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#ICNBS

ICN Faculty Intellectual Contributions

yearbook 2019



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RESEARCH ACTIVITIES

A year of transition if ever there was one, the year 2019 has been marked by an exceptional strategic deployment in several aspects of ICN research and intellectual contributions.

First of all, the structuring of the research management bodies in line with the «Ambition 2022» plan and the demanding pace of quality accreditations, whether at the national level (Diploma visas by CEFDG) or international level (EQUIS, AMBA). This is how the **Research Advisory Board (RAB)** was born, and the **Research Management Committee (RMC)** found its momentum.

Secondly, a clear sense of identity is becoming increasingly evident in all of ICN's intellectual contributions. Research at ICN aims to be creative in the Artem dynamic, following the example of the **Dysfunction Day** conference ;it is intended to be responsible, following the example of the **UNESCO Chair**; it is intended to be useful and to have an impact with a triple orientation: academic, of course, but also aimed at learners (teaching and case studies) and companies (directors, managers, practitioners).

Thirdly, a reinforced valorization of the produced intellectual contributions mobilizes several vectors of regular dissemination: an internal communication with the research section within the ICN Newsletter, an ambitious outreach with **IRENA**, the **ICN research newsletter** under the aegis of ARTEM, a privileged interdisciplinary orientation with the **journal RIPCO**.

Many thanks to all ICN teachers-researchers who, in addition to their highly growing number of publications, are increasingly concerned about three issues: why writing? With whom to associate? and with whom to publish? These questions are in line with the policy of CEREFIGE, our partner laboratory with its priority areas; they also call for the necessary deployment of doctoral research following the example of the **ICN PhD** with new HDR in sight... while waiting for Wolfram BERGER, the new ICN DAR at the beginning of 2020....

RESEARCH ACTIVITIES, ORGANIZATION & NEWS

Research Advisory Board

The Research Advisory Board comprised of 10 national and international academics that advise the Research Management Committee develop, promote and evaluate its research policy. Six members of the Board are from EQUIS/AACSB/AMBA accredited schools: Philippe Mairesse - Audencia (EQUIS/AACSB), Philip Kitchen - University of Salford (EPAS, AMBA), Corinne Gendron, UQAM ESG (AMBA), Donald Huisingsh - University of Tennessee (AACSB), Paul Shrivastava - Pennsylvania State (AACSB), David Wasieleski - Duquesne University (AACSB). The Board membership was opened in 2018 to corporate or public research & development executives - Gijss Dekkers (Belgian Federal Planning Bureau, Sanvi Avouyi-Dovi (Senior Advisor Banque de France), Stéphane Hamayon (Harvest), Luc Arrondel (CNRS) and Alain Minczeles (Natixis) - to assist and advise the School in its effort to secure corporate and institutional funding for research.

Dysfunction Day

Dysfunction Day is a 24h event focused on the issue of art as a vehicle for communication and dissemination of research results and knowledge. Among the reasons identified for the failure of the dissemination and exploitation of research to achieve its goals is the lack of knowledge of alternative routes and channels. One possible answer to this question is the use of creative art forms as an underestimated means of understanding and knowledge (Bruce et al, 2013). The use of artistic methods increases awareness of empirical data or developments in a subject and provides access to research in situations where language, intellectual approach or cultural barriers exist. Research in management and organizational sciences remains committed to the classic publication of articles with a limited impact on practices and society (Denis, 2017). More details in the research events part.

UNESCO Chair

The UNESCO Chair and is a group of researchers at the ICN Business School established in 2019 in an Agreement with UNESCO. It encourages regional cooperation and contribute to strengthening North-South cooperation on implementation of SDGs particularly through the integration of natural and social sciences and the arts and humanities. It collaborates with the ARTEM Program, Concordia University, Montreal, Sustainability Institute, Penn State University (USA), Duquesne University in Pittsburgh (USA), and Centre for Responsible Business, in New Delhi, within the broader scientific network of Future Earth. Chair research will integrate natural and social sciences with humanities and arts to develop experience and evidence-based approaches to implementing sustainable development goals. It will support synthesis of knowledge that contributes to the UN Global Sustainable Development Report. It will also explore opportunities for data integration and the development of integrated indicators for the SDGs - across levels and addressing multiple scales and goals.

IRENA

IRENA, ICN Research News Artem, is a communication vector for the school studies and research work.

IRENA has multiple objectives: to provide teacher-researchers with a communication tool that enables them to reach a wide audience; to establish a bridge between companies, decision-makers and researchers; to facilitate access to the expertise developed within the school to a wider audience and finally to enhance the school's image in the world of research and companies, etc.

IRENA is published in French and English three times a year.

IRENA has an editorial dedicated to one of ICN's areas of expertise or competence and two interviews from teachers or school managers on their experiences in this field.

In addition, it offers non-technical summaries of articles published in academic or specialized journals.

IRENA also publishes a non-exhaustive list of recent research-related events as well as a brief presentation of the teacher-researchers who contributed to the letter.

Research Management Committee

The RMC, which meets every 2 months, has a double dynamic top down and bottom up. Responsible for deploying and translating the strategic orientations defined by management and the RAB, the RMC works in consultation with the Academic Departments. Thus, each department has an HDR representative or equivalent within the RMC, which allows the integration of all the concerns of the school's research professors. The RMC handles research internally by associating the essential support services of the school (Documentation, valorisation, research engineering) as well as the management of the ICN PhD program and the editor-in-chief of RIPCO



RESEARCH ACTIVITIES, ORGANIZATION & NEWS

RIPCO

Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels is the first scientific journal exclusively dedicated to organizational behavior. In its 25 years of existence, it has published nearly 1000 articles, gathering a network of 800 contributors from more than 15 countries. It is currently referenced in the FNEGE, ESSEC and HARZING rankings.

Since July 2018, Silvester Ivanaj has been appointed chief editor of the review and the new editorial team has set its objective to reach a high scientific level aiming at a classification in the CNRS list. It continues to publish research in the field of organisational behaviour whatever the approach and particularly encourages pluri-, multi- and transdisciplinary research. In December 2019, RIPCO organized a research day in collaboration with ICN which was held in the premises of Paris la Défense (More details in the Research Events part).

