



**icn faculty  
INTELLECTUAL  
CONTRIBUTIONS**  
-  
**YEARBOOK 2016**

-  
faculty &  
RESEARCH deanship

**CREATIVE thinking  
MAKES the difference\***



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# FROM THE DIRECTOR OF FACULTY & RESEARCH



Prof. Nuno GUIMARÃES DA COSTA  
Director of faculty and research

Dear Colleagues,  
Students, Partners  
and Members of our  
academic community,

This edition of the Research Yearbook promotes the intellectual contributions made by the ICN community during the year 2016.

This year we continued our investment in research development and in pedagogical innovation. We started a restructuring of the research axes and created the post of Deputy Director of Research in order to streamline and strengthen our research capabilities. We reorganized the Pedagogical Axis in order to favor the development of all faculty members' intellectual contributions.

The foundations were created to reinforce the notoriety of ICN Business School among our local, regional, national and international stakeholders. The integration of our intellectual contributions in keeping with the needs of our students, of the companies that support the school, and of the overall community, is taking shape.

Our differentiation based on the ARTEM concept and the increasing importance of sustainability, creativity, and innovation both in terms of research and pedagogy confers a unique identity on ICN Business School, one that should make us all proud.

I wish you a pleasant discovery of our creative thinking!



# from the deputy director of RESEARCH



Prof. Sybilie PERSSON  
Deputy director of research

For a teacher, writing to be published means contributing directly to the dynamism and reputation of the school

(beyond adding to one's CV of course). But it is also a long and costly process that means working with a medium-term approach while avoiding being trapped by the multiple emergencies of daily life. Two key stages should be stressed for the producers (proven or potential) of intellectual contributions that we all are: before and after.

At the beginning of the process, it is a question of moving away from the perinatal mortality of the productions that already exist in the form of papers in conferences or cases used in class. The challenge is to transform papers into published articles and cases into published cases studies.

The approach includes a realistic and pragmatic strategy which leads us to answer the following key questions: for whom and for what purpose do I write (or re-write)? With whom and with what? Then and only then does it become possible to develop a strategic approach of writing for the purpose of effective publication.

Then, at the end of the publication process, with or without a bonus, the aim is to showcase the outputs, in particular by spreading them among the academic community, informing and mobilizing the School's Communication Department. It is also a matter of translating (in the sociological sense of the word) abstruse research articles so as to make them «digestible» for students and managers. Finally, it is a question of bringing this published knowledge to companies (in the form of conferences, action research or action training) in partnership with the Executive Education Department.

This all means that intellectual contributions are indeed useful for teaching and managing; but also for thinking differently, especially in terms of ARTEM and Creative Thinking! Let us chance intellectual contributions that can challenge certain evidence left unquestioned in managerial communities, including organization headquarters, in order to better highlight problems and recommendations in journalistic and other distribution networks. Journalists love original ideas!

Our collective intellectual mission:  
**to disclose our «thinking skills».**

# RESEARCH AXES: philosophy & Topics



The ICN Faculty's research activities are mainly led within the CEREFIGE and the LGIPM, joint laboratories between University of Lorraine and ICN Business School.

These activities evolve from four original areas of expertise, developed over the years:

- ▶ Federating Innovation, Regions and Entrepreneurship (FIRE),
- ▶ Management, Behavior and Organization (MAMBO),
- ▶ Governance and Regulation (GROOVE),
- ▶ Logistics, Industrial Engineering, Manufacturing & Maintenance (LGIPM).

Each axis distinguishes three or four specific themes, for which the School has already developed expertise through published research and to which current and new projects contribute.

## RESEARCH AREAS DESCRIPTIONS

The following are the main areas of research, currently developed through the laboratories.

### AXIS 1: FEDERATING, INNOVATION, REGIONS & ENTREPRENEURSHIP (FIRE)

The FIRE research program focuses equally on the upper and lower end of the value chain. It mobilizes and integrates the management approaches of entrepreneurship, production and logistics, commercial and legal techniques as well as the economy of science, of innovation or the regional economy.

### AXIS 2: MANAGEMENT, BEHAVIOUR & ORGANISATION (MAMBO)

This program concentrates on all the managerial imperatives linked with behaviour in enduring organisations by adopting a wide range of methodological approaches and by accepting divergent epistemological postures. Apart from the set of themes traditionally associated with the North American organisational behaviour of obedience, this program welcomes original or dissenting contributions based on critical thinking, in line with organisational theory (critical management studies) or with the various humanities disciplines (sociology, philosophy but also literature).

### AXIS 3: GOVERNANCE & REGULATION (GROOVE)

Can management behaviour be regulated? Can discipline be imposed on the markets? What are the implications of this? Understanding both the operation of the markets and the behaviour of its players, forms the main focus of the GROOVE program. It bases its research on a traditional classification of governance types according to which there are spontaneous governance mechanisms linked to the markets and intentional mechanisms linked to human designs.

The GROOVE program therefore lies at the crossroads where the themes of market finance, corporate finance, supervision, auditing and the law converge

### AXIS 4: LOGISTICS, INDUSTRIAL, ENGINEERING, MANUFACTURING & MAINTENANCE (LGIPM)

The axis is a joint initiative of the ICN Business School and the LGIPM laboratory at the University of Lorraine.

Objective of this research axis is to contribute to solutions to multidisciplinary problems in Industry or services enterprises by optimizing production organization including concerns such as physical and information flows, maintenance or automation.

