

# R&D YEARBOOK 2012



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\*La créativité fait la différence

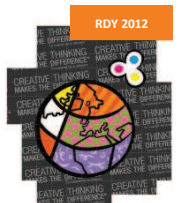


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ICN Business School  
13, rue Michel Ney – C. O 75  
54037 Nancy Cedex  
FRANCE

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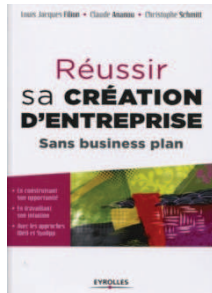
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## 1. PUBLICATIONS

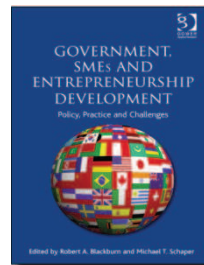


### 1.1 Books and Book Chapters



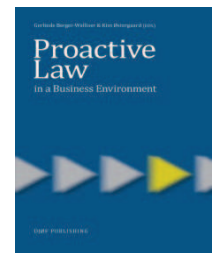
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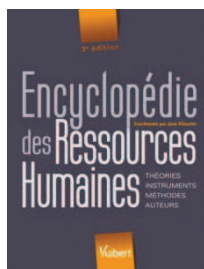
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BERGER-WALLISER, Gerlinde & ØSTERGAARD, Kim (Eds.) (2012), Proactive Law in a Business Environment, Djof publishing, 214 p., September.



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CABY Jérôme et KÆHL Jacky (2012), Analyse Financière, Pearson Education, 2ème édition (1ère édition 2003), septembre.



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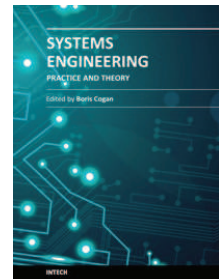
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FASS, Didier (2012), Augmented human engineering: a theoretical and experimental approach to human system integration, Ed. Boris Cogan, System Engineering, Intech - Open Access Publisher, Rijeka, Croatia ISBN 979-953-307-410-7, march.

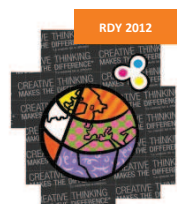


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JANOT, Francis & FASS, Didier (2012), Le corps d'une prophétesse ?, Le luth dans l'Égypte ancienne, La tombe de la « Prophétesse » d'Antinoé au musée de Grenoble, Florence Calament, Ricardo Eichmann et Christophe Vendries (Eds.), Orient Archäologie Band 26, Deutsches Archäologisches Institut Orient-Abteilung, Verlag Marie Leidorf GmbH, Rahden/Westf.: Leidorf, p.19-23, may.



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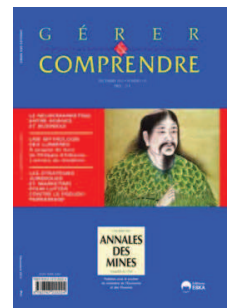


## 1.2 Articles in refereed Journals

AZAN, Wilfrid, BOURION, Christian, LAROCHE, Patrice & PERSSON, Sybil (2012), Hyper régulation des systèmes économiques et sociaux et déviance des comportements organisationnels, in revue *Management & Avenir*, n°58, décembre.



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BLAZY, Régis, CHOPARD, Bertrand & NIGAM, Nirhjar (2012), Buiding legal indexes to explain recovery rates: An analysis of the French and English bankruptcy codes, in *Journal of Banking & Finance*, November (Online version).

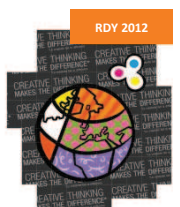


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DUCHAMP, David & PERSSON, Sybil (2012), Vers des Médecins-Managers-Mentors ? Premiers résultats d'un accompagnement concerté dans un CHU, in revue *Management & Avenir*, n°53, pp. 142-161, Avril.

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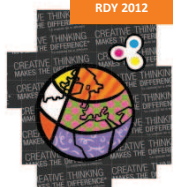


IVANOVA, Olga, CASTELLANO, Sylvaine (2012), Signalling legitimacy for SMEs transition environments – the case of the Bulgarian IT Sector, in *Journal for East European Management Studies*, Vol. 16, Issue 4, pp. 398-422, November.



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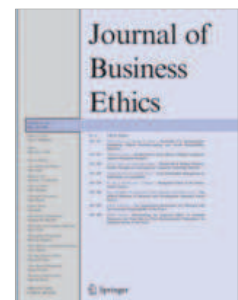


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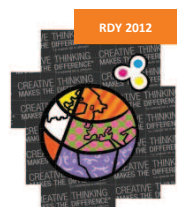
### 1.3 Articles in non-refereed journals

FINSTAD-MILION, Krista & MERCIER, Samuel (2012), Quand je serai grand(e), je serai DRH, dossier spécial « DRH : ce que les jeunes attendent de vous, revue Personnel, n°528, pp. 52-54, mars.

PERSSON Sybil (2012), Faire du coaching sans labellisation ?, Des neurones et des coachs, La revue des sciences du coaching ICF, n°1, septembre, p. 3.

PERSSON Sybil (2012), Le métier de coach est-il un métier d'avenir ?, L'Officiel Studyrama des bac+4/5, 21ème édition, p. 192.

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## 1.4 Case Studies



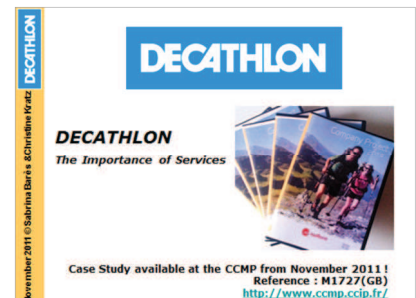
DUCHAMP, David & BERTIN, Clarice (2012), The Mont d'Or Clinic: Independence at any price?, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, G1744(GB), November.

DUCHAMP, David & BERTIN, Clarice (2012), Clinique du Mont d'Or : l'indépendance à tout prix ?, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, G1744, juin.



KRATZ, Christine & BARES, Sabrina (2012), IKEA en Algérie : Une communication à inventer !, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, M1764, juin.

KRATZ, Christine & BARES, Sabrina (2012), DECATHLON: The Importance of Services, European Case Clearing House (ECCH), UK, Multimedia Case Study, Ref. 511-105-1/3/8/9, January.



SALVESTRIN, Jean-Marie & AZAN, Wilfrid (2012), BOISSIA, vers l'entreprise digitale : mise en place d'un outil de Product Life Cycle Management et diagnostic, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, G1743, juin.

## 1.5 Working papers

JACOB LEAL, Sandrine (2012), Momentum Effect in Individual Stocks and Heterogeneous Beliefs among Fundamentalists, Cahier de Recherche CEREFIGE.



## 1.6 Refereed Conferences



BIGA-D.M., NLEMVO F., HERMANS J., DEGROOF J-J. (2012) How regional innovation network policies may bring about new ventures networks. (Forthcoming) RENT XXVI – Research in Entrepreneurship and Small Business, November 21-23, 2012, Lyon.

CECCARELLI, Agnès (2012), Contribution de la sociologie à la GRH : un autre regard sur les pratiques de recrutement : une analyse critique de l'entretien de recrutement, Colloque AGRH (Association française de Gestion des Ressources Humaines), Nancy, 12-14 septembre.

DAGORN Nathalie (2012), La mise en place de systèmes d'information anti-blanchiment dans les banques: deux retours d'expérience en France et au Luxembourg, 17e Congrès de l'Association Information et Management (AIM 2012), Bordeaux, France, 21-23 mai.

DAGORN N., POUSSING N., NAU J.P., Les enjeux du management stratégique de la qualité applicative: le cas d'une entreprise industrielle française, 17e Congrès de l'Association Information et Management (AIM 2012), Bordeaux, France, 21-23 mai.

DAGORN Nathalie (2012), Le management de la sécurité de l'information : un état de l'art, 17e Congrès de l'Association Information et Management (AIM 2012), Bordeaux, France, 21-23 mai.

DAGORN N., PEREIRA DA COSTA M. (2012), La gouvernance des assurances mutuelles: spécificités et proposition d'une carte stratégique, 21e Congrès du réseau des IAE, Poitiers, France, 13-14 juin 2012.

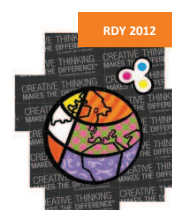
EBERHARDT-TOTH, Edina (2012), Indicateurs de performances sociale et environnementale des entreprises : un modèle de mesure globale, 4èmes Rencontres des Doctorants de l'Ecole Doctorale SJPEG, Nancy, 12 juin.

EBERHARDT, Edina (2012), Role, determinants and efficiency of sustainable development committees within the board of directors: an empirical study in Europe, Academy of Management (AOM) annual meeting, Boston, USA, August, 2-7.

EBERHARDT-TOTH, Edina & CABY, Jérôme (2012), Role, Determinants and Efficiency of Sustainable Development Committees within the Board of Directors: an Empirical Study in Europe, Academy of Management 72nd Annual Meeting, SIM and ONE Doctoral Consortia, USA, Boston, August 2-7.

EBERHARDT-TOTH, Edina & CABY, Jérôme (2012), Role, Determinants and Efficiency of Sustainable Development Committees within the Board of Directors: an Empirical Study in Europe, CGIR 20th Anniversary Conference on National Governance Bundles, Cambridge University's Judge Business School, September 8-9.

FINSTAD-MILLION, Krista (2012), Live Case Studies as Forms of Learning, International Action Learning Conference, 24 p., Ashridge, UK, April 2-4.



HEITZ-SPAHN, Sandrine (2012), My customer visits my competitors: explaining free-riding and retention consumer behaviour patterns in a multichannel environment, Marketing Trends Congress, Venice, Italy, January 19-21.

HOUE, Thierry & GUIMARAES, Renato (2012), Le statut d'opérateur économique agréé comme source d'avantage concurrentiel d'un PSL : une analyse selon la « resource-based view », 9èmes Rencontres Internationales de la Recherche en Logistique (RIRL), HEC Montréal, Canada, 15-17 août.

HOUE, Thierry (2012), L'évolution des compétences du logisticien et ses conséquences sur les besoins en formation continue dans la Grande Région, 23ème Congrès de l'Association de Gestion des Ressources Humaines (AGRH), Nancy, 12-14 septembre.

HOUE, Thierry, GUIMARAES, Renato (2012), The impact of European customs certifications on risk management and logistics performance of 3rd PL: first observations and thoughts, Scientific Conference Improving Economic Efficiency and Security of Transport Systems in the Visegrad Countries, International University of Logistics and Transport, Wroclaw, Poland, April 20.

JACOB LEAL, Sandrine (2012), Fundamentalists, Chartists and Asset Pricing Anomalies, 15th Conference of the Swiss Society for Financial Market Research (SGF), Zurich, Suisse, 30 mars.

JACOB-LEAL, Sandrine (2012), Heterogeneous Beliefs among Fundamentalists and Momentum Effect, 17th Annual Workshop on Economic Heterogeneous Interacting Agents (WEHIA 2012), Université Panthéon-Assas 2 Paris, June, 21-23.

JACOB-LEAL, Sandrine (2012), Momentum Effect in Individual Stocks and Heterogeneous Beliefs among Fundamentalists, 61ème Congrès de l'Association Française de Science Economique (AFSE), Université Panthéon-Assas 2 Paris, 2-4 juillet.

JACOB-LEAL, Sandrine (2012), Fundamentalists, Chartists and Asset Pricing Anomalies, 18th International Conference on Computing in Economics and Finance (CEF2012), The Society for Computational Economics, Prague, Czech Republic, June, 27-29.

KOROMYSLOV M., WALLISER B. (2012), « Le luxe français est-il délocalisable ? Les effets négatifs de la délocalisation de la fabrication et du design pour les marques française du luxe », Actes du Congrès international de l'Association Française de Marketing, Brest, 09-11 mai, 21 p. PRIX DE LA MEILLEURE COMMUNICATION DU CONGRES DE L'AFM 2012.

GEITHNER, Silke, MISTELE, Peter & SCHULZ, Klaus Peter (2012), How high reliability organizations become role models for organizational learning? The impact of continuous reflection on change, performance and system development, International Conference on Organizational Learning, Knowledge and Capabilities (OLKC), Valencia, Spain, April, 25-27.

HABRAN, Yves & SCHULZ, Klaus Peter (2012), Movements in/of space(time), individual and organisational learning, 7th Organization Studies Summer Workshop on Organizations as Spaces of Work, Rhodes, Greece, May, 24-26.

MERY, D. & FASS, Didier (2012), Modélisation 3D, archéologie et criminalistique, Journée d'accueil de la délégation des recteurs de la Conférence régionale Est des Universités d'Algérie (CRUEst), Coopération pédagogique en archéologie, UFR d'Odontologie, Université de Lorraine, 21 janvier.

MOES, Alexandra (2012), La mise en oeuvre en France du règlement (CE) n°861/2007 du 11 juillet 2007 instaurant une procédure européenne de règlement des petits litiges transfrontaliers, Istanbul, Université de Yeditepe, 25-27 mai.

SCHULZ Klaus-Peter, WOLFEL Christian, KRZYWINSKI Jens, MENZEL Daniela, HABRAN Yves (2012), Sharing and Developing Meaning in Creative and Change Processes through Serious Play and Story Telling, 28th Annual colloquium of the European Group for Organizational Studies (EGOS), Helsinki, Finland, July 2-7.

SIMETH, Markus, LHUILLERY, Stéphane (2012), The Organization of Industrial R&D and Scientific Disclosure, EURAM 2012, Erasmus University in Rotterdam, The Netherlands, June 6-7.

SIMETH, Markus, LHUILLERY, Stéphane (2012), The Organization of Industrial R&D and Scientific Disclosure, RANDMA Conference, Grenoble Ecole de Management (GEM), May 23-24.

SIMETH, Markus, LHUILLERY, Stéphane (2012), The Organization of Industrial R&D and Scientific Disclosure, DRUID Summer Conference, CBS, Copenhagen, June 19-21.

SIMETH, Markus, LHUILLERY, Stéphane (2012), The Organization of Industrial R&D and Scientific Disclosure, Harvard-MIT Conference, Cambridge, Massachusetts, USA, July 30-August 1.

SIMETH, Markus, LHUILLERY, Stéphane (2012), The Organization of Industrial R&D and Scientific Disclosure, Conference on the organization, economics and policy of scientific research, Brick, Collegio Carlo Alberto, Moncalieri, Italy, 27th April.

## 2. CONFERENCES ORGANIZED BY ICN BUSINESS SCHOOL



### 2.1 The 6th International Workshop on Communication Marketing March 29-30, 2012 at the ICN Business School campus in Nancy



The 6th International Workshop on Communication Marketing which took place on the 29 and 30 March, 2012 was dedicated to non-media communication and organized by the European Centre for Research in Economics and Financial Management (CEREFIGE) of the University of Lorraine in partnership with Technische Universität Braunschweig and with the support of the French Marketing Association (AFM),

the ISAM-IAE University of Lorraine, ICN Business School, the Regional Council of Lorraine and the Urban Community of Grand Nancy (CUGN).

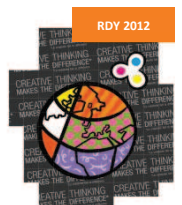
The sixth edition of this international conference was the most "inspirational" since its inception in 2004, with over eighty participants, including thirty students of the Masters Degree in Sales and Marketing from the University of Lorraine and CNAM; in addition to many foreign researchers, where the German delegation was the largest. Of the thirty proposals for papers, 14 were finally selected by the scientific committee, under the direction of Björn Walliser (University of Lorraine) and David Woisetschläger (Technische Universität Braunschweig).

The highlights of these two days which brought together researchers and practitioners, were the opening session, where T. Bettina Cornwell (University of Oregon) gave a presentation on "Reconsidering sponsorship effects in An Evolving sponsorship landscape," followed by Elisabeth Wolfsteiner (University of Vienna), Reinhard Grohs (University of Innsbruck) and Udo Wagner (University of Vienna) who presented "An experimental investigation of sponsorship effects in the presence of ambush marketing", then a team of researchers from the Universities of Dortmund and Braunschweig (Christof Backhaus, David Markus Blut and Woisetschläger) presented "Standardization of marketing communication and Its effects on brand knowledge and market performance: Insights from the retailing industry".

Another high point was the round table, moderated by Renaud Garcia-Bardidia (University of Lorraine) on the theme "Perspectives on Social Media: which approach to which marketing?" with the participation of Emmanuel Kessous (Orange Labs - France Telecom R & D), Dominique Boullier (Medialab, IEP Paris) and Thomas Stenger (CEREGE - IAE Poitiers).

The event also included, for the first time, a "speed reviewing" session, which gave seven researchers the opportunity to present and discuss their research with experienced researchers. Participants, especially the foreign visitors, also enjoyed a guided tour of the Musée de l'Ecole de Nancy.

The conference proceedings are available from CEREFIGE.





## 2.2 Symposium on "Governance, Participation and Employee Shareholding in crisis"

May 11, 2012 at the ICN Business School campus in Metz



**Photo : Opening of the conference by Jérôme Caby (ICN BS), Thierry Jean (Metz Métropole), Vincent Dutfoy (CLAS) and Maurice Aumage (APSA)**

Organized by APSA and ICN Business School, the symposium was attended by representatives from CLAS (Crédit Lyonnais employee shareholders) and the ADSACA (Association of employee

shareholders of Crédit Agricole).

The symposium brought together experts and stakeholders in employee share ownership and corporate governance, and raised a transversal issue which will take on increasing importance in the economies of the twenty-first century.

While we are currently experiencing one of the deepest crises, tougher than any that the Western economies have known, we face a major question on the link between, on the one hand, corporate governance, and on the other, the strategies adopted by players, particularly regarding financial matters.

The conference aimed at exploring and emphasizing the link between employee ownership and organizational performance.

**To what extent does the strategy of developing employee shareholding induce a dynamic of employee participation, resulting in more efficient organizations and therefore a more suitable form of governance?**

**To what extent does this future model of governance develop the vitality of organizations and their ability to design and carry through strategies rooted in the real economy? Will it be able to limit the risks of shareholders' short-sightedness and obsession with finance, which the current crisis has generated?**

In particular, conference participants were asked to consider the importance of Employee Shareholding as:

- a stable and sustainable component of business capital
- a driving force for economic development
- a factor of stabilization, compared with the uncertainties of the Stock Market
- a factor of cohesion and motivation in the workforce
- a contribution to better governance.

The success of the conference encouraged participants to continue their research interest in finding ways to improve corporate governance.

**A publication will be produced reflecting the ideas discussed at the conference to help to disseminate them to those in France who are interested in employee participation.**



### 2.3 3<sup>rd</sup> International MESD Conference on Multinational Enterprises and Sustainable Development December 12-14, 2012 in New Dehli



The Third International Conference 'MESD'12' on Multinational Enterprises and Sustainable Development, organized by ICN Business School, CEREFIGE (Management Research Laboratory of the University of Lorraine), Georgia Institute of Technology, Atlanta (USA) and University of Delhi (India), who hosted the event, was held from 12 to 14 December in New Delhi.

Following the success of the conferences in 2006 in Atlanta and 2009 in Nancy, this conference also proved to be a great success, with 285 participants from 10 countries and numerous personalities from academia and politics.

The MESD'12 theme was "Managing the dynamics of multinational and sustainable development: best strategies, practices and models." The conference discussed the key role that multinationals play in the dynamic environment of sustainable trade. Given the size and scope of their activities, they are global environmental actors. Their business strategies can accelerate or slow down the process of sustainable development of the regions. The objective of the conference was to provide innovative solutions to one of the core issues of our era.

Several multinational companies had the opportunity to share their 'best practices'.

The main sponsor of the conference was the Indian Council of Social Science Research.

All information on the conference is available on: [www.mesd2012.org](http://www.mesd2012.org)

## 2.4 The 23rd AGRH Conference September 12-14, 2012 at the ICN Business School campus in Nancy



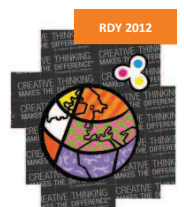
More than 200 participants from all French-speaking countries were present at the 23<sup>rd</sup> Congress of the AGRH (Human Resource Management Association) held in Nancy from 12 to 14 September 2012. Co-organized by ICN Business School and ISAM-IAE University of Lorraine, the congress enjoyed the support of CEREFIGE, the Management Research Laboratory that is common to both institutions.

The theme in 2012 investigated the interfaces of HRM, by comparing the viewpoint of different disciplines on joint research topics such as motivation, involvement, remuneration, etc., during an opening round-table discussion by organizational sociologists, work psychologists, business administrators and human resources managers.

Nearly 120 papers which had passed the selection process of the Scientific Committee were presented in workshops.

Moreover, by adopting art as a common theme, the 2012 version of the AGRH conference was groundbreaking on three fronts: the decoration of the Lorraine Management Centre (Pôle Lorrain de Gestion) by the paintings of artist and researcher Vera Ivanaj and sculptures exhibited under the auspices of ERDF. Then the round table on "Art and Management" opened up discussion on the use of art by companies, the role of the work of art as an object of mediation and dialogue, to better position art as a legitimate and effective component in the training of managers as part of the ARTEM project. Finally, the play produced by the group "Oh my coach!" gave a humorous but perceptive insight on the topic of disability in the workplace.

A big thank you is due to the participants, the members of the organizing committee, the colleagues from CEREFIGE, the artists and contributors involved and last but not least, the sponsors of the conference: Caisse d'Epargne, CHU Nancy, ERDF, La Poste Group, HR One, The Lorraine Region Peoplesphere, Pôle Emploi, Thiriet, and the University of Lorraine.



### 3. DOCTORAL THESIS



#### 3.3 Doctorates Obtained in 2012

##### ❖ CECCARELLI Agnès

###### **Appearance as an Enabling or a Discriminating Criterion in the Hiring Interview. Example of Sales Representatives in Banking Organizations**

**Thesis Director:** Professor Jean-Yves Trépos

**Defense Date:** June 27, 2012

**University:** Université de Lorraine

**Defense Place:** Metz Saulcy

**Abstract:** This study tries to determine whether clothing, appearance and behavior could be a factor of discrimination during the job interview process. It is based on a survey, carried out in the banking sector, with executives who recruit for sales positions which require face to face contact. This work falls within the focus of research on pragmatic sociology (or sociology of action) which allows us to establish if criteria, such as appearance, assures "fairness" and "equality" of judgment. After a presentation of the survey methodology (using unstructured interviews and integrating photographs) our study introduces a recall of the body of theory in sociology of action. The results of the survey give a description of the system of values in the banking area and skills required in business jobs. They also tend to focus on the face to face interaction during the

hiring process to identify the peculiarities in this sector. Our inquiry then sets out to show how and why appearance is included as criteria of skills evaluation of trade people. The sociology of the regimes of action then allows us to explain how the recruiters surveyed establish their judgments in regards to the criteria of appearance and how they are able to justify and explain their decisions.

Finally, pragmatic sociology allows a critical and in-depth analysis of implemented methods by studying their intrinsic characteristics and by determining if the face to face evaluation during the interview process allows fairness in judgment. Through these analyses, the study tries to reveal social justice by underlining risks of discriminating judgment due to the hiring process, in particular, the face to face method.

##### ❖ KRATZ Christine

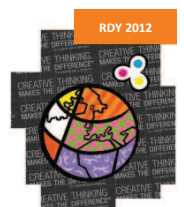
###### **Exclusive Collections as Practiced by Retailers: Strategic Choice Versus Consumer Behavior**

**Thesis Director:** Professor Marc Filser

**Defense Date:** December 6, 2012

**University:** Université de Bourgogne, Laboratoire CERMAB-LEG

**Defense Place:** Dijon



**Abstract:** The use of exclusive collections (a collection designed by a creator exclusively for one retailer) is an established part of managerial practice but it is still relatively little known as a subject of academic study. The theories initially utilized (theories relating to alliances, co-branding, product range extension and distribution channel development), supplemented by different exploratory studies involving professional practitioners (creators and retail managers) and consumers (individual and group interviews, descriptive and netnographic studies) have given rise to the following question: how do exclusive collections contribute to the market positioning of a retailer in the ready-to-wear sector?

This problem can be defined in terms of several objectives:

- assessing the perceived value of the collection, and comparing the market position as perceived by the consumer with the marketing position sought by the retailer,
- measuring the effect of any congruence between these, on consumers' assessment of the exclusive collection,
- measuring the impact of exclusive collections on consumers' attitudes towards the retailer,
- studying the extent to which the retailer image evolves, and specifying the modified image associations, and
- evaluating the impacts on memorization of the retailer brand.

The significant results obtained from the quantitative study lead researchers to make contributions to both managerial practice and academic study.

### ❖ MATHEY Samuel

#### **Two Essays on Economic Growth, Workers' Remittances, Human Immunodeficiency Virus, and Foreign Direct Investment**

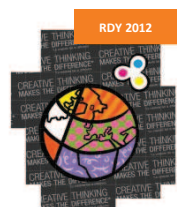
**Thesis Director:** Professor Burton Abrams

**Defense Date:** June 12, 2012

**University:** University of Delaware

**Defense Place:** Three Simultaneous places using video conferencing: Samuel Mathey in Metz, France and professors in two sites in the USA (Newark, Delaware)

**Abstract:** Human capital and physical capital are the two main drivers of the neoclassical growth model. Low income economies and specifically Sub-Saharan Africa countries have a low starting human capital and physical capital compared to high income economies. The convergence theory gives a hope to those countries by suggesting that those low income economies will reach one day the economic development level of high income economies. The recent challenge faced by human capital in low income economies is the spread of the deadly HIV virus. HIV has no cure yet and the disease depletes the working population of a country. Migration from low income economies to high income economies has increased over the past decades.



That trend has significantly increased the stock of low income countries migrants living in high income economies. Those migrants often transfer money, remittances, to their relatives left behind. Remittances are now the second largest flow of capital to low income economies and policy makers in those countries are looking for ways to use that capital flow to foster the economic development of their economies. This dissertation is an effort to identify the effects of those challenges faced by human capital and physical capital in low income economies. The dissertation explores those effects with two essays. The first essay focuses on the human capital component with an analysis of the effect of HIV on economic growth. The second essay focuses on remittances as a capital flow to low income economies and how the home country HIV and FDI affect the level of remittances flow.

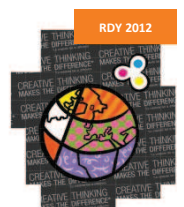
The first essay explores the effects of HIV and FDI inflow on per capita GDP growth over the period 1980-2009 for two hundred and thirteen (213) countries and territories. Our analysis focuses on Sub-Saharan Africa. HIV is an incurable disease affecting more than 30 million people across the world, 22 million of whom live in Sub-Saharan Africa. FDI is the most important capital flow to low-income countries. The growth impact of HIV and FDI is assessed using an empirical growth model that controls for other determinants of growth. The main result is that HIV has a positive effect on per capita GDP growth and that direct measure of FDI has no effect on per capita GDP growth. Our findings are consistent with Alwyn Young's The gift of the dying and the generally accepted conclusions on the effect of the European black plague in the year 1348. Our results equally suggest that the HIV-per capita GDP growth relation is non-linear with an HIV prevalence rate tipping point estimated at 14.3% while Sub-Saharan African, the most affected region in the world, tips at 35.7%. The results equally suggest that policy can be used to create a positive effect of FDI on growth.

The second essay estimates the effect of home country HIV and FDI on migrant workers' remittances sent to low income economies over the period 1997-2007. The 1997 year was a turning point year for remittances and FDI inflows to low income economies, remittances experienced a significant growth and FDI inflows reached for the first time unprecedented level (above 150 billions of dollars). The results of our control variables are consistent with conventional literature, migrants stock is the main driver of remittances. Our findings suggest that home country HIV and FDI are determinants of migrant workers' remittances. The remittance behavior of female migrants is different from that of male migrants. Home country HIV affects positively the remittances behavior of female migrants and negatively that of male migrants. Home country FDI inflow is a robust determinant of remittances inflow to low income economies and it interacts positively with the home country's rate of business creation. Our results equally indicate that foreign aid flow (ODA) to a country has a negative effect on remittances, suggesting a possible free riding of migrant remitters or a crowding out effect on ODA.

#### ❖ MURPHY Eileen

##### **Key Success Factors for Achieving Green Supply Chain Performance; A study of UK ISO 14001 Certified Manufacturers.**

**Thesis Director:** Professor Chee Wong, Professor Chandra Lalwani





**Defense Date:** Dec 6, 2012  
**University:** University of Hull, UK  
**Defense Place:** University of Hull, UK

**Abstract:** Recently, there has been increasing emphasis on the use of voluntary environmental protection instruments such as environmental management systems (EMS). One such system is ISO 14001 which is designed to assist organisations to create a structured mechanism for continuous improvement in environmental performance.

However, more knowledge is required to identify the impact these systems have on the actual environmental supply chain practices and performance (GSCPP) of manufacturing organisations. Furthermore many investigations of the supply chain are based on “hard” factors such as the application of systems and tools to achieve performance goals. What are less appreciated are the effects of human dimensions of managing relationships with employees and suppliers. Accordingly this research will investigate the relations and dynamics of the Key Success Factors (KSF), (training, communication, management support, employee responsibility, rewards and recognition, employee involvement, and supplier management) which are believed to assist in the improvement of GSCPP of manufacturing companies.

This research sets its objectives on advancing the knowledge and understanding of the roles of key success factors in supply chain operations, how these KSF function as separate factors or work together and how they are being put into practice in manufacturing organisations. A mixed method explanatory approach adopting a questionnaire survey and semi-structured interviews are used to describe these phenomena and explore the reasons for and reveals inhibitors of the implementation of KSF.

Key findings from this study are the development of a new mega-construct to measure internal soft management practices in organisations. Organisations successfully achieving green supply chain performance are applying a combination of key success factors such as employee responsibility and collaboration with suppliers. In-depth case studies also illustrate how these KSF manifest themselves and work together in real life. Evidence from the analysis demonstrates that despite the ISO 14001 certification some organisations are behaving in a more reactive fashion providing only the bare minimum in terms of training, where there is little emphasis on involvement of their employees, and where the management is largely unsupportive of a more comprehensive and integrated EMS.

This research has three areas of contribution; to researchers who wish to further examine the combination of both hard and soft interpretations for environmental supply chain performance; to management practitioners who will benefit from the resulting tool will be able to assess the steps required to improve performance; and to those responsible for reviewing ISO 14001 who may include KSF and thus pass on the benefits to participating organisations.

### 3.4 Doctoral Dissertations in progress by ICN Faculty

#### ❖ APANGU Patricia

##### **Enacting Entrepreneurship: Critical Perspectives on New Venture Creation**

**Thesis Director:** Professor S. Vinnicombe and Dr J. Tobias.

**University:** Cranfield School of Management

**Abstract:** Entrepreneurship is largely acknowledged as a lever for economic development, and widely accepted as a wealth creating activity. Few studies have turned their attention to the alternative views of entrepreneurship that question the dominant paradigms present within the field, although the burgeoning field of critical entrepreneurship studies has provoked debate within the traditional domain. This study seeks to further these nascent views through an exploration of how entrepreneurs make sense of their environment in order to evaluate opportunities, pursue ideas, obtain resources and manage their venture.

#### ❖ BATTARD Nicolas

##### **Influence of science and technology policy on the emergence of a new scientific discipline: The case of nanoscience and nanotechnology in Ireland.**

**Thesis Director:** Paul Donnelly (Dublin Institute of Technology) and Vincent Mangematin (Grenoble Ecole de Management)

**University:** University Name Dublin Institute of Technology

**Abstract:** Science and ways of doing science have undergone significant changes over the past decades. Boundaries between science, public policy and industry are blurred and the three spheres are much more intertwined than they used to be. All over the world, national and supranational entities – such as respectively the National Nanotechnology Initiative in the US and the Framework Programmes in Europe – have demonstrated their willingness to foster interdisciplinary research and to promote scientific breakthrough.

Within the frame of institutional logics, I studied how the state logic has impacted the emergence of the area of nanoscience and nanotechnology in Ireland from the late 1990s onward. Institutional logics is a meta framework that disrupts with new institutionalist theory and attempts to reconcile the structural understanding of field construction and emergence, and a more micro, process approach. The focus has moved from isomorphism in order to understand how multiple logics affect individuals and organisations.

I used a comparative case study research design in order to understand how the macro level of science and technology policy impacted the material and symbolic aspects of the scientific disciplines conducting research at the nanoscale.

During the phase of emergence of a scientific discipline, despite an exogenous change brought by policy makers as financial opportunities in terms of funding, not all scientific actors move to the emerging area even though they had the capabilities to do so. Based on a composite view of boundaries – mental, social and physical – that encompass both the material and symbolic aspects of institutions, I identified three strategies that describe the extent to which scientists engage in this new area. Embracing is characterised by a commitment to the emerging area of nanoscience and nanotechnology at every level of boundary. While the second strategy – adjusting – describes a partial commitment, the third and last strategy – dissociating – describes a non-engagement to nanoscience and nanotechnology. I then describe that the formation of a new scientific space must be balanced as even the teams that embraced the change do so by relating their work to existing communities. We add to the understanding of emergence within the frame of institutional logics. Although research shows that an exogenous change can trigger the emergence of a new logic, in our case the transformation has only been partial. Although having the capabilities, not all scientists moved to N&N even though this represented an important financial opportunity. It is by analysing each type of boundary that such results emerged and that I have been able to dissociate the analysis of the material and symbolic aspects of the organisations and the emerging scientific logic, and differentiate a change between resource dependence and institutional.

This study shows that Ireland dedicated a part of its funding in order to foster and to develop research at the nanoscale. This development has been important as research centres, postdoctoral and PhD student scholarships dedicated to N&N were funded. Although nanoscience and nanotechnology was only briefly considered a science within the STPs, the funding impacted science in different ways. It is also worth noticing that area of nanoscience and nanotechnology has renewed the theoretical debates around emergence and converge among organisations scholars.

❖ DELOFFRE Guy

**Pedagogy of business negotiation: study of cognitive preliminary representations of students, using the method of written storytelling, associated to a qualitative analysis of the collected data through Alceste software.**

**Thesis Director:** Professor Eirick Prairat

**University:** University of Nancy 2

**Abstract:** This work represents a research about the mental and cognitive representations of the students in a Business School program: research questions, data collecting methods and results. Our objective for this work is to study what students know about negotiation before following a



negotiation course. We compare the representations of students with the representations of adult trainees. In order to do this, we use the method of written storytelling, associated to a qualitative analysis of the collected data through Alceste software.

❖ Edina EBERHARDT

**Pedagogy of business negotiation: study of cognitive preliminary representations of students, using the method of written storytelling, associated to a qualitative analysis of the collected data through Alceste software.**

**Thesis Director:** Professor Jérôme CABY

**University:** PhD Universa, Ecricome, ICN Business School

**Abstract:** Facing an important international competition, companies often prefer to satisfy short term profitability objectives. And yet, today sustainable development cannot be ignored and company leaders need to dispose of adequate management methods to help them in their decision making. How can then corporate social responsibility, which means social and environmental, be integrated into day to day management? The purpose of this PhD is to publish the internal practices of a selection of companies in Lorraine in order to share experience. Precisely, it consists in determining which global management tools able to measure both financial and social performance. It is planned to examine also the behavior of the actors concerned by these new management control tools. We propose an empirical case study.

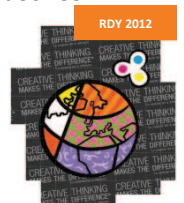
❖ Michel MAKIELA

**Transformation of Business Model in an Industry Focused on the Product to Services. Case of the Automotive Industry.**

**Thesis Director:** Professor Xavier Lecocq

**University:** LEM Lille Economics & Management a joint of the University of Science & Technology of Lille (USTL) & Catholic University of Lille.

**Abstract:** The automotive industry faces in industrialized countries to a profound questioning of its business model historically structured around the product by manufacturers. We are witnessing the development of new services aimed at optimizing the use of individual transport modes: carpooling, car sharing, self-service vehicles ... The car becomes in this case a component of a range of complementary services for individual mobility to public transport. This paradigm shift gives rise to a new profession that Operator and brings mobility and the automobile industry of network industries



that depend on infrastructure (dedicated parking) and infostructure (information system & trading) in order to produce their final services (traveling with a single mode of transport).

These changes bring the traditional players in the automotive value chain (manufacturers, suppliers, distributors) to cooperate with new players from industry distribution networks for electricity and telecommunications services as well as local authorities.

We propose to study in our doctoral work the process of developing new business models for service mobility aid-vehicle in a context of technological innovation and cross-sector partnerships.

In order to study this complex phenomenon in its context, we took the party to adopt a qualitative method of analysis with the study of a single case in a longitudinal approach.

We have the opportunity to accompany an observer-participant group specialized in automobile maintenance activities in the creation of a new company, called here "CarLink", which aims to position itself as a player in value chain of services offered in vehicles "connected". We are currently in the process of collecting data from observation, participant interviews and semi-structured documents. We intend to mobilize the theory of the actor-network (ANT) as a reading grid to analyze the process of developing the business model.

#### ❖ RETHORE Christophe

##### **A statistical/discursive, corpus-based approach of English/French advertising communication in the automotive industry.**

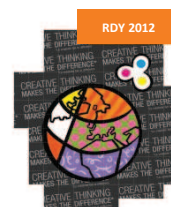
**Thesis Director:** Professor Dominique Legallois

**University:** Université de Caen Basse-Normandie

**Abstract:** Our linguistic study of advertising communication aims at identifying trends and milestones in bilingual advertising, following Ballard : « ... si l'on ne peut prédire à coup sûr ce que sera la traduction d'un texte, on peut quand même baliser les possibles à l'intérieur desquels s'exerceront les choix du traducteur » (1995 : 287), because « l'examen comparatif de la production publicitaire traduite atteste l'existence de régularités et de constantes » (Guidère 2000 : 83). For Bruthiaux (1996 : 45), these very trends and statements define advertising as a genre.

Our central hypothesis is the existence of a translation distance between English ads and their translations. We modelize this distance at three levels: lexico-semantics, discourse analysis/pragmatics and syntax.

To better understand advertising discourse and limit the number of variables at stake, we focus on automobile advertising, with 14 brands from 3 countries:



- Germany (BMW, Mercedes-Benz, Volkswagen) ;
- USA (GM, Chrysler, Ford, and their sub-brands) ;
- Japan (Toyota, Honda et Nissan, and their luxury brands Lexus, Acura and Infiniti, and Mazda).

The literature review summarizes the linguistic research undertaken about advertising, with various approaches: descriptive linguistics, discourse analysis, semiotics and rhetorics/stylistics, starting with the pioneer works of Leech (*The Language of Advertising*, 1966) and Halliday et Hasan (*Cohesion in English*, 1976).









#### Contact

Clarice Bertin

Responsable Service Recherche & Valorisation

Clarice.bertin@icn-groupe.fr

[www.icn-groupe.fr/recherche](http://www.icn-groupe.fr/recherche)

[www.icn-groupe.fr/research](http://www.icn-groupe.fr/research)

**ICN Business School**

13, rue Michel Ney - CO 75 - 54037 Nancy Cedex - France

Siège social : 122, quai Claude Le Lorrain - 54000 Nancy