



RESEARCH & DEVELOPMENT

YEARBOOK 2014

Faculty & Research Deanship

CONTENT

Books and books chapters

Articles published in refereed journals

Articles published in non-refereed journals

Case studies

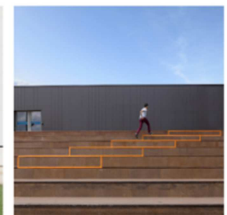
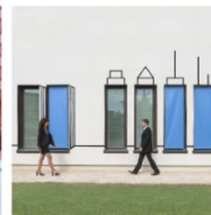
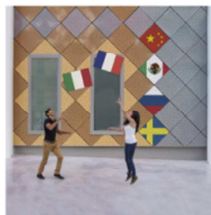
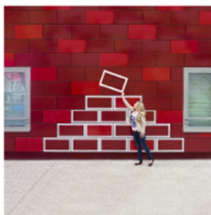
Refereed conferences

Professional Magazines, Blog

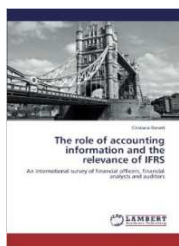
Doctorates by ICN Faculty

Chairs at ICN Business School

Research Events

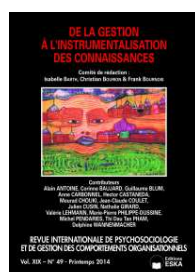


Books



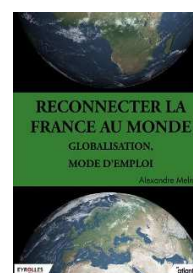
BENETTI, Cristiane (2014), The role of accounting information and the relevance of IFRS: An international survey of financial officers, financial analysts and auditors, Lambert Academic Publishing, September 19.

BOURION Christian, BARTH Isabelle, BOURNOIS Franck (2014), La Dangersité Sociale Inhérente, Vol. XX n° 50, Ed. Eska, 292 p., Automne



BOURION Christian, BARTH Isabelle, BOURNOIS Franck (2014), De la gestion à l'instrumentalisation des connaissances, Vol. XIX n° 49, Ed. Eska, 302 p., juin

MELNIK, Alexandre (2014), Reconnecter la France au monde. Globalisation, mode d'emploi, Ed. Eyrolles, Coll. Atlantico, 30 p., Mai.

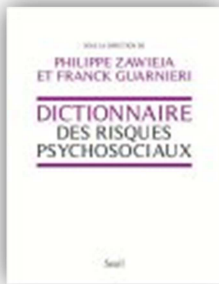


Book chapters



BARTH Isabelle, BOURION Christian BOURNOIS Frank, PERSSON Sybille, (2014), La dangersité sociale est-elle inhérente à la path dependence? in BARTH Isabelle, BOURION Christian, BOURNOIS Frank (Eds), La dangersité sociale inhérente, Vol. XX n° 50, Ed. Eska, pp 43-70, Automne

BARTH Isabelle, BOURION Christian BOURNOIS Frank, PERSSON Sybille, (2014), Quand la cybernétique et la sociologie de la traduction mettent en évidence la dangersité sociale inhérente à la protection sociale, État providence ou État dictateur? Revue Internationale de Psychosociologie et de gestion des Comportements Organisationnels, Vol. XX n° 50, Ed. Eska, pp 225-261, Automne



PERSSON Sybille (2014), Mentorat (-Mentoring), in GUARNIERI Franck et ZAWIEJA Philippe (Dir), Dictionnaire des risques psychosociaux, Seuil, pp 470-475, février.

TOSELLO, Alexandra (2014), La mise en œuvre en France de la procédure européenne de règlement des petits litiges transfrontaliers : la perspective française, in The European Small Claims Procedure and the Philosophy of Small Change, Dir./Ed. N. Neuwahl and S. Hammamoun, Ed. Thémis.

ARTICLES PUBLISHED IN REFEREED JOURNALS

AFAWUBO Komivi & MATHEY Samuel (2014), Employment and Education Effects on HIV/AIDS Prevalence Rate and Economic Growth: Empirical Investigation in ECOWAS, in Applied Economics Letters, Volume: 21, Issue: 11, pages 755-759, April. **CNRS Category 2 | | AERES C-ranked**



BLAZY, Régis, MARTEL, Jocelyne & NIGAM, Nirjhar (2014), The Choice Between Informal and Formal Restructuring: The Case of French Banks Facing Distressed SMEs, in *Journal of Banking and Finance*, Volume 44, pp. 248–263, July. **CNRS Category 2 | | AERES A-ranked | | FNEGE Category 1**

BOHAS, Amélie, DAGORN, Nathalie & POUSSING, Nicolas (2014), Responsabilité Sociale de l'Entreprise: quels impacts sur l'adoption de pratiques de Green IT, in *Systèmes d'Information et Management*, Vol. 19, No 2, septembre.

CNRS Category: 2 | | AERES A-ranked | | FNEGE Category 2



BOURION Christian (2014), To know what not to do. Analysing managers' life storie to develop a new know-how in local management, *Revue Internationale des Sciences commerciales*, vol. XI, N°2, December

DESCHAMPS Bérangère, CISNEROS Luis & BARES Franck, (2014), PME familiales québécoises: impact des parties-prenantes externes à la famille dans les co-successions en fratrie, *Management International*, Volume 18 n°4, pp. 151-163, été. **CNRS Category: 3 | | AERES B-ranked | | FNEGE Category 2**



GENDRON, Corinne (2014), Beyond environmental and ecological economics: Proposal for an economic sociology of the environment, In Ecological Economics, Volume 105, pp. 240–253, September.

CNRS Category: 1 | AERES A-ranked



GUIMARAES DA COSTA Nuno, CUNHA Miguel Pina e, & REGO Armenio (2014). Building yourself: a sensemaking approach to expatriates' adjustment to ethical challenges", Journal of Global Mobility, Vol. 2 Iss: 1, pp.53 - 84 June

HOUE Thierry, GUIMARAES Renato (2014), L'apprentissage du Lean management par le jeu : vers une évolution de la pédagogie pour faciliter le développement des compétences, Revue Française de Gestion Industrielle, vol. 33, n°2, pp. 91-112, été.

CNRS Category 4 | AERES C-ranked | FNEGE Category 4



HUCK, Nicolas & AFAWUBO, Komivi (2014), Pairs trading and selection methods: Is cointegration superior?, in Applied Economics incorporating Applied Financial Economics (formerly Applied Economics), Vol. 47, No. 6, pp. 599-613, November.

CNRS Category 4

JACOB LEAL, Sandrine (2014), Fundamentalists, Chartists and Asset Pricing Anomalies, in Quantitative Finance, December

CNRS Category 3 | AERES B-ranked | FNEGE Category 3



KHELLADI, Insaf, CASTELLANO, Sylvaine, LIMONGI, Laurie (2014), L'impact de la personnalisation basée sur le profil et la localisation sur le comportement du client dans un contexte de téléphonie mobile, In Revue Française du Marketing, pp. 45-60, septembre.

AERES C-ranked | FNEGE Category 4

CASTELLANO, Sylvaine, KHELLADI, Insaf, CHIPAUX, Amélie, KUPFERMINC, Célia (2014), The Influence of Social Networks on E-Reputation: How Sportspersons Manage the Relationship with Their Online Community, in International Journal of Technology and Human Interaction, 10(4), 65-79, October-December 2014
CNRS Category 4 | | AERES C-ranked | | FNEGE Category 4



LHUILLERY, Stéphane (2014), Marketing and pertinent innovation success, In Economics of Innovation and New Technology, August.

CNRS Category: 2 | | AERES A-ranked | | FNEGE Category 2

MENEZES, Mozart, HUANG, Rongbing (2014), Comparison of Condorcet and Weber solutions on a plane: Social choice versus centralization, in Computers & Operations Research, December 2013 (online), 2014 (paper).

CNRS Category 2 | | AERES A-ranked



PAULET, Elisabeth, PARNAUDEAU, Miia & ABDESSEMED, Tamym (2014) European banks' behavior and SMEs credit opportunities: A convergent or divergent attitude?, Journal of Business Strategy, Vol. 35 No. 2 2014, pp. 36-45, May.

CNRS Category 3 | | AERES B-ranked | | FNEGE Category 2

PAULET, Elisabeth, PARNAUDEAU, Miia & RELANO, Francesc (2014), Banking with Ethics: Strategic Moves and Structural Changes of the Banking Industry in the Aftermath of the Subprime Mortgage Crisis, Journal of Business Ethics, July 14

CNRS Category 3 | | AERES B-ranked | | FNEGE Category 2



SCHULZ, Klaus-Peter (2014), Piracy in innovation processes: violation or collaboration?, Special Issue on "Entrepreneurship and Piracy", in International Journal of Entrepreneurship and Small Business, Vol. 22, No. 4, pp. 482 – 494

CNRS Category 4 | | AERES C-ranked

SHRIVASTAVA, Paul & PERSSON, Sybille, A Theory of Strategy – Learning From China. From walking to sailing, in *M@n@gement*, Vol. 17 no. 1, 2014, 38-61, April.

CNRS Category 2 | | AERES A-ranked | | FNEGE Category 2



RATHGEBER, Andreas W., RUDOLPH, David & STOECKL, Stefan (2014), Pricing anomaly at the first sight: same borrower in different currencies faces different credit spreads—an explanation by means of a quanto option, *Review of Derivatives Research*, October 3

CNRS Category 3

RATHGEBER, Andreas W. & ARNOLD, Matthias M., STOECKL, Stefan, (2014) Determinants of Corporate Hedging: A (Statistical) Meta-Analysis, in *The Quarterly Review of Economics and Finance*, published online in May.

CNRS Category 2 | | AERES A-ranked | | FNEGE Category 2



TOSELLO, Alexandra (2014), L'influence de l'Union Européenne sur la territorialisation des politiques publiques en France, *Revue du marché commun et de l'Union Européenne*, n°576, pp 178-187, mars.



ZIED, Hajej, REZG, Nidhal, GHARBI, Ali (2014) Forecasting and Maintenance Problem under Subcontracting Constraint with Transport Delay, in the *International Journal of Production Research*, April 29 (online). **CNRS Category: 2 | | AERES A-ranked**

CASE STUDIES



ABDESSEMED, Tamym, CLERC-GIRARD, Marie-France, SORIO, Rossella (2014), MISS NUMERIQUE et LA POSTE : Cap vers l'avenir !, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, Réf. M1848, octobre.

ABDESSEMED, Tamym, SORIO, Rossella (2014), Air France 2014 : communication de grève !, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, Réf. ICN-CO-001, décembre.



ABDESSEMED, Tamym (2014), De VVF à BELAMBRA : En avant le changement, toujours le changement !, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, Réf. ICN-MG-002, décembre.

BOURION, Christian (2014), Le dirigeant de nuit au centre de tri de LA POSTE, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, Réf. H0598, mars.



REBIERE, Philippe (2014), Danone : « un second souffle » pour faire face à la crise en 2014 ?, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, Réf. G1821, juin.

REFEREED CONFERENCES

BATTARD, Nicolas, MANGEMATIN, Vincent & O'HARA, T. (2014), Intertwined logics as a source of longevity: Hooking business into family and local community, 30th Annual colloquium of the European Group for Organizational Studies (EGOS), Rotterdam, The Netherlands, July 3-5.

BIGA-DIAMBEIDOU, Mahamadou, NLEMVO, Frédéric & BARES, Franck (2014), Dynamique de Croissance des TPE de Services, Journée La croissance des entreprises : nouvel enjeu pour le management ?, Université Montpellier, Montpellier, France, 10 avril.

BIGA-DIAMBEIDOU, Mahamadou & GAILLY, Benoit(2014), Modèles et trajectoires de Croissance des jeunes entreprises : Une revue de la Littérature, Journée La croissance des entreprises : nouvel enjeu pour le management ?, Université Montpellier, Montpellier, France, 10 avril.

BIGA-DIAMBEIDOU, Mahamadou (2014), The Process of Entrepreneurial Learning: A Pedagogical Approach and Empirical Test, Babson College Entrepreneurship Research Conference (2014 BCERC), Ivey Business School, Western University London, Ontario, Canada, June 4-7.

BOUTINOT, Amélie, CASTELLANO, Sylvaine & IVANOVA, Olga (2014), A stakeholder approach to (de)legitimation in creative industries: Application to Art Nouveau in France, 30th Annual colloquium of the European Group for Organizational Studies (EGOS), Rotterdam, The Netherlands, July 3-5.

EBERHARDT-TOTH, Edina (2014), Who should be on a board corporate social responsibility committee?, 74th Annual Meeting of the Academy of Management, Philadelphia, PA, USA, August 1-5.

FINSTAD-MILION, Krista (2014), Is there a female career? Unmasking perceptions of women's careers, 2014 North-East Decision Science Institute (NEDSI) Conference, Philadelphia, USA, March, 27-29.

FINSTAD-MILION, Krista, NASCHBERGER, C (2014), Femmes et Networking : Pour danser, il faut être deux, Colloque AIMS/AFM/AGRH/AFMD/AFC Manager la Diversité, Kedge Business School, Marseille, 21 mai.

FLORES-ZAMORA, Javier (2014), Emotional attachment influence on service perception among opinion leaders. Evidence from an art venue, European Marketing Academy Conference, EMAC 2014 Conference, Valencia, Spain, June 3-6.

GUIMARAES, Renato (2014), Component Commonality: the p-Median solution to a product design problem, 20th Conference of the International Federation of Operational Research Societies (IFORS), Barcelona, Spain, July 13-18.

HABRAN, Yves, SCHULZ, Klaus-Peter, ZUNDEL, Mike (2014), Movements in/of space and development of learning The case of a packaging company, 30th Annual colloquium of the European Group for Organizational Studies (EGOS), Rotterdam, The Netherlands, July 3-5.

HABRAN, Yves, SCHULZ, Klaus-Peter, ZUNDEL, Mike (2014), Movements in/of space and development of learning. The case of a packaging company, 4th Organizations, Artifacts and Practices (OAP) Workshop, Rome, Italy, June 26-27.



HOUE, Thierry (2014), L'art de la logistique au service de la logistique de l'art : quelles ressources pour l'essor des activités de flux à forte valeur ajoutée au Grand-Duché de Luxembourg ?, 10ème conférence RIRL 2014, KEDGE Business School, Marseille, 20-21 mai.

HOUE, Thierry & MURPHY, Eileen (2014), The value of qualitative research in supply chain management: A matrix analysis of logistics networks, 2014 European Academy of Management Conference (EURAM 2014 Conference), Valencia, Spain, 4-7 June.

IVANOVA, Olga & PERSSON, Sybille (2014), The Transition as a Ubiquitous and Continuous Process, 2014 European Academy of Management Conference (EURAM 2014 Conference), Valencia, Spain, 4-7 June.

JACOB LEAL, Sandrine (2014), Rock around the clock: an agent based model low and high frequency trading, Third International Symposium in Computational Economics and Finance (ISCEF 2014), Paris, France, April 10-12.

JACOB LEAL, Sandrine (2014), Rock around the clock: An agent-based model of low- and high-frequency trading, 31st French Finance Association (AFFI) Conference, Aix-en-Provence, France, May 20-21.

JACOB LEAL, Sandrine, NAPOLETANO, Mauro, ROVENTINI, Andrea, FAGIOLO, Giorgio (2014), Rock around the clock: An agent-based model of low- and high-frequency trading, 31èmes Journées Internationales d'Economie Monétaire, Bancaire et Financière, Colloque annuel du Groupement de Recherche Européen "Monnaie, Banque, Finance" du CNRS, IEP de Lyon, 19-20 juin.

JACOB LEAL, Sandrine (2014), Rock around the clock: An agent-based model of low- and high-frequency trading, 20th International Conference on Computing in Economics and Finance (CEF 2014), Society for Computational Economics, Oslo, Norway, June 22-24.

JACOB LEAL, Sandrine, NAPOLETANO, Mauro, ROVENTINI, Andrea, FAGIOLO, Giorgio (2014), Beyond speed: High-Frequency Trading and the Emergence of Flash Crashes, 15th International Conference of the International Joseph A. Schumpeter Society (ISS), Jena, Germany, July 27-30.

JACOB LEAL, Sandrine (2014), Rock around the Clock : An agent-based model of low- and high-frequency trading, Forum Market Microstructure: confronting many, Paris, France, 8-11 décembre.

KAJAMAA, Anu & SCHULZ, Klaus-Peter (2014), Organizational Diffusion of Change, Learning and Development: case examples from home care and pharmaceutical industry, International Conference on Organizational Learning, Knowledge and Capabilities (OLKC 2014), Oslo, Norway, April 22-24.

MURPHY, Eileen (2014), Influence of Organizational Culture on Green Supply Chain Practices - a study of seven manufacturing services, 21st International Annual EurOMA (European Operations Management Association) Conference, Palermo, Italy, 22-25 June.

NIGAM, Nirjhar & BLAZY, Régis (2014) Determinants of liquidation and Reorganization : empirical evidence from UK and France ?, Midwest Finance Association 2014 Annual Meeting (MFA2014), Orlando, USA, March 5-8.

REBIERE, Philippe (2014), Shiseido : vers une stratégie de rebond, Etude de cas, colloque NACRA, Austin, USA, Octobre.

STALLA-BOURDILLON, Christophe (2014), La guerre de l'information, Université de Lyon 3, Colloque NTIC et Géostratégie: Les nouveaux enjeux de la sécurité, 28 mars.

STALLA-BOURDILLON, Christophe (2014), Table ronde, 2^{ème} conférence à la Maison de la Nouvelle-Calédonie sur « NICKEL. Quelles retombées pour les Calédoniens », Paris, 12 juin.

STOECKL, Stefan, RATHGEBER, Andreas & STADLER, Johannes (2014), Modeling share returns - an empirical study on the Variance Gamma model, 8th World Congress of the Bachelier Finance Society, Brussels, Belgium, June 2-6, 2014.

STOECKL, Stefan, PATSER Mikhail & LTZENBERGER, Fabian (2014), Asset valuation in a (realistic) conditional CAPM setting, 21st Annual Conference of the Multinational Finance Society, Prague, Czech Republic, June 29 - July 2, 2014.

PROFESSIONAL MAGAZINES, INTERVIEWS & BLOG

ABDESSEMED, Tamym (2014), « La recherche en management entre maturité et dérives : restons fidèles à l'esprit de la recherche ! », Revue RMS, Novembre.

ABDESSEMED, Tamym (2014), « De la robustesse, de l'attractivité et de la réactivité du modèle « Grande Ecole » : la preuve par les Ecoles de management ? », Les Carnets du business, Octobre.

ABDESSEMED, Tamym (2014), « Les Ecoles de management à l'initiative en matière de valorisation de la recherche », Grand Angle, N° 53, Juillet.

JACOB LEAL, Sandrine, NAPOLETANO, Mauro, ROVENTINI, Andrea & FAGIOLO, Georgio (2014), La java des fréquences : une explication du « krach éclair », Blog de l'OFCE - Observatoire Français des Conjonctures Economiques, 29 avril <http://www.ofce.sciences-po.fr/blog/la-java-des-frequences-une-explication-du-krach-eclair/>

MELNIK Alexandre (2014), « Ce que l'Europe peut faire pour répondre aux extrémistes pro-européens ukrainiens de plus en plus violents », Atlantico, 25 janvier

MELNIK Alexandre (2014), « Pourquoi Poutine n'a plus peur de l'Ouest », Atlantico, 4 mars

MELNIK Alexandre (2014), « Pourquoi ce n'est pas la première mondialisation que la France est en train de louper », Atlantico, 2 mai

MELNIK Alexandre (2014), « Les G7 sont-ils devenus totalement inutiles ? », Atlantico, 4 juin

MELNIK Alexandre, DEL VALLE Alexandre (2014), « French Touch pour le D-Day : François Hollande a-t-il réussi sa journée diplomatique ? », Atlantico, 7 juin

MELNIK Alexandre, BERNARD Bruno (2014), « Polémique franco-britannique sur la vente de navires Mistral à la Russie : un vrai vrai bal de très faux-culs », Atlantico, 23 juillet

MELNIK Alexandre (2014), « Pourquoi le creusement des inégalités aux États-Unis nous concerne tous », Atlantico, 24 juillet

MELNIK Alexandre, ENGELS David (2014), « Les années en 14 ou la clé du destin d'un siècle : à mi-chemin de 2014, quel bilan ? », Atlantico, 18 août

MELNIK Alexandre, COULET Cyril (2014), « Les véritables raisons qui nous poussent à partir en guerre : ce que le record suédois de 200 ans de paix ininterrompue nous apprend », Atlantico, 24 août

MELNIK Alexandre, DEL VALLE Alexandre, ENGELS David (2014), « La fin de l'histoire, qu'ils disaient... Pourquoi, 25 ans après, l'Occident est pétrifié face aux défis qui se posent à l'Otan », Atlantico, 4 septembre

PERSSON Sybille (2014), Formation professionnelle et accompagnement de managers : les clés d'un management durable, *Paperjam Business Club*, RH : (Trans)former l'entreprise, Luxembourg, 30 juin, <http://paperjam.lu/videos/sybil-persson-se-comporter-en-marathonien-plutot-quen-sprinter>

PERSSON Sybille (2014), Accompagner la carrière des cadres, Réseau Jeunes cadres Est, GRDF, Nancy, 25 juin.

PARIETTI WRINKLER Cécile, PERSSON Sybille, FERREIRA Rita (2014), La formation chirurgicale en ORL, *Workshop ORElles*, Lisbonne, 17 Mai.

Edina EBERHARDT

Corporate social and environmental performance measurement

Thesis Director : Jérôme Caby

University : PhD Universa, Ecricome, ICN Business School & Université de Lorraine

Abstract: We investigate corporate social and environmental performance tools in order to seek how social and environmental responsibilities can be inserted into the strategic decision-making processes of corporations. We conduct empirical studies, at an individual level, on the role of financial directors with the contribution of ethics as an intrinsic motivational factor, and, at an organizational level, on the presence and composition of corporate social responsibility committees within the board of directors.

Nicolas BATTARD

Policy Makers' Influence on the Emergence of a New Scientific Discipline: The Case of Nanotechnology in Ireland.

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

University: Dublin Institute of Technology

Abstract: Science has undergone tremendous changes since World War II with the blurring of boundaries between science, government, and industry, as well as the so-called convergence of scientific disciplines. Nanotechnology is an illustrative example of this phenomenon. Boundaries between all these spheres are challenged, renegotiated, and reshaped under the influence of the multiple actors involved. I question here the extent to which nanoscience and nanotechnology (N&N) are emerging as a new scientific discipline under the influence of science and technology policies. With the study of N&N in Ireland from the late 1990s onwards, a focus is placed on both the macro-meso and meso-micro levels of analysis. Through a comparative case study research design of six research teams, I describe that policy makers have, to a certain extent, restructured the physical boundaries of science to make them conform to the nanotechnology logic, whereas the social and mental boundaries are still ruled by an established-paradigm logic. This is confirmed at the meso-micro level with the identification of the barriers that scientists with diverse backgrounds face in a multidisciplinary laboratory. Thus, nanotechnology as a general purpose technology has challenged and renewed our theoretical conceptions of technology management by affording possibilities for both radical and incremental innovations. Moreover, even though policy makers are more involved in the scientific activity, they have a limited impact on it by not being able to steer the cognitive structure of science. Boundaries, in these types of organisations, instead of being blurred, are becoming ever more complex.

Patricia APANGU _____

Enacting Entrepreneurship: Critical Perspectives on New Venture Creation

Thesis Director: S. Vinnicombe and 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.

Insaf KHELLADI _____

The determinants of stocks' purchasing decision of the individual investors.

Thesis Director: Bernard OLIVERO

University: Institut d'Administration des Entreprises – Université de Nice Sophia Antipolis

Abstract: Mainstream finance suggests that the value of an asset depends primarily on its future monetary attributes and associated risks. The Theory of Value is applied to determine the intrinsic value, the basis of any decision to purchase or sell a stock. The founding assumption here is that the future is objectively given in a probabilistic form. Hence, there is no room for other aspects such as investors' beliefs, sentiments and perceptions. Behavioral finance reintroduced the individual at the heart of financial theories. Therefore, portraits of individual investors were suggested, highlighting their heuristics, beliefs and preferences. Little is known about how individual investors actually make their choices and buying decisions. Our thesis is about understanding the purchasing behavior of individual investors in the financial stock market. Building on the theory of perceived value developed in the Marketing literature, our research objectives are to identify the key financial and non-financial attributes of the stock (i.e. the financial product) considered by individual investors, and analyze their influence on the formation of their overall perceived value of a stock.

Michel MAKIELA

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

Thesis Director: 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.

Christophe RETHORE

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

Thesis Director: Dominique Legallois

University: University of 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).

CHAIRS AT ICN Business School

International Research Chair in “Art & Sustainable Enterprise” (IRCASE)

Held by Professor Paul Shrivastava, Director of the David O’Brien Centre for Sustainable Enterprise, this chair explores the use of the arts and art-based methods for understanding enterprise sustainability. It examines the dynamic relations between art, aesthetics and sustainable development of organizations.

Art influences the sustainability of companies through architecture, aesthetics of work-spaces, design of products and services, design of work and organizational systems, graphic art in advertising, and arts-based training methods. Self-expressiveness and authenticity that are hallmarks of art can also enhance organizational productivity and employee motivation. Sustainable organizations need arts to enhance employee creativity, innovation, attract creative workers, improve worker satisfaction, design eco-friendly and innovative products and services. Arts also allows us to study those aspects of organizational sustainability which are a strength of aesthetics inquiry, such as sensory and emotional experiences often ignored in traditional management studies.

More details on IRCASE website: <http://www.ircase.org/>



International Research Chair in “Ethics & Innovative Management”

Led by Professor David Wasieleski, the International Research Chair in “Ethics and Innovative Management” is a trans-disciplinary collaborative project involving the promotion of long-term ethical behavior in organizations through creative managerial strategies. Building off an ongoing research agenda through the ICN Business School, the chair is designed to help businesses achieve a duality of innovation and ethics. Current Western management paradigms typically treat ethics as incompatible with creativity and change. One of the purposes of the chair is to reject this ‘separation thesis’ and provide alternative approaches to nurturing ethical innovation. Utilizing insights from fields as diverse as the arts, cognitive neuroscience, evolutionary biology, and classic Eastern philosophies, new ways of thinking are developed to advance management theory. In the spirit of ARTEM, the intention of the Research Chair is to integrate cross-functional research that creates a unifying concept of ethics and innovation and generates opportunities for practitioners to more effectively adapt to change over time.



Chair in “Bank/SME & Territorial Competitiveness”

Created in late 2012 the Chair in Bank / SME & territorial competitiveness is driven by Nirjhar Nigam, Professor at ICN Business School. It aims at conducting research work on how banks and SMEs can build relational configurations allowing them to anticipate, to cope with and manage the risk of bankruptcy, and more generally to consider positive trajectories of recovery and development. The objective is also to understand the role of these configurations in the ability to anchor and develop activities in territorial terms.



The project focuses on two areas of research, each related to the credit risk borne by banks. The first area concerns the determinants of the decision to grant credit. The second theme focuses on the interrelationships between commercial banking units and recovery services. The study of the relevance and quality of the information collected during the analysis of credit is a question often discussed in the literature, but rarely analyzed in a systematic and comprehensive manner. With the information supplied through the CELCA, we would fill the gap of the literature. The study will benefit both CELCA and SMEs and would be a contribution towards banking and financing literature.

Pedagogically the Chair develops original teachings on the subject. CELCA employees are closely associated in these teaching and scientific activities.

Among the main topics discussed: formal or informal restructuring of SMEs in difficulty, the impact of the legal framework on restructuring process, bank behavior toward SMEs in difficulty and their survival, and the territorial competitiveness and the relationship between banks / SMEs.

IRCASE 2014

Creativity, Art and Sustainable Enterprise

June 12, 2014 – ICN BS Nancy

Organisateurs

International Research Chair in Art and Sustainable Enterprise, ICN Business School, Nancy, France and David O'Brien Centre for Sustainable Enterprise, Concordia University, Montreal, FIRE - MAMBO – GROOVE and CEREFIGE



Pourquoi associer créativité, art et entreprise durable ?

Paul Shrivastava, Directeur du Centre David O'Brien de l'entreprise Durable (Concordia University, Montréal) et professeur affilié à ICN Business introduit le séminaire, aux côtés de Tamym Abdessemed, Directeur Académique & de la Recherche, en répondant d'emblée à cette simple question : « Pourquoi faisons-nous ce que nous faisons ? ».

D'une part, le Développement Durable ne peut attendre, et de l'autre, on continue de constater un écart substantiel en termes d'innovation et de richesses entre les pays développés et ceux en voie de développement. La créativité et l'innovation sont essentielles à la fois pour parvenir à combler cet écart et pour apporter des solutions plus durables, en particulier aux entreprises d'aujourd'hui et de demain.

Le programme de recherche développé à ICN Business School dans le cadre de la Chaire IRCASE (International Research Chair in Art & Sustainable Development) permet d'étudier Développement Durable et pratiques managériales à travers des méthodes basées sur les arts. Ces méthodes ont pour particularité de faire appel à la dimension émotionnelle de l'être humain et pas uniquement à sa raison. Elles intègrent en outre la pluridisciplinarité, donnant en ce sens une coloration très Artém à l'ensemble des actions d'IRCASE.



Cette approche originale, inhabituelle, peut dérouter de prime abord : c'est son expérimentation par les sens et la raison en même temps qui permet d'en comprendre, d'en ressentir l'intérêt véritable. C'est ainsi qu'aux communications académiques du Workshop réalisées par des enseignants chercheurs d'ICN Business School, membres de la chaire IRCASE, se sont harmonieusement mêlées des prestations artistiques : musique, peinture solo et collective et méditation de la pleine conscience par le yoga.

Artificial Intelligence Applications in Management

April 24, 2014 – ICN BS Nancy - by **Hareesh MAVOORI**

Data Science & Analytics”

October 23, 2014 – ICN BS Nancy
by **Sandra Slaughter**, Georgia Tech, Atlanta, USA



Demystifying Management Statistics for Research

November 27, 2014 – ICN BS Nancy - by **Hareesh MAVOORI**

Développement Durable : les rapports de développement durable, le reporting extra-financier et le dialogue entre les parties prenante”

January, 24, 2014 – ICN BS Nancy - Seminar partnership ICN/UQAM,
By **Bernard MOTULSKY**, UQAM, Canada



June 12, 2014 – ICN BS Nancy –
Dr Nitin GUPTA, IMT, Hyderabad, India



March 12, 2014 – ICN BS Nancy
Nuno GUIMARAES DA COSTA // Javier FLORES ZAMORA



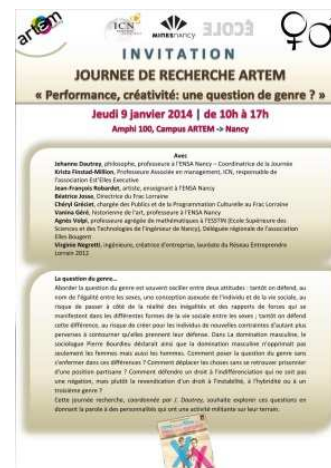
May 16, 2014 – ICN BS Nancy
Christophe STALLA-BOURDILLON // Clarice BERTIN

P

Performance, créativité : une question de genre ?

January 9 , 2014 – Campus ARTEM – ICN BS // ENSA

Krista FINSTAD-MILION // Jehanne DAUTREY



=====

R

Rencontres ICN / Université du Québec à Montréal (UQAM)

January, 23, 2014 – ICN BS

Marie-Andrée CARON, Professeur à l'UQAM, spécialisé en comptabilité, Finance, Chercheure à la Chaire responsabilité Sociale et Développement Durable

Bernard MOTULSKY, Professeur à l'UQAM, titulaire de la Chaire de Relations Publiques et Communication Marketing