ICN PhD Program

The PhD program has been specifically designed to foster the human capital of our students and to support them throughout their journey, in order to help them becoming an 'academic'. Our research initiatives develop knowledge that benefits both business and the broader society, locally and globally. This means that we have decided to accept diversity in research themes, methods or types of inquiry in order to reflect the plurality and complexity of business and societal problems. By enabling a strong relationship between the PhD student and his/her supervisor, based on trust and an open line of communication from both parties, we constantly challenge ourselves to adapt our research to the future. Our contributions are both in the theoretical domain, in order to create fundamental knowledge, and in the applied domains to address current issues. They will become part of the research strategy of our school and will guide ICN PhD graduates to be part of the academic arena.

RIPCO Day 2019



RESEARCH ORGANIZATION

Intellectual contributions at ICN Business School are shaped by a faculty commitment for the creation of more pragmatic and compassionate, self-reflexive and greener avenues. In this way, they can become more engaged scholars and reflexive practitioners within their work of theory builders.

The diversity of the ICN faculty, their connection with ARTEM spirit and method have given most of them a specific flavour for innovation, creativity and practice. Faculty members engage with local players to develop meaningful research, which attempts to solve real problems. This applied research often starts in the classroom – during workshops in which students from the three ARTEM Schools participate together with external organisations – and then evolves into research projects that eventually result in the presentation of concrete solutions, but also in research seminars and peer-reviewed papers.

Research management is shared between the Deputy Director for Research, the Research Advisory Board, the Research Management Committee and the Research Laboratories CEREFIGE ('Centre Européen de Recherche en Economie Financière et Gestion des Entreprises'), under supervision of the Dean for Faculty and Research.

Given their specific areas of expertise, and in accordance with the ARTEM orientation of the School, some faculty members belong to three other University of Lorraine laboratories: the BETA ('Bureau d'Economie Théorique et Appliquée) and the LORIA (Laboratoire Lorrain de Recherche en Informatique et ses Applications) and LGIPM ('Laboratoire de Génie Industriel, de Production et de Maintenance')

RESEARCH NEWS

In 2019 the ICN Faculty recruited 3 new permanent professors and 1 new affiliated research professor. They are all holders of a Phd and 3 of them are of foreign nationality.

NEW PERMANENT PROFESSORS



MARIA PETRESCU - ROMANIAN

Maria Petrescu holds a PhD in Business Administration, Marketing from Florida Atlantic University, College of Business, Boca Raton (USA).

She joined the Marketing Department in September 2019.

Her research focuses on digital marketing, international marketing, marketing analysis and research methods. She is co-editor of the Journal of Marketing Analytics and a member of the editorial board of Young Consumers. She is also a member of professional associations such as the American Marketing Association, the Academy of Marketing Science, the Marketing Science Institute and the Marketing Science Institute.



GIUSEPPE CATENAZZO - ITALIAN

Giuseppe Catenazzo holds a PhD in Management from the University of Geneva - Faculty of Economics and Management (Switzerland).

He joined the Marketing Department in September 2019.

His doctoral thesis was on «Three essays on product defects, recovery effects and quality perceptions». He is a member of the editorial board of Elixir International Journal, International Journal for Innovative Research in Multidisciplinary Field, International Journal of Research Culture Society, International Research Journal of Applied Finance, and Review of Business Research. He is the author of a book entitled «La gestion des services».

REGIS MARTINEAU - FRENCH

Régis Martineau hold a PhD at the IAE of Tours and his HDR at the IAE of Poitiers. He joined the Finance, Audit, Accounting, Control Department in September 2019. His research, published notably in M@n@gement, the French Journal of Management, Management and Understanding, and Sustainability Accounting Management and Policy Journal, focuses on management tools, from a semiotic and critical perspective; as well as on pedagogical innovations in management schools.



NEW RESEARCH AFFILIATE PROFESSOR

WENDELIN KÜEPERS - GERMAN



Wendelin KÜEPERS hold a PhD at Witten / Herdecke University (Germany) and a post-doctoral studies at St. Gallen University (Switzerland). He has been affiliated with several universities in Europe and New Zealand.

He joins the Human Resources and Organizational Behavior department in September 2019.

His research focuses on design, integrating artistic and aesthetic dimensions as well as concrete common sense into leadership and theoretical and practical organization. He has published widely in scientific journals and also published, with Routledge, a series of books on «The Practical Wisdom in Leadership and Organization.»

2 | ARTICLES published in PEER-REVIEWED JOURNALS

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3 | book and book chapters

Book and book chapters

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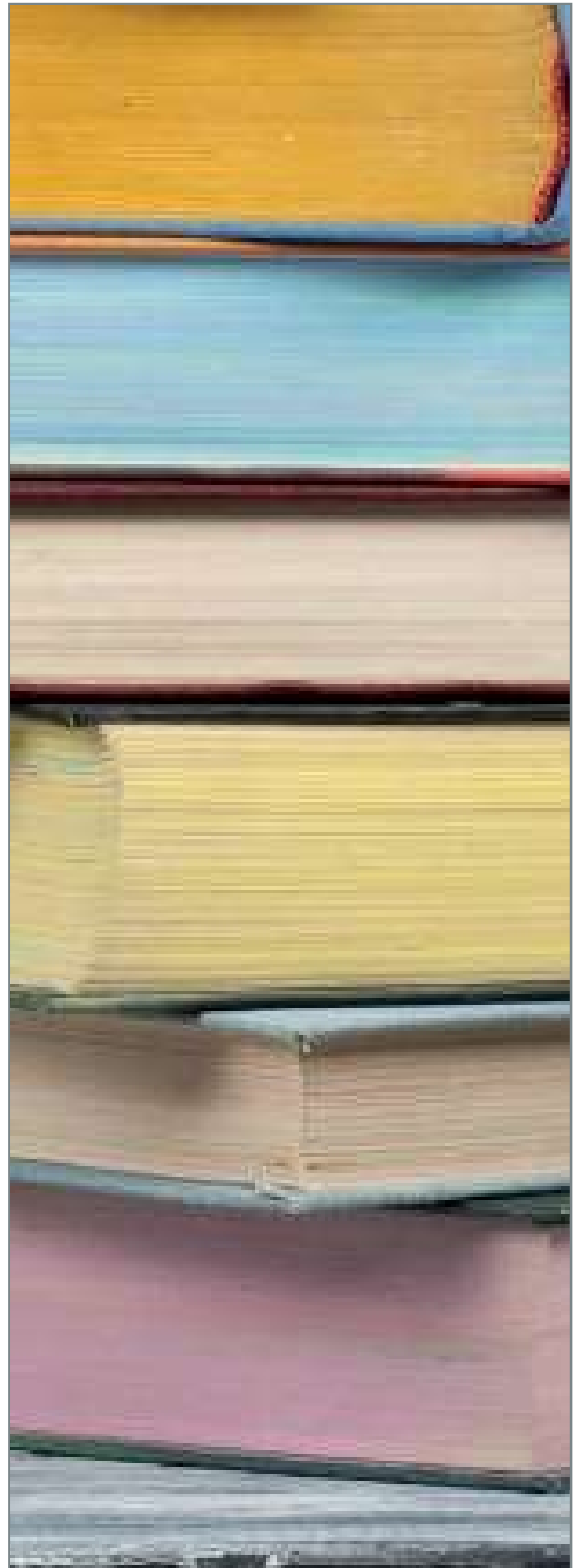
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4 | CASE STUDIES

