICN key figures

- 3,000 STUDENTS WITH MORE THAN 38% FOREIGN STUDENTS
- 15,000 ALUMNI
- 119 PARTNER UNIVERSITIES WORLDWIDE
- 44 STUDENT ASSOCIATIONS
- 30 YEARS OF SOFT SKILLS
- 130 PARTNER COMPANIES
- 30,000 HOURS OF CONTINUING EDUCATION
- 31 VISITING PROFESSORS
- 74 PERMANENT PROFESSORS AND 22 AFFILIATE PROFESSORS
- 89% OF THE FACULTY MEMBERS HOLD A PHD AND 52% ARE INTERNATIONAL
- 330 BUSINESS PROFESSIONALS TEACHING
- 15 DATABASES INCLUDING BLOOMBERG, EBSCO, AND ABI