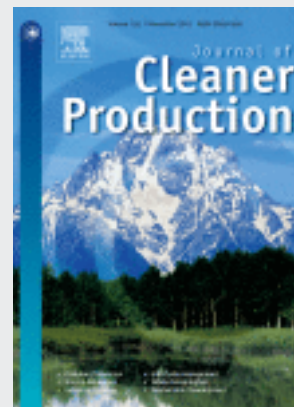
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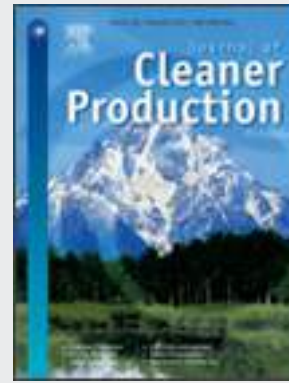




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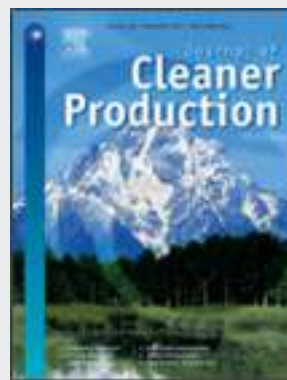
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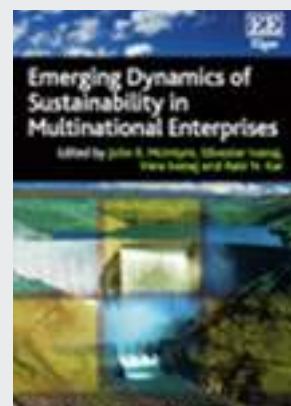
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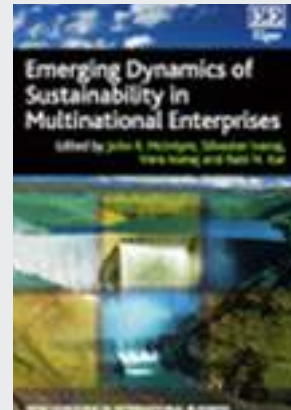