Case studies

FILALI BOISSY, D., E.JOUNY-RIVIER - «Berthe Aux Grands Pieds : Quand les chaussettes se rebellent et clament leur créativité» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris

KRATZ, C., J.BILLET - «Les Biscuits de Mr. Laurent : phase de développement d'une biscuiterie artisanale» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

KRATZ, C., J.BILLET - «Biscuits of Mr.Laurent» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

REBIERE, P. - «AIRBUS : coup de poker génial ou risque calculé ?» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

REBIERE, P. - «Club Med : comment devenir un leader mondial ?» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris

REBIERE, P. - «Teva : chute d'un symbole israélien» - 2019, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris

ROME, A. - «Marketing Infidelity: The case of Ashley Madison» - 2019, European Case Clearing House (ECCH), United Kingdom



Communications in conference and Presentations

ABRANTES, A., A. M.PASSOS, M.PINA E CUNHA, A.MINER, «"We do not like it but it has to be done": How temporal personality and team improvised adaptation can foster team performance» EURAM 19th Annual Conference. 2019, Lisbon, Portugal

ABRANTES, A., A. M.PASSOS, M.PINA E CUNHA, C.MARQUES SANTOS, «If your team has to adapt improvising, you better learn how to do it: The contributions of shared mental model similarity and team reflexivity» INGRoup 14th Annual conference. 2019, Lisbon, Portugal

BERTIN, C., «Knowledge-based resources of startup teams and their capability to collaborate with large firms in open innovation context» 17th OUI -Open & User Innovation- Conference, 2019, Utrecht, Netherlands

BERTIN, C., V.SCHAEFFER, «Building dynamic capabilities in the digital era: the case of the banking sector» in 28ème Conférence de l'AIMS - Association Internationale de Management Stratégique, 2019, Dakar, Senegal co-authors presented

BERTIN, C., V.SCHAEFFER, «Building dynamic capabilities within an innovation ecosystem: the case of the banking sector» in RADMA - R&D Management Conference, 2019, Paris, France

BERTIN, C., V.SCHAEFFER, «Regenerating dynamic capabilities in innovation ecosystems: the case of the banking sector facing digitization» in EURAM 19 - European Academy of Management Conference, SIG Innovation, 2019, Lisbon, Portugal

BRAUN, O., C.FIORI-KHAYAT, «The Determinants of Employee Commitment to CSR.» AOM Meeting. 2019, Boston, USA

BRAUN, O., C.FIORI-KHAYAT, C.MORIN-ESTEVEZ, A.CECCARELLI, C.GENDRON, «La contribution des ONG locales à la crédibilité du rapportage social» CSEAR 5th French Conference on Social and Environmental Accounting Research. 2019, Paris, France

CANHILAL, K., N.GUIMARAES DA COSTA, M.PINA E CUNHA, «Expatriates' decision making process: liminality and digital world» EURAM (European Academy of Management). 2019, Lisbon, Portugal

CASTELLANO, S., D.KALISZ, I.KHELLADI, «The role of Internet of Things to balance tradition and innovation in the wine industry» in 1st International Research Workshop on Wine tourism: Challenges and futures perspectives, 2019, Strasbourg, France, co-authors presented

CASTELLANO, S., I.KHELLADI, R.SORIO, «How Nomad Entrepreneurs contribute in building Dynamic Capabilities in a Global context The case of Flying Winemakers» in 1st International Research Workshop on Wine tourism: Challenges and futures perspectives, 2019, Strasbourg, France, co-authors presented

CASTELLANO, S., I.KHELLADI, R.SORIO, V.DUTOT, J.CHARLEMAGNE, «The prescriptive roles of avatars in the online wine shopping experience» in 10th International Research Meeting in Business and Management, 2019, Nice, France, co-authors presented

CHEKOUBI, Z., N.SAUER, W.TRABELSI, «The Integrated Production-Inventory-Routing Problem of EOL products with simultaneous delivery and pickup», 2019, Marrakech, Morocco

D'AVINO - DUMAS, C., M.SHABANI, «Spatial dependence and internal capital markets» IFABS 2019 Conference. 2019, Angers, France

FIORI-KHAYAT, C., «"Whistleblowing as an organisational and managerial dialectic"» in AOM MEETING, SIM DIVISION, PDW, 2019, Boston, USA

FIORI-KHAYAT, C., «From the right to secrecy to the right to alert: A normative and organizational conflict» Academy of Management Annual Meeting. 2019, Boston, USA

FIORI-KHAYAT, C., «Thinking about whistleblowing from a Platonist standpoint – to dikaios, a root of humanistic management?» in RIPCO Day, 2019, Paris - La Défense, France

FIORI-KHAYAT, C., C.MORIN-ESTEVEZ, A.CECCARELLI, C.GENDRON, «Vers une coproduction de la légitimation discursive en matière de RSE » in RIODD, 2019, La Rochelle, France

HABRAN, Y., K.-P.SCHULZ, «From adaptive to transformative peripherality through legitimization, reflection and practicing» in EGOS (European Group for Organizational Studies), 2019, Edimbourg, United Kingdom

HAWKINS, M. A., K.CANHILAL, «Where do Consumption Collectives come from: The Story of Shared Resource Bundles» AMA Summer Academic Conference. 2019, Chicago, USA

HAWKINS, M. A., S. K.CANHILAL, «Where Do Consumption Collectives Come From: The Story of Shared Resource Bundles» in SUNBELT (June 18-23), 2019, Montreal, Canada

HOUE, T., R.GUIMARAES, «A supply chain ecosystem enhancing a creative territorial development» in The Global Interdisciplinary Conference: Green & Digital Cities, Wroclaw University of Economics, June 26- 29, 2019, Wroclaw, Poland.

IVANAJ, S., R.ZANTOUT, «Inquiry into Organizational Energy: Mapping the research trends using Co-Word Analysis» in Journée de Recherche RIPCO 2019, CNIT, Paris, December 3, 2019, France

JACOB LEAL, S., «High-Frequency Trading: Does Latency Floor Matter?» in WEHIA Conference, 2019, United Kingdom

JACOB LEAL, S., N.HANAKI, «Algorithm trading, what if it is just an illusion? Evidence from experimental financial markets» CEF (Computing in Economics and Finance - International Conference). 2019, Ottawa, Canada

JACOB LEAL, S., N.HANAKI, «Algorithmic trading, what if it is just an illusion? Evidence from experimental financial markets» 10th meeting of the French Association of Experimental Economics (ASFEE). 2019, Toulouse, France

KOROMYSLOV, M., Y.WAN, «The impact of celebrity endorsement on Chinese luxury purchaser's intention» 18th International Marketing Trends Congress. 2019, Venice, Italy

KUEPERS, W., «From Anthropocene to Eco-cene? - Perspectives on embodied transformations towards enlivening practices in organisations» EGOS Conference, Sub-theme 67: Critical Organizational Anthropocene Studies. 2019, Edinburgh, United Kingdom

KUEPERS, W., P.SHIVASTAVA, «Embodied Leverage Practices for Sustainable Development in Organisations» Leverage Points. 2019, Lueneburg, Germany

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Communications in conference and Presentations

MARSH, K., J. VAN TIL, E.MOLSEN-DAVID, C.JUHNKE, N. HAWKEN, E.OEHRLEIN, C.CHOI, **A.DUENAS**, W.GREINER, K. HAAS, M.HILIGSMANN, K.HOCKLEY, I.IVLEV, F.LIU, J. OSTERMANN, T.PODER, J. L.POON, A.MÜHLBACHER, «Health Preference Research In Europe: A Review Of Its Use» in Health Technology Assessment International (HTAi) 2019 Annual Meeting, 2019, Köln, Germany, co-authors presented

MARTINOD, R., **O.BISTORIN**, N.REZG, L.CASTANEDA, «Integrated Maintenance and Service Policies Definition for Urban Ropeway Transport System» in PROLOG, 2019, Metz, France, co-authors presented

MESLY, O., N.HUCK, F.-E.RACICOT, «Consumers' greed and inefficiency paradigm during the U.S. 2008-2009 subprime mortgages crisis: The view of economists» 10th International Research Meeting in Business and Management. 2019, Nice, France

MESLY, O., N.HUCK, F.-E.RACICOT, «The rationality of irrationality during the GFC in the U.S.» Academy of Behavioral Finance & Economics. 2019, New-York, USA

MURPHY, E., T.HOUE, N.DAGORN, «Using the planetary boundaries framework to design an integrated green supply chain: the case of the textile and clothing industry» in 5th International Conference on Project & Logistics (PROLOG), University of Lorraine, IAE, June 19-21, 2019, Metz, France.

NIGAM, N., S.MBAREK, A. BOUGHANMI , «Characteristics of founders of healthcare startups: A study of emerging healthcare startups from India» KEDGE Business School, les IRTS PACA-Corse et Nouvelle Aquitaine : des colloques pour comprendre l'écosystème de la santé par un regard pluridisciplinaire. 2019, Marseille, France

PHAM, D., K., **A.DUENAS**, C.DI MARTINELLI, «An online approach for the chemotherapy patient scheduling problem» in ORAHS, Conference of the European Working Group on Operations Research Applied to Healthcare Services, 2019, Karlsruhe, Germany

Proceedings

ROMET, P., F.GECHTER, **D.FASS**, «Human Factors: the Real Issues of Autonomous Vehicles?», In Proc. of Workshop on Explainable AI in Automated Driving: a User-Centered Interaction Approach - 11th International ACM Conference on Automotive User Interfaces and Interactive Vehicular Applications, 2019, Utrecht, Netherland

VERLAINE, M., «Behavioral Finance and the Architecture of the Asset Management Industry», Decision Science Institute, pp. 1498-1531, 2019, New Orleans, USA

QI, J., **E.EBERHARDT-TOTH, E.PAULET**, «Inclusion of Corporate Environmental Management into Bank Lending Decision-Making: Investigating Influencing Factors on Bank Managers» IABS Business & Society European Paper Development Workshop. 2019, May 16, Paris, France

STEKELORUM, R., I.LAGUIR, J.ELBAZ, «Proactive environmental strategy and performances of third-party logistics providers (TPLs): investigating the role of eco-control systems» in International Conference of Asian Shipping and Logistics (ICASL), 2019, Ho Chi Minh City, Vietnam

WANG, Y., C.AUBERT, «Cartel stability and dynamic effort incentives for risk averse managers» EARIE (European Association for Research in Industrial Economics Annual Conference). 2019, Barcelona, Spain

WANKEL , C., A.STACHOWICZ-STANUSCH, **E.EBERHARDT-TOTH**, «Presenter at the Professional Development Workshop entitled International Research and Teaching Collaboration in an Epoch of Inclusive Organizations» 74th Annual Meeting of the Academy of Management (AOM). 2019, Boston, USA

Presentation in Research Seminars

A. ABRANTES, « Tenure matters for team cohesion and performance: The moderating role of trust in leadership », November 2019, CEREFIGE, Université de Lorraine, France.

K. CANHILAL, « Digital world and liminality: Consequences for opportunity recognition and innovativeness for expatriates », November 2019, CEREFIGE, Université de Lorraine, France.

K. FINSTAD-MILION, E.TOTH-EBERHARDT, C.RETHORÉ, C.MORIN-ESTEVEES, «Are Management Professors Gender-Aware in the Way they Teach?» ICN Brown bag seminar. 2019, Nancy, France

Y. HABRAN, « 'Making intensity the same' Commensuration work in target setting practices», December 2019, CEREFIGE, Université de Lorraine, France.

M.A. HAWKINS, K.CANHILAL, «Where Do Consumption Collectives Come From: The Story of Shared Resource Bundles» CEREFIGE Marketing Axis July 2019 Meeting. 2019, Metz, France

M. HAWKINS, K. CANHILAL, « Where do consumption collectives come from: the story of shared resource bundles », July 2019, CEREFIGE, Université de Lorraine, France.

N. HUCK, « Machine Learning and Finance », April 2019, CEREFIGE, Université de Lorraine, France.

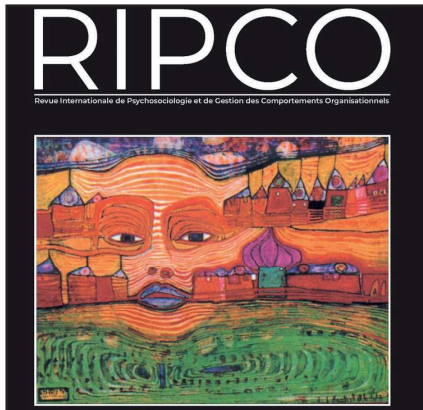
E. MURPHY, T. HOUE, N. DAGORN, « Planetary Boundaries for an integrated green supply chain in the Textile Industry », October 2019, CEREFIGE, Université de Lorraine, France.

N. SORIO, B. SIADOU-MARTIN, P. AURIER, « Impact de la centralité de l'attribut sur la catégorisation et les préférences : le cas du vin allégé en alcool », July 2019, CEREFIGE, Université de Lorraine, France.

S. THIERY, S.LHUILLERY, M.TELLECHEA, «How can Governance, Human Capital and Communication Practices Foster Internal Audit Quality?» Research Seminar Neoma BS. 2019

Conférences

RIPCO DAY



The new editorial team of RIPCO organized in collaboration with ICN a research day in the premise of ICN Paris La Défense on December 3, 2019. The theme of the RIPCO research day was «Emerging trends in the field of organizational behavior».

During the conference, 30 contributions relative to the field of neurosciences and organisational behaviour, humanistic management or emotional and artificial intelligence have been presented. 60 participants including researchers from Belgium, Cameroon, the United States, France and Tunisia, as well as prestigious guests such as Maurice Thévenet, FNEGE delegate, contributed to enriching the academic debate during the sessions. The presented papers will be published in a special issue of the review in 2020.

This research day was also be the opportunity to celebrate the 25th anniversary of RIPCO through a ceremony to reward the best articles of the journal. The day received positive feedback and will be repeated in 2020.

ARTEM OCC Workshop

The ARTEM OCC workshop took place at ICN Nancy, France on March 28th and 29th, 2019.

This workshop was an opportunity to conceptualize the future of the ARTEM OCC conference series. Particularly the question on how to institutionalize the conference outcomes in joint research projects, practitioners' involvement and in publications has been discussed. Also the thematic focus with regards to reach the sustainable development goals has been discussed. Participants came from our ARTEM OCC partners and co-organizers, TU Chemnitz, Germany; UKZN Durban, South Africa; Duquesne University, Pennsylvania State University, USA; Nantes Business School and the funding editor of the Journal of Cleaner Production. The workshop was co-funded by the French-German University DFH-UFA.

DYSFUNCTION DAY



Dysfunction is a free and open-ended artistic and academic journal, whose contents are at the crossroads of art and research in the humanities. Each year the editorial team (Natalia BOBADILLA, Antoine LEFEBVRE, Philippe MAIRESSE) organizes an international forum entitled «Dysfunction Day», initiated by and under the coordination of Philippe MAIRESSE, one of whose hats is that of an affiliated research professor at ICN. The previous edition was held in Audencia, Nantes, in December 2018.

ICN therefore hosted the 2019 edition, coordinated by Bertrand AGOSTINI, Associate Professor at ICN. Around the generic issue of art as a means of disseminating research results and knowledge, this second edition focused on de-disciplinarization and redisciplinarization, artists' reluctance or willingness to act and be identified as researchers, or the ability of researchers to produce works of art.

Researchers and artists were invited to make creative, collaborative, short form, classical or performance presentations and anything that will allow for «analysis and critique of the trend towards the dissemination of arts-informed research».

The conference took place on 4 and 5 December 2019 on the ICN campus in Nancy and at ENSAD Nancy. The collaboration with the National School of Art and Design allowed the event to take on its full dimension and the provision of dedicated spaces produced an ideal setting for sculpture exhibitions, installations, projections and artistic performances.

RESEARCH DAY



The ICN research teachers, some research affiliates and the Franco-German ARTEM OCC 2020 team met on Thursday 28 March on the Artem campus for the Research Day on the theme «Being seen to be read».

The professors discussed the digital identity of the researcher who questions 3 main aspects of research: scientific visibility, e-reputation and the impact of research.

Digital identity results from the actions of the researcher. It is also the result of actions not controlled by him: comments, additions made by other scientists and members of his community. One of the objectives is to expand its contract network to create and develop partnership opportunities. Solving homonymy problems, aligning one's presence in several scientific databases, managing one's existence in academic and professional networks: for each of these problems, the researcher must seize the tools at his disposal.

Workshop: From an Idea to an European Research Project: Opportunities and Pitfalls.

During the workshop of July 1st, 2019, Dr. Gijs DEKKERS, Senior policy analyst at the Directorate General of the Federal Planning Bureau, Belgium and also member of the Research Advisory Board made a presentation on the main sources of research funding. He mentioned potential funding either at the European level, at the international level or at the national and regional level. He placed particular emphasis on funding from the European Community.

Methodology Workshops

June 26, 2019 Simultaneous Mediation, Moderation, and Mediated-Moderation by Hareesh MAVOORI

June 24 - 25, 2019 Quantitative Management Research using Structural Equation Modeling by Hareesh MAVOORI

April 1 – 2, 2019 Qualitative Research Methods by Hareesh MAVOORI

March 25, 2019 Computer Assisted Qualitative Data Analysis by Hareesh MAVOORI

March 11, 2019 Demystifying Management Analytics by Hareesh MAVOORI

Professional articles & interviews

ABRANTES, A., «Si le plan échoue, comment pouvons-nous improviser ?», The conversation, November 2019

ABRANTES, A., «If our plan fails, can we improvise?», The conversation, December 2019

CECCARELLI, A. - «Avec ou sans cravate ? Les codes du vêtement au travail - interview Audrey Dufour» - 2019, LA CROIX, Paris, France

DELOFFRE, G. - «Quelle cohésion sociale dans le futur entre le Luxembourg et ses voisins? Café-Débat «Science et Société», Kulturfabrik» - 2019, Esch-sur-Alzette, Luxembourg

FILALI, D., «Quand le Machine Learning devient un incontournable pour la connaissance client», Article dans le dossier « Les nouveaux horizons de l'intelligence marketing », Survey Magazine, April 2019

FINSTAD-MILION, K., C.RETHORE, T.STENGELHOFEN, «The Women's World Cup: A forum for denouncing sexism or promoting gender diversity?», The conversation, September 2019

FINSTAD-MILION, K., C.RETHORE, T.STENGELHOFEN, «Sexisme dans le football: où en sommes-nous?», The Conversation, September 2019

FINSTAD-MILION, K., P.BOREL, «Faut-il repenser la masculinité ?», Grand Angle, October 2019, no. 110

FINSTAD-MILION, K. - «Est-elles Executive : Le réseau qui connecte les femmes» - 2019, 100% Nancy, France

FINSTAD-MILION, K. - «La contribution des femmes d'aujourd'hui dans le milieu rural» - 2019, Journée Est'Elles Executive Femmes et réseaux, Gugnécourt, France

KHELLADI, I., M.KOROMYSLOV, «Millennials français et chinois : des rapports au luxe bien différents...», The conversation, July 2019

KOEHL, J., J.CABY, «Pernod-Ricard, une cible pas si surprenante pour le fonds activiste Elliott», The conversation, January 2019

KOEHL, J., J.CABY, «Kraft-Heinz : l'abus de « cost killing » est dangereux pour la santé des entreprises», The conversation, March 2019

LEGROS, F., «Les réserves des régimes de retraite, quel casse-tête», Capital, April 2019, no. 331

LEGROS, F. - «Faut-il supprimer les régimes spéciaux de retraite ? Ca fait débat sur RMC» - 2019, BFM TV, France

LEGROS, F. - «Revalorisation des retraites: la majorité peut-elle vraiment avantager les plus modestes ?» - 2019, Capital.fr, France

LEGROS, F. - «Les matins de France Culture: «Moins de jeunes pour plus d'aînés: Comment financer la dépendance?» par Guillaume Erner» - 2019, France Culture, France

LEGROS, F. - «Les réserves des régimes de retraite, quel casse-tête» - 2019, Capital.fr, France

LEGROS, F. - «Un deuxième jour férié travaillé ? Interview par Ruth Elkrief» - 2019, BFM TV, [city], France

LEGROS, F. - «Revalorisation des retraites des plus modestes: la mesure pourra-t-elle vraiment être appliquée ?» - 2019, Capital.fr, France

LEGROS, F. - «Que va changer la retraite par points, interview par Florian Delorme» - 2019, France Culture, France

LEGROS, F. - «Retraites: une réforme juste ?» - 2019, L'Express, France

LEGROS, F. - «La réforme des retraites, interview par Marc Bourreau» - 2019, Radio Classique, France

LEGROS, F. - «La réforme des retraites, interview par Dimitri Pavlenko» - 2019, Radio Classique, France

MAKIELA, M., «La fusion avec Fiat Chrysler, un mariage qui reste à haut risque pour Renault», The conversation, October 2019

MELNIK, A., «Michel Serres, « accoucheur » d'un nouveau monde», The conversation, June 2019

MELNIK, A., «Volodymyr Zelensky, miroir d'un nouveau monde», Le Temps, May 2019

ARJAKOVSKY, A., V.KAZARIN, G.KOVALENKO, M.MARYNOVYTCH, A.MELNIK, A.MOROZOV, N.PETROV, C.SIGOV, N.TENZER, «La paix dans le Donbass et la désoccupation de la Crimée sont possibles», Ouest France, October 2019

MELNIK, A. - «"Volodymyr Zelensky est-il le Macron ukrainien"» - 2019, Ukraine

MELNIK, A. - «Diplomatie et URSS, géopolitique, 21ème siècle, Conversation avec Jean-Claude Kurdali» - 2019, You Tube, France

France

MELNIK, A. - «La situation en France, à la lumière du mouvement des "gilets jaunes", Emission l'Histoire en marche» - 2019, Algérie 3

MELNIK, A. - «Parcours de vie: récit de la création du double master Magistratura ICN - MGIMO» - 2019, MJ MGIMO, France

MELNIK, A. - «Poutine se croit tout permis, il n'a pas de barrières» Interview par Pierre de Vilno - Europe midi» - 2019, Europe 1, Paris, France

PERSSON, S. - «Afterwork : La fin a-t-elle sonnée ?», Interview par Camille Boulate» - 2019, Courrier Cadres, Paris, France

PETRESCU, M., A.SKRISHEN, «Software and data in analytics: lending theory to practice - Editorial», Journal of Marketing Analytics, September 2019, vol. 7, no. 6, pp. 125-126

STALLA-BOURDILLON, C. - «L'actualité de la Menace et de la Protection des Entreprises et des Etats» - 2019, Security Defense Business Review, Paris, France

STALLA-BOURDILLON, C. - «En quoi l'intelligence économique peut être utile pour mieux comprendre la Chine et les Chinois ? Exemples et anecdotes» - 2019, Rotary Club BL, Nancy, France

STALLA-BOURDILLON, C. - «Propagande et contre-propagande», interview Thinkerview Sky» - 2019, You Tube, France

STALLA-BOURDILLON, C. - «Directeur de la R & D : de la science dure au soft power, interview par Clarisse Watine» - 2019, Monde des grandes écoles et universités, Paris, France

STALLA-BOURDILLON, C. - «Le directeur des affaires publiques redonne ses lettres de noblesse au lobbying - Interview par Clarisse Watine» - 2019, Monde des grandes écoles et universités, Paris, France

STALLA-BOURDILLON, C. - «Directeur de Business Unit - Un entrepreneur, un futur DG, interview par Clarisse Watine» - 2019, Monde des grandes écoles et universités, Paris, France

STICH, J.-F., «Sept bonnes raisons de ne pas répondre (tout de suite) aux e-mails», The conversation, January 2019

STICH, J.-F. - «Charge mentale, les méthodes des experts pour l'alléger» - 2019, Management, Paris, France

Professional articles & interviews

VERLAINE, M., «Behavioural Finance and the architecture of the Asset Management Industry», AGEFI Luxembourg, February 2019, pp. 34

VERLAINE, M., «Research in Finance: Behavioral aspects in the demand for active asset management», AGEFI Luxembourg, April 2019

VERLAINE, M., «Research in Finance: On efficient markets and the extraction of cyber risk distributions», AGEFI Luxembourg, October 2019

VERLAINE, M., «Research in Finance: On governance problems between Commercial Banking and Asset Management», AGEFI Luxembourg, September 2019

VERLAINE, M., «Research in Finance: On Portfolio Manager Contracts in the Mutual Fund Industry», AGEFI Luxembourg, June 2019

VERLAINE, M., «Research in Finance: On the Changing Landscape of the ETF Industry», AGEFI Luxembourg, March 2019

VERLAINE, M., «Research in Finance: On the impact of outsourcing in the international fund industry», AGEFI Luxembourg, May 2019

VERLAINE, M., «On Brokerage and Structured Product Sales», AGEFI Luxembourg, December 2019

Professional conferences

CECCARELLI, A., «Affirmer votre Leadership par le Dress Code» in ANDRH, AG, 2019, Metz

CECCARELLI, A., «Votre Image Personnelle comme carte de visite professionnelle» in 1ères Assises de l'immobilier en Moselle, FNAIM, 2019, Metz, France

FINSTAD-MILION, K., «Women Regional Leaders» Women Influence Community Forum, Unesco. 2019, Paris, France

FINSTAD-MILION, K., «Table ronde «Place du responsable diversité dans les grandes écoles», 14 & 15 Novembre» in Colloque Diversité, CGE, 2019, La Rochelle, France

MELNIK, A., «L'Europe dans le monde, en prévision de l'élection du Parlement Européen» Table ronde Association des Femmes Responsables. 2019, Nancy

MELNIK, A., «Le monde de demain» in ICN Business School La Défense, 2019, Paris

MORIN-ESTEVE, C., «La responsabilité sociétale des entreprises» in Conférence Club KIWANIS, 2019, Nancy, France

MORIN-ESTEVE, C., «La responsabilité sociétale des entreprises» in Conférence Collectif d'Entreprises Responsables, KEPOS, 2019, Nancy, France

STALLA-BOURDILLON, C., «Les ambitions de la Chine en matière de big data» in Conférence IMT Grand Est, 2019, NANCY (Ecole des Mines), France

STEKELORUM, R., «La RSE dans la chaîne logistique des PME» in Association Française pour la Logistique (ASLOG), 2019, Paris, France

STICH, J.-F., «Table ronde «Santé au travail et Technologies & organisations»» in Colloque SECAFI, 2019, Nancy, France

VERLAINE, M., «Robust Valuation of CDOs» Smirnov Readings. 2019, St Petersburg, Russia



ICN PhD program

The PhD program has been specifically designed to foster the human capital of our students and to support them throughout their journey, in order to help them becoming an 'academic'. Our research initiatives develop knowledge that benefits both business and the broader society, locally and globally. This means that we have decided to accept diversity in research themes, methods or types of inquiry in order to reflect the plurality and complexity of business and societal problems. By enabling a strong relationship between the PhD student and his/her supervisor, based on trust and an open line of communication from both parties, we constantly challenge ourselves to adapt our research to the future. Our contributions are both in the theoretical domain, in order to create fundamental knowledge, and in the applied domains to address current issues. They will become part of the research strategy of our school and will guide ICN PhD graduates to be part of the academic arena.

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.

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, PhD ICN.

Ali CHARIF, Lebanon, "Reconsidered Finance, Using Ethics for the Socio-Economic Reembedding of Finance. The Case of Islamic Finance", Nuno GUIMARAES DA COSTA, PhD ICN.

Hicham Ismail FAWAZ, Lebanon, "The microfinance", Francesc RELANO, PhD ICN.

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, PhD ICN.

Wassim HAMIEH, Lebanon, "Impact of CSR on brand loyalty", Klaus PETER SHULZ, PhD ICN.

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, PhD ICN.

Hui JI, China, "Three Essays on consumers' behavior of luxury market in China", Christophe RETHORE, PhD ICN.

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

Hayian LIANG, China, "Three Essays on Management Accounting of Chinese Luxury Industry", Stéphanie THIERY-DUBUISSON, PhD ICN.

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

Huiwen LU, China, "Three essays on Chinese millennials in luxury sector", Maxime KOROMYSLOV, PhD ICN

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

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

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-DUBUISSON, PhD ICN.

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

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

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

Marion TELLECHEA, France, "Study of determining factors of an internal audit

report production", Stéphanie THIERY-DUBUISSON, PhD ICN.

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

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, PhD ICN.

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

Doctoral theses in progress supervised by ICN faculty

Zakaria CHEKOUBI, France, Université de Lorraine,

"Problème intégré de dimensionnement de lots et de tournées de véhicules avec remanufacturing des produits en fin de vie", Wajdi TRABELSI & Nathalie SAUER, LGIPM

Jonas TAREKEGNE, Germany, PhD Universität Stuttgart,

"Playfulness in innovation processes ", Klaus-Peter SCHULZ

Junmei QI, China

"Inclusion of corporate environmental performance indicators in bank lending covenants", Elisabeth PAULET, Edina EBERHARDT-TOTH, Université de Lorraine.

Dorothée ROBINOT-AFAKIR, France

"Quels critères de durabilité pour apprécier la carrière des femmes cadres et dirigeantes ? ", Sybille PERSSON, Université de Lorraine.

Carla VIDINHA, Portugal

"Impact of social movements in corporations. An agenda building perspective", Sybille PERSSON, David WASIELESKI, Université de Lorraine.

Rana ZANTOUT, Lebanon

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

Silvester IVANAJ, professor in the Supply Chain and Information Systems Management Department, successfully defended a few weeks ago at FNEGE his doctoral thesis in management sciences « Adoption du SIRH dans les



organisations : tests méta-analytiques de modèles théoriques concurrents” at the University of Paris-Est Créteil (UPEC) under the jury presidency of Bertrand URIEN. This new PhD is in addition to his PhD in management sciences, geosciences and raw materials obtained at the Ecole Nationale Supérieure de Géologie in 1995.



2 professors from ICN Business School awarded by NACRA in the United States

The American Association for Research on Pedagogical Cases, NACRA, awarded the prize for the best case written in French to « Sophie la Girafe : «Comment continuer à grandir» » co-written by Christine KRATZ, Director of ICN Business School Programs, and Jacky KOEHL, Associate Professor in the Finance, Audit, Accounting and Control Department.

NACRA is an association that includes many researchers, case authors and teachers from different countries in the field of management. The conference took place in Tempe (Phoenix) from October 10 to 12 2019.



An ICN professor awarded the ASLOG/AIRL-SCM thesis prize

Rebecca STEKELORUM, professor in the Strategy and Entrepreneurship Department, has just received the thesis prize from the professional logistics association ASLOG in collaboration with AIRL-SCM (International Association for Research in Logistics and Supply Chain Management). Her thesis focuses on the social responsibility of SMEs in the supply chain. The objective of this research is to better understand the involvement of SMEs in social responsibility practices within their supply chain. Through 3 articles, she examines the following question: «How does the SME adopt CSR practices under pressure from customers and suppliers, and extend its CSR practices in its supply chain?»

This thesis prize was awarded to her on June 20th, 2019 during the International Supply Chain Meeting.



ICN engaged in a new platform for the advancement of sustainable development science in collaboration with UNESCO

As part of its commitment to sustainable development and its privileged relationship with UNESCO, ICN Business School is involved in the creation of a new international platform for collaboration in sustainable development research, BRIDGES. Mahamadou Biga Diambeidou and Nuno Guimaraes Da Costa participated in workshops organized in Paris, France and in Sigtuna, Sweden by UNESCO. Since December 2017, exploratory discussions have taken place between UNESCO, the International Council for Philosophy & Human Sciences (CIPSH), and various institutional and organizational partners internationally

active in the sustainability domain concerning a proposal to establish a global coalition on sustainability science.

This initiative builds upon the refined sustainability science paradigm inaugurated in 2017 with the launch of UNESCO's Guidelines for Sustainability Science in Research and Education which the coalition will be directly working to implement by providing concrete case studies, replicable model curricula and transdisciplinary and territories-based best-practices, as well as co-production models for adaptation, application and, where possible, scaling in different contexts.



EST'Elle Executives celebrated its 10th anniversary at the Opéra-Théâtre of Metz

EST'elles Executive, a professional women's network based at ICN, celebrated its 10th anniversary on 17 October at the Opéra-Théâtre of Metz Métropole and launched a 2019-2020 season that will address the issue of violence against women.

EST'elles Executive, its 200 members and historical partners such as the women's networks of EDF, BPALC and SNCF, works to enhance the place of women in the social and economic development of the region. This anniversary was an opportunity for President Krista FINSTAD-MILION to introduce the new State representative, Denis ROTH-FICHET, who is taking over from Nouria YAHHI-BOGGIO as Regional Director for Women's Rights and Equality for the Grand Est region.



First edition of the "Living Book Library" on the ARTEM campus

On March 25th 2019, the first Living Book Library took place on the ARTEM campus as part of the 12th edition of «Equality, Fraternity, Act», CD54 meetings to fight against discrimination. This initiative was made possible thanks to the co-design piloted by the Departmental Council 54 with partner associations and organisations, in particular ICN. Krista Finstad-Milion coordinated the communication and implementation of the ARTEM event. There were 61 students and ICN staff members who took part in conversations with members of 10 associations, supervised by 9 living book librarians.

The positive impact of the event is confirmed by the cards that readers filled in after each testimonial/live book exchange. Many stressed that they had appreciated the reading, especially as it enabled them to change their way of looking at disabilities, welfare beneficiaries, addictions, illiteracy. They also were impressed by the resilience, courage, and perseverance of the living books who shared their stories. It was also noted that there was a real source of learning on the different subjects. No reading cards were returned with negative comments and 100% of the readers would agree to repeat the experience.



Emerald Outstanding Reviewer Award

Rebecca STEKELORUM received an Emerald Outstanding Reviewer Award for the International Journal of Physical Distribution & Logistics Management. Nicolas HUCK received an Elsevier Outstanding Reviewer Award for the European Journal of Operational Research.

This award, presented by the publishing house, recognizes the best international contributions in the review process of



Award at the EURAM 2019 conference

The EURAM (European Academy of Management) conference was held in Lisbon from 26 to 28 June on the theme «Exploring the Future of Management: Facts, Fashion and Fado».

Antonio Abrantes' article entitled «We don't like it, but we have to do it right: how temporal personality and improvised adaptation within a team can promote team performance» received the Team Performance Management Track Best Paper Award.



Conference « Le Monde de demain » by Alexandre Melnik

On November 16th, 2019, Alexandre MELNIK, Associate Professor at ICN Business School, holds a conference at the ICN Paris La Défense campus and entitled « Le Monde de demain ».

Wolfram BERGER appointed as ICN's Academic and Research Director

Wolfram Berger, Doctor of Economics, will join ICN in spring 2020 as Academic and Research Director. Working with the Dean and as a member of the executive committee, he will strive to improve teaching and scientific quality as part of the "Ambition 2022" plan.





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Contact

Estelle DURAND

+33 3 54 50 25 78

estelle.durand@icn-artem.com

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icn-artem.com

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**