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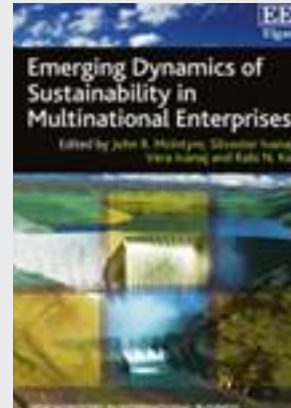
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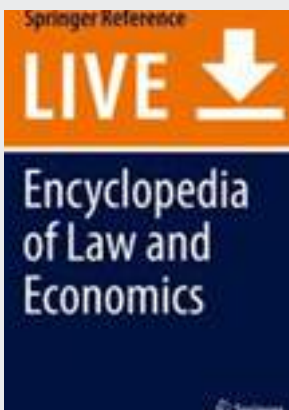
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- ▶ **BERTIN, C., D.DUCHAMP**, "Retenir le savoir-faire des seniors dans une PME : enseignements d'une étude de cas et proposition d'un cadre conceptuel" 9ème Conférence Internationale GeCSO (Gestion des Connaissances dans la société et les organisations). 2016, Paris, France
- ▶ **BIGA DIAMBEIDOU, M., B.GAILLY, H.MAVOORI**, "The effects of NVT Characteristics on Team Outcomes: The Mediating Role of Entrepreneurial Action" 2016 ACERE - Australian Centre for Entrepreneurship Research Exchange. 2016, Gold Coast, Australie
- ▶ **TURKI, S., N.REZG, O.BISTORIN**, "Study of Two Cases of Green Transport Taking Into Account Maintenance Costs" 11th International Conference on Modeling, Optimization and Simulation - MOSIM'16 August 22-24. 2016, Montréal, Québec, Canada
- ▶ **DELOFFRE, G.**, "Bureaucratic Organizations and Asymetry in Negotiation, Early Developments" NorthEast Decision Sciences Institute Annual Meeting (NEDSI). 2016, Alexandria, Virginia, Etats-Unis d'Amérique
- ▶ **FILALI, D.**, "L'effet modérateur du besoin de cognition dans l'impact du désir d'imitation en communication presse" Arts and Creative Industries Symposium. 2016, Turin, Italie
- ▶ **FINSTAD-MILION, K., A.SIMON**, "Socially Responsible HRM serving the advancement of women as staff and clients in MFs The Case of Humo and Partners Tajikistan" AOM Annual Conference. 2016, Anaheim California, Etats-Unis d'Amérique
- ▶ **FINSTAD-MILION, K., E.EBERHARDT-TOTH, C.MORIN-ESTEVEES, C.RETHORE**, "Are Business Professors Gender Blind in the Way they Design and Deliver Courses? A French Business School Case" 9th European Conference on Gender Equality in Higher Education (and Research), Université Paris Diderot, September 12-14. 2016, Paris, France
- ▶ **FINSTAD-MILION, K., E.EBERHARDT-TOTH, C.MORIN-ESTEVEES, C.RETHORE**, "Responsabilité sociale des écoles de management et préparation des étudiants pour le monde du travail" XIIIème Congrès ADERSE - Université Jean Moulin Lyon 3 « La responsabilité sociale des organisations et des établissements d'enseignement supérieur », 13-14 juin. 2016, Lyon, France
- ▶ **GENDRON, C., C. MORIN-ESTEVEES, A. CECCARELLI**, "De l'ambiguïté à la multifonctionnalité : les rapports de développement durable comme pratique multiple" XXle Congrès AISLF. 2016, Montréal
- ▶ **GENDRON, C., C. MORIN-ESTEVEES, A. CECCARELLI**, "Les rapports de développement durable, de la reddition au dialogue social" 84e Congrès de l'ACFAS. 2016, Montréal
- ▶ **HAWKINS, M. A.**, "Consumption Collective Participant Screens and Understanding Membership Transformation" 7th International Research Meeting in Business and Management. 2016, Nice, France
- ▶ **HOUE, T.**, "Le Cluster Maritime Luxembourgeois en tant qu'instrument de diversification bleue : une analyse par les ressources" 11th International Conference on logistics Research, EPFL, September, 7-9. 2016, Lausanne, Suisse
- ▶ **HOUE, T.**, "The supply chain as a multilevel network: a sight through the prism of proximity" 32nd EGOS Colloquium, University of Naples Federico II, July, 7-9. 2016, Naples, Italie
- ▶ **JACOB LEAL, S., M.NAPOLETANO**, "Market Stability vs. Market Resilience: Regulatory Policies Experiments in an Agent-Based Model with Low- and High-Frequency Trading" 22nd International Conference on Computing in Economics and Finance (CEF). 2016, Bordeaux, France
- ▶ **JACOB LEAL, S., M.NAPOLETANO**, "Market Stability vs. Market Resilience: Regulatory Policies Experiments in an Agent-Based Model with Low- and High-Frequency Trading" 4th International Symposium in Computational Economics and Finance (ISCEF). 2016, Paris, France
- ▶ **CASTELLANO, S., I. KHELLADI**, "The Influence of Organizational Status on Price and Legitimacy in the Bordeaux Wine Region" American Association of Wine Economists (AAWE) Conference. 2016, Bordeaux, France
- ▶ **KRATZ, C., M. FILSER**, "Les collections exclusives des créateurs pour les enseignes de la distribution : recrutement d'une nouvelle clientèle ou fidélisation de la clientèle existante ?" 2ème Journée de Recherche en Marketing du Grand Est. 2016, Reims.
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- ▶ **MBAREK, S., N. NIGAM, C. BENETTI**, "Can linking executive compensation to sustainability performance lead to a better tomorrow?" 7th international research meeting in Business and management. 2016, Nice, France
- ▶ **MORIN-ESTEVEES, C., A. CECCARELLI, C. GENDRON**, "Les rapports de développement durable : dialogue autour de la définition et de la mesure de la performance extrafinancière des entreprises" 11e Congrès du RIODD. 2016, Saint Etienne, France
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- ▶ **PARROTTA, P., R. LALIVE**, "How Does Pension Eligibility Affect Labor Supply in Couples?" European Association Labour Economists. 2016, Ghent, Belgique
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- ▶ **PERSSON, S., D. WASIELESKI**, "Nourishing the Tie between Business Ethics and Sustainability: Creating a Dialogue between Western and Chinese Perspectives" Connecting Eastern and Western Perspectives on Management. 2016, Warwick, Royaume Uni
- ▶ **RELANO, F., E. PAULET**, "Les déboires de Fagor : Répercussions d'un grand groupe coopératif sur ses filiales " 2ème Colloque Interdisciplinaire de Défaillance d'Entreprise : Quand les PME matent l'échec. 2016, Paris, France
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- ▶ **STOECKL, S., A. RATHGEBER, M. HANG, J. GEYER-KLINGEBERG**, "What do we really know about the influence of environmental on financial performance? A meta-regression analysis (MRA)" 78th Annual Meeting of the German Academic Association for Business Research. 2016, Munich, Allemagne
- ▶ **STOECKL, S., J. STADLER, A. RATHGEBER**, "Financial modelling applying multivariate Levy processes: new insights into the estimation and simulation" Workshop of the German Operations Research Society (GOR e.V.). 2016, Augsburg, Allemagne co-auteurs présentés
- ▶ **CHTIOUI, T., S. THIERY DUBUISSON**, "MANAGEMENT CONTROL AND COMMUNICATIVE ACTION: TOWARDS A COMMUNICATION-BASED TYPOLOGY OF MANAGEMENT CONTROL MODES" Augsburg 7-9th July 2016, linked with Journal of International Accounting Research and Accounting, Organizations and Society. 2016 co-auteurs présentés

# professional articles, conferences & interviews

- ▶ **ABDESSEMED Tamym, P. BUENO MERINO**, "Quel impact de la recherche les établissements de gestion favorisent-ils aujourd'hui auprès de leurs enseignants-chercheurs ? Le cas des écoles de management en France" *Etats Généraux du Management*. 2016, Toulouse, France
- ▶ **ABDESSEMED Tamym**, "ICN business school : une politique volontariste et structurée en faveur de l'innovation pédagogique au sein de l'alliance ARTEM !", *Grand Angle*, mars 2016, vol. 71
- ▶ **ABDESSEMED Tamym, A. DERMOUCHE**, "Éloge des nouvelles frontières en matière d'éducation !", *Newstank*, avril 2016
- ▶ **ABDESSEMED Tamym, P. BUENO-MERINO**, "L'impératif d'impact de la recherche en management : état des lieux et enjeux dans les écoles de management en France ? ", *TheconservationFrance*, juin 2016
- ▶ **ABDESSEMED Tamym**, "Les écoles de management françaises investissent significativement le segment doctoral en synergie avec leur développement académique ! C'est heureux ... mais compliqué ! ", *Grand Angle*, juillet 2016, no. 75
- ▶ **ABDESSEMED Tamym**, "La maturité du corps professoral se mesure à sa capacité d'adresser tous les sujets" ? *News Tank*, septembre 2016
- ▶ **BOURION Christian**, "Le Bore-Out est un phénomène rampant", interview par Pauline Rabilloux, *Entreprises et Carrières*, janvier 2016
- ▶ **BOURION Christian**, "Le bore-Out Syndrom", *Le Nouvel Economiste*, janvier 2016
- ▶ **BOURION Christian**, "Le Bore-out c'est la détérioration mentale et physique d'une personne", interview par Amélie Quentel, *Libération*, août 2016
- ▶ **CECCARELLI Agnès**, "Peut-on recruter sans discriminer ? " *Blind Job Dating : CV anonymes et entretiens à l'aveugle »* organisée par la Jeune Chambre Economique de Metz, septembre 2016
- ▶ **FILALI Douniazed**, "Comment optimiser la connaissance client ?", *Survey Magazine*, dossier *Exploitation marketing des données textuelles*, avril 2016
- ▶ **FILALI Douniazed**, "NPS & optimisation du parcours client ", *Survey Magazine*, dossier "Méthodes et outils de mesure et d'optimisation de l'expérience client", octobre 2016
- ▶ **HOUE Thierry**, "Formations Supérieures en SCM, Des jeunes prêts à l'emploi", *Supply Chain Magazine*, janvier 2016
- ▶ **HOUE Thierry**, "ICN Business School distille de la supply chain dans son programme grande école", interview par Philippe Bohlinger, *Logistiques magazine*, octobre 2016
- ▶ **HOUE Thierry**, "Ma vie de prof à ICN Business School", *Grandes Ecoles et Universités Magazine*, novembre 2016
- ▶ **MELNIK Alexandre**, "90 ans d'Elizabeth II : la Reine et ses confrères sont-ils la meilleure des armes anti-populisme ? ", *Atlantico.fr*, avril 2016
- ▶ **MELNIK Alexandre**, "Barack Obama : un rêve qui n'est pas devenu réalité", *C'est demain*, juillet 2016
- ▶ **MELNIK Alexandre**, "Les post-scriptum d'Alexandre Melnik, commentaires sur l'actualités géopolitique", *C'est demain*, juillet 2016
- ▶ **MELNIK Alexandre**, "Miser sur l'éducation pour sortir vainqueur de la 3eme Guerre mondiale", *L'Obs*, mars 2016
- ▶ **MELNIK Alexandre**, "Réinitialiser la relation France – Afrique face aux nouveaux challenges géopolitiques", *C'est demain*, avril 2016
- ▶ **MELNIK Alexandre**, "Russie : 3 raisons qui explique la victoire écrasante du parti pro-Poutine", *L'Obs*, septembre 2016
- ▶ **MELNIK Alexandre**, "Poutine se croit tout permis, il n'a pas de barrières", *Pierre DE VILNO*, Europe 1,
- ▶ **MELNIK Alexandre**, "Annulation de la visite de Poutine à Paris", interview par Pierre DE VILNO, Europe 1
- ▶ **MELNIK Alexandre**, chroniqueur de tribunes de l'agence ukrainienne *Ukrinform*, *Ukrinform*
- ▶ **MELNIK Alexandre**, chroniqueur de tribunes géopolitiques, *Le Cercle des Libéraux*
- ▶ **MELNIK Alexandre**, matinale spéciale à l'occasion de l'exposition consacrée au mytique mécène russe Sergueï Chtchoukine, collectionneur visionnaire de l'art moderne français du début du 20e siècle, *France Inter*, octobre 2016
- ▶ **MORIN-ESTEVES Christine**, "L'intégration de l'étudiant porteur de handicap comme composante de la RSE", *Journal des Grandes Ecoles et des universités*, Novembre 2016, no. 25, pp. 36
- ▶ **PERSSON Sybille**, "Le coaching veut être plus qu'une mode", interview par Vincent de Féligonde, *La Croix*, novembre 2016, <https://www.youtube.com/watch?v=NHr9eGF5iYA>
- ▶ **PERSSON Sybille**, Table ronde de la SFCoach, "Les nouvelles tendances et formes du coaching et de l'accompagnement", avec T. Chavel, J.-A. Malarewicz, B. Soria et V. de Féligonde, 2016
- ▶ **PERSSON Sybille**, "Comment penser l'accompagnement" ? Interview par Anne Bastard, Membre du comité d'accréditation de la SFCoach, 2016, <https://www.youtube.com/watch?v=DEziyLcpweo#action=share>
- ▶ **STALLA-BOURDILLON Christophe**, Conférence internationale en intelligence économique, Interview par Franck Mathot, 2016, Google +
- ▶ **STALLA-BOURDILLON Christophe**, "La guerre mise en scène" Conférence organisée par l'association des anciens du Lycée Janson de Sailly. 2016, Paris
- ▶ **ZABEL Anne-Lise**, "La langue dans la relation de travail", *Petites Affiches de la Loi*, vol. 116, juin 2016

# RESEARCH EVENTS

## METHODOLOGY WORKSHOPS

### **"MODÈLE LOGISTIQUE POLYTOMIQUE"**

**JANUARY 28, 2016 – KOMIVI AFAWUBO, CEREFIGE, UNIVERSITY OF LORRAINE**

LOGITS within a reference modality; probabilistic model and likelihood of a multinomial distribution; parameters estimations; overall assessment of regression; individual assessments of coefficients; overall assessment of coefficients.

Ordinal logistic regression; adjacent LOGITS, adjacent LOGITS with constant coefficients, cumulative ODDS-RATIO. Applications on the SPSS software.

### **"STRUCTURAL EQUATION MODELLING"**

**MARCH 24, 2016 – HAREESH MAVOORI**

The focus of this session will be on structural/simultaneous equations to model complex relationships between measured variables and latent factors – either unobserved, or extracted using factorial analysis – to address situations frequently encountered in management sciences research. Covered aspects will include theory, practical examples, pre-modeling considerations and post-tests. The software component will be based on Stata/Amos.

### **"QUALITATIVE ANALYSIS NVIVO OR ATLAS.TI"**

**MAY 24, 2016 – HAREESH MAVOORI**

The focus of this session will be on qualitative analysis of textual content (e.g., interview/speech transcripts, open-ended surveys, meeting minutes, annual reports, web site content, and other voluminous documents). Covered aspects will include theory, practical examples, pre-modeling and coding considerations and post-coding queries. The software component will be based on NVivo/Atlas Ti.

### **"QUANTITATIVE METHODS FOR MANAGEMENT SCIENCE"**

**DECEMBER, 15-16, 2016 – HAREESH MAVOORI**

Compare and contrast structural equation modeling (SEM) that allows intuitive development and testing of conceptual models with other conventional quantitative approaches (e.g. SPSS implementations) such as single/multiple factor models, simple/multiple regression models, seemingly unrelated regression models, etc. Understand all the key stages of SEM from data pre-screening, assumption testing, model specification, estimation, evaluation, modification, hypothesis testing, all the way to interpretation and reporting of results. Familiarize the diverse types of SEM models and recognize the advantages and limitations of SEM. Understand the foundational theoretical basis of SEM estimation algorithms e.g. sample covariance matrix versus structured covariance matrix. Acquire, practice, and refine hands-on experience with IBM's AMOS (Analysis of Moment Structures) software to build measurement and structural models with simultaneous mediation/moderation pathways for broad applicability to management and social sciences research.

## OTHER WORKSHOPS

### ICN RESEARCH AXES SEMINAR – FEBRUARY 11, 2016

**Francesc RELANO**, Business Environment Department - Social Banking, Ethical Banking: what is the difference?

**Stefan STOECKL**, Finance, Audit, Accounting & Control Department - The Impact of the Leverage Effect on the Implied Volatility Smile-Evidence for the German Option?

**Marianna MARINO**, Strategy and Entrepreneurship Department - Mobility Research Fellowships: a Policy Evaluation

### 11TH CROSS CULTURAL CREATIVITY IN BUSINESS WEEK – RESEARCH FORUM – MARCH 16, 2016

**KRISHNAN Krish**, Indiana University of Pennsylvania - Online Shopping Cart Abandonment – Causes and Cures

**TARASENKO Elvir**, Plekhanov Russian University of Economics - Possible Scenarios of Luxury Market Development in Russia under Economic Turbulence

**HUNTER Gary**, Illinois State University - Chocolate and Changing Country Image

**SIVAGNANASUNDARAM M.** IMT Hyderabad - What makes consumers to tick? Exploring the factors influencing response to Cause Related Marketing in India

**VAZQUEZ ESTUPINIAN Jesús**, Universidad La Salle - How to efficiently manage disabled people within a professional environment?

**DESILUS Bendreff**, Universidad La Salle - The effect of fiscal austerity on the Mexican economy growth under post-Keynesian perspective

**WASIELESKI David**, Duquesne University - Signaling for Collective Sensemaking: An Affective Cognitive Process for Change Readiness in Organizations

**PINTO Luisa Helena**, Faculdade de Economia Universidade do Porto - The effects of surname on perceptions of applicants' employability

### ICN RESEARCH AXES SEMINAR – APRIL 21, 2016

**Carla VIDINHA**, PhD Thesis - Activist groups influence on corporation policies: an agenda-building perspective

**Olga IVANOVA**, MAMBO Axis - Aesthetic Approach to (De)legitimation of an Art Movement: The Case of Art Nouveau in France

**Mahamadou BIGA-DIAMBEIDOU**, Hareesh MAVOORI, FIRE axis - The Effects of Environmental Jolt and Team Engagement on Slack Resources – Team Performance Relationship

### ICN RESEARCH AXES SEMINAR – MAY 03, 2016

**T. Houé**, ICN Business School - The supply chain as a multilevel network: a sight through the prism of proximity.

**N. Ndhief**, LGIPM, Université de Lorraine - Problème de localisation des plateformes logistiques en tenant compte des flux directs et inverses sous contraintes d'environnement urbain.

**C. Rapine et A. Akbalik**, LGIPM, Université de Lorraine - Capacity acquisition for the single-item lot sizing problem under energy constraints.

**W. Trabelsi**, ICN Business School - Minimisation du makespan dans un système de production de type flowshop hybride avec blocage mixte.

**T. Houé**, ICN Business School - Le Cluster Maritime Luxembourgeois en tant qu'instrument de diversification bleue : une analyse par les ressources

**O. Bistorin**, ICN Business School - Présentation du projet : plateforme d'aide à la décision pour l'implantation stratégique de zones logistiques.

### LITIGATION RISK: MEASUREMENT AND IMPACT ON M&A TRANSACTION TERMS – MAY 23, 2016 – HUBERT DE LA BRUSLERIE

Hubert De La Bruslerie is an associate professor of management science at University of Paris-Dauphine where he teaches in the Master in Finance and heads the Master in Company Financial Management. He is the author of many books and articles in corporate finance and he is also a financial expert at the Court of Appeal in Paris. He has published in Finance, Advances in Accounting (and Advances in International Accounting), Journal of Corporate Finance, Journal of Banking and Finance, Journal of Multinational Financial Management, International Review of Law and Economics, International Journal of Corporate Governance, European Financial Management, Review of Financial Economics).

### SEMINAR ON SUSTAINABLE DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY – JUNE 3, 2016 – CORPORATE SOCIAL RESPONSIBILITY AND DEVELOPMENT OF THE LORRAINE REGION

The purpose of this third seminar on sustainable development and corporate social responsibility is twofold. First, it is the synthesis and culmination of the 2 previous seminars. Indeed, in 2014 and 2015, companies from different sectors in Lorraine, most of them publish reports on sustainable development, and associations connected with environment protection or social life exchanged on extra-financial reporting. Sustainable development reports formalise a dialogue between companies and social actors. They also express the company's understanding of the development issues, the social acceptability, the progress and innovation.

### ICN RESEARCH AXES SEMINAR – THURSDAY, OCTOBER 06, 2016

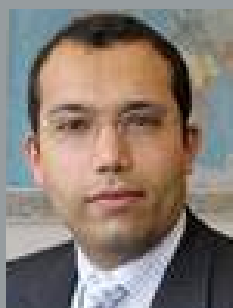
**Insaf KHELLADI**, Marketing Department - Les déterminants de la décision d'achat d'actions de l'investisseur individuel français

**Christophe RETHORE**, Marketing Department - A statistical, corpus-based approach of the automotive industry segmentation discourse

**Clarice BERTIN**, Business Environment Department - Open innovation in the banking sector: an organizational perspective



# doctoral ACTIVITIES



Prof. Tamym ABDESSEMED  
Director of ICN PhD program

Further to the evolution of the PhD Universa consortium, ICN Business School launched in 2016 its own program to

continue its strategy on the doctoral segment. A new cohort of 9 students from different nationalities started to follow the doctoral seminars in Paris, which means that totally we have today 22 PhD students at the school.

The objective is to transform rigorously-selected and diverse candidates into responsible researchers willing to continuously contribute to the development of knowledge within an international context in the purpose of encouraging contemporary and innovative knowledge, taking advantage of a diversified network learning environment (ARTEM, University of Lorraine, international Faculty).

The ICN PhD encourages creativity in the topics and methodologies, consistently with the ARTEM vision of the school promoting cross-disciplinarity and innovative management.

Our objective is very soon to further develop our doctoral cooperation to sustain our ambitions not only on the doctoral segment, but on the research dynamism as well.

## ICN PHD PROGRAM

### ICN PHD AWARDED IN 2016

#### **Yohann MAUGER, France**

"To measure and rank the impact of different criteria of the external environment that affects the job market and unemployment rate", David WASIELESKI & Olga IVANOVA

### ICN PHD IN PROGRESS 2016

#### **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

#### **Ali CHARIF, Lebanon**

"Reconsidered Finance, Using Ethics for the Socio-Economic Re-embedding of Finance. The Case of Islamic Finance", Nuno GUIMARAES DA COSTA

#### **Stéphane GANGLOFF, France**

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

#### **Rita MAHFOUZ, Lebanon**

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

#### **Daniel Brou SABENIN, Ivory Coast**

"Challenges in measuring the returns on social media marketing investments in developing countries: Case of Ivory Coast", Stéphanie THIERY-DUBUISSON & Matthew HAWKINS

#### **Adam SEYMOUR, United States**

"Apply the Open Innovation concept in healthcare Sector", Tamym ABDESSEMED

#### **Marion TELLECHEA, France**

"Study of determining factors of an internal audit report production", Stéphanie THIERY-DUBUISSON

#### **Yuan WAN, China**

"How chinese jewelry industry elevates its global status in the field of luxury branding management, international investment and finance innovation", Stanislas D'EYRAMES & Maxime KOROMYSLOV

## HDR(\*) OBTAINED – ICN FACULTY

**Didier FASS**, "L'homme augmenté - épistémologie et bio-ingénierie de l'humain machine", LORIA, Université de Lorraine, octobre 2016.

Composition du jury :

### Président :

- Jean-Paul HATON, professeur émérite de l'Université de Lorraine, LORIA, informatique et intelligence artificielle.

### Rapporteurs :

- Laurent CHAUDRON, docteur, HDR, maître de recherche, directeur du centre de recherche ONERA Salon de Provence.

- Georges CHAPOUTHIER, directeur de recherche émérite au CNRS, laboratoire ICM (Institut du cerveau et de la moelle épinière) à l'hôpital Pitié Salpêtrière.

- Bernard CLAVERIE, professeur, directeur de l'Ecole nationale supérieure de cognitique (ENSC) INP Bordeaux.

### Et de :

- Luc SOLER, professeur, faculté de Médecine, Université de Strasbourg, directeur scientifique IHU Strasbourg et IRCAD.

- Bruno LEVY, professeur, réanimation médicale, Institut du cœur et des vaisseaux, pôle cardiologie et réanimation médicale, CHU Nancy-Brabois, responsable du groupe Choc, équipe 2, Inserm U1116. faculté de Médecine de l'Université de Lorraine.

- Dominique MERY, professeur, TELECOM Nancy, équipe MOSEL LORIA Université de Lorraine, campus scientifique, directeur de l'école doctorale IAEM de l'Université de Lorraine.

## DOCTORAL THESES DEFENDED – ICN FACULTY

### Jean-François STICH

Email stress and desired email use

**Thesis Director:** Dr. Patrick STACEY, Prof. Sir Cary L. COOPER, Prof. Monideepa TARAFDAR

**University:** Lancaster university, Management School

**Abstract:** This thesis is about workplace stress due to email and computer-mediated communication use. Rather than focusing on email-specific constructs such as email overload, email interruptions or email use outside working hours, it draws an overarching construct of 'email stress' based on previous theories of traditional workplace stress. This cross-disciplinary approach emphasizes the individually appraised nature of **email stress**. As a result, the thesis gives a central importance to individuals using email and, more importantly, to their **desired email use**. The thesis is based on a three-stage multi-method design involving quantitative surveys and qualitative interviews. The results of these studies are part of the four self-sufficient papers composing the thesis. While the papers make their own contributions, they also build on one another to advance the understanding of email stress as being a kind of stress that is individually appraised and that affects workplace well-being. The papers adapt theories of workplace stress, such as Person-Environment Fit and Cybernetics, to the study of email stress, and empirically validate these adaptations. They reveal how email stress can be the result of unfulfilled desires in terms of email use or a reason for desiring fewer emails. As employees do not often have control over their email use, the findings encourage the emergence of a more empathetic organizational culture taking into account individuals' desires in terms of email use.

(\*) *Habilitation à diriger des recherches / Eligibility to supervise doctoral research*

## DOCTORAL THESES IN PROGRESS ICN FACULTY

### Clarice BERTIN

Open innovation: toward new managerial practices

**Thesis Director:** Stéphane LHUILLERY

**University:** University of Lorraine, BETA research center (UMR-CNRS 7522)

**Abstract:** Globalized economy and exponential spreading of Information and Communication Technologies are major drivers that urge today's firms to innovate more than ever to remain competitive, nay just survive. This imperative leads them to envision new, original strategies allowing them to innovate quickly and constantly. For an increasing number of firms innovating supposes the adoption of an open innovation strategy: they involve in their innovation process not only their own staff, but also external stakeholders. This thesis work tackles, at a strategic level, the question of obstacles and best practices in terms of management of collective knowledge co-creation in open innovation contexts involving stakeholders with different organizational structures.

We thank the Regional Council of the Great East Region for its financial support to this research project.

### 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.

### 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).

## DOCTORAL THESES IN PROGRESS SUPERVISED BY ICN FACULTY

**Eugène BALA**, France

"Behavioral Finance and Strategic Investment Decision Making: impact on corporate governance", Jérôme CABY, PhD Universa / ECRICOME

**Jean-Baptiste BOUDENNE**, France

"Quantitative portfolio integration of new investment opportunities: Volatility exposure in endowment portfolio", Florence LEGROS, Ecole doctorale de Dauphine (EDD)

**Fares FARES**, Lebanon

"Organizational behavior aspects that must be taken by HRM Department in Islamic banks", Nuno GUIMARAES DA COSTA, PhD Universa / ECRICOME

**Fairooz HAMD**, Iraq

"To Establish a Conceptual Framework around Communicative Leadership Contributing to Future Research and Development of Leaders", Nuno GUIMARAES DA COSTA, PhD Universa / ECRICOME

**Aurélien KLEBER**, France

"Contribution à la compréhension du phénomène « Génération Y » en entreprise : Modalités d'intégration organisationnelle des jeunes diplômés inscrits dans un graduate programme", Sybille PERSSON & Mohamed BAYAD, CEREFIGE, Université de Lorraine

**Mario MENDOZA**, United States

"Strategic Management of International Technology Transfer: The Transfer of Dual-Use Technological Products and Its Global Impacts", Sergio JANCZAK & Stéphane LHUILLERY, PhD Universa / ECRICOME

**Amir MORADI**, Iran

"How Euro crisis affects capital structure adjustment of firms in the Eurozone", Elisabeth PAULET, PhD Universa / ECRICOME

**Rémi NAZIN**, France

"Modélisation de l'humain-machine : quels fondements épistémologiques pour une conception sûre ?", Christian BASTIEN & Didier FASS, Université de Lorraine

**Zeina NSOULI HARFOUSH**, Lebanon

"Employability and the Determinants of Quality in Higher Education - Stakeholders' Perspective", Tamym ABDESSEMED, PhD Universa / ECRICOME

**Yannick PRADAT**, France

"Allocation à long terme de l'épargne retraite", Florence LEGROS, Ecole doctorale de Dauphine (EDD)

**Dorothee ROBINOT**, France

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

**Margerita TOPALLI**, Albania

"The influence of historical events and of the nature of the political regime (democracy or dictatorship) on the economic development of a people / country: The case of Albania", Sylvester IVANAJ & Jérôme CABY, PhD Universa / ECRICOME

**Carla VIDINHA**, Portugal

"The role of social movements in institutional change and the reflexes of such change in organisations", Sylvester IVANAJ, PhD Universa / ECRICOME

**Adel YAZBEK**, Lebanon

"The effectiveness of Lebanese business schools morals teaching", Tamym ABDESSEMED & Nuno GUIMARAES DA COSTA, PhD Universa / ECRICOME

**Rana ZANTOUT**, Lebanon

"Organizational Energy and Performance: perspectives of a conceptual model and an empirical research", David WASIELESKI & Olga IVANOVA, PhD Universa / ECRICOME

# 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 allow 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.



# pedagogical development

## PEDAGOGICAL DEVELOPMENT AXIS

ICN pedagogical development axis aims to better integrate faculty pedagogical and/ or corporate knowledge into the school's production of intellectual contributions. This organisation gives ICN research activities the necessary focus to improve its national and international recognition.

### Presentations of the projects in competition for the ICN Foundation Pedagogical Innovation Prize 2016

#### **Méthodologie MFE e-Learning,** November 3, 2016



Sandrine JACOB-LEAL  
ICN Business School



Elisabeth PAULET  
ICN Business School

#### **Cours en ligne "Communication et savoir-être",** November 3, 2016



Agnès CECCARELLI  
ICN Business School

#### **Learning and creation through hands-on modelling** **Playing seriously with LEGO,** November 3, 2016



Kamel MNISRI  
ICN Business School



Klaus-Peter SCHULZ  
ICN Business School



## ICN TEACHING WORKSHOPS

The Pedagogical Workshops are intended as a medium for academic exchange and sharing about our pedagogical practices. The workshops concentrate on the use and development of teaching practices and learning material at ICN Business School (e-learning, case studies, serious games, internet, videoconference, comparing French and foreign teaching practices, etc. ...). Once a month from September to May, a professor will present a particular topic followed by a debate. This has proved to be an effective way to engage in a common and critical reflection upon the pedagogical identity and infrastructures of our school.

**“Are you gender bilingual in how you design and deliver your courses”?** February 25, 2016



Edina  
EBERHARDT-TOHT  
ICN Business School



Christine  
MORIN-ESTEVES  
ICN Business School



Krista  
FINSTAD-MILION  
ICN Business School



Christophe  
RETHORE  
ICN Business School

**“Implementation of a reversed education from the use of Bloomberg”,**  
March 17, 2016



Jacky KOEHL  
ISAM IAE Nancy



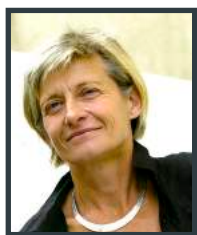
Sandrine JACOB-LEAL  
ICN Business School

**“STRATSIM: feedback on a serious game in Marketing, Finance and Strategy”,** April 21, 2016



Christophe RETHORE  
ICN Business School

**“Educational changes? A matter of spaces, roles and/or methods”,**  
April 28, 2016



Marie-France CLERC-GIRARD  
ICN Business School



Samuel NOWAKOWSKI  
Université de Lorraine

**“Bridging the gap”,**  
May 19, 2016



Stéphane GANGLOFF  
Affiliate professor  
ICN BS

**“Apprenticeship at ICN Business School: impacts on education”,**  
May 26, 2016



Thierry HOUÉ  
ICN Business School

**“Pomodoro technique: using 25 minutes intervals in the classroom”,** October 10, 2016



Matthew HAWKINS  
ICN Business School



## ICN BUSINESS SCHOOL CASE COLLECTION

In 2015, ICN Business School launched its own case collection, deposited to the CCMP ("Centrale des Cas et Médias Pédagogiques"). This collection is characterized by its openness, its trans-disciplinarity and its creativity which are the trademarks of the School within ARTEM Association. Not all the schools have such a collection, and we are proud of its distinctiveness.

Pedagogical and original in its biases, the ICN case collection aims at encouraging and facilitating an open and transdisciplinary thinking resolutely oriented towards the production of concrete and innovative solutions in all the fields of management. Thus, the ICN case collection is relevant for all public following management training programs on both major international groups and business situations promoting the SMEs of the local economic system, and particularly for mixed audiences (engineers / managers / artists).

Since June 2015, more than 25 business cases have been registered at the CCMP, demonstrating our ability and know-how in the field. Many ICN professors are now recognized as experts of case writing and development such as Christine Kratz (Co-Chair of the French track of NACRA).

At ICN, we are also dedicated to linking the work-results of the pedagogical development axis to the collection in order to guarantee a fruitful exchange of expertise between faculty members.

## LIST OF THE CASES PUBLISHED BY ICN FACULTY

**ABDESSEMED, T. - "Décisions stratégiques au sommet de l'Etat : qui décide ?" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**ABDESSEMED, T. - "Strategic Decisions at the highest level of the government: who decides?" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**ABDESSEMED, T., J. P. KVOT - "ACADEMIK MANAGEMENT@ TCBS" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France**

**ABDESSEMED, T., J.-P. KVOT - "Academik management @ TCBS" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**CLERC-GIRARD, M.-F., R. SORIO, T. ABDESSEMED - "Quel e-futur pour miss numerique?" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**CLERC-GIRARD, M.-F., R. SORIO, T. ABDESSEMED - "What e-future for miss numerique?" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**IVANOVA, O. - "Osklen: The Aesthetics of Social Change" - 2016, ESMERALD GROUP PUBLISHING, Bingley, Royaume Uni**

**KRATZ, C., J. KOEHL - "Le Marché de l'Oncle Hansi: comment développer la marque étendard de l'Alsace" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France**

**KRATZ, C., J. KOEHL - "Uncle Hansi's market: Developing the Alsace Flagship Brand" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France**

**REBIERE, P. - "SHISEIDO, : strategie for recovery !" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris**

**STALLA-BOURDILLON, C., C. BERTIN - "Air France, Ryanair and Flying Rumors" - 2016, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France**

## Also in 2016



### ICN TEAM WON THE MOST CREATIVE GRADUATE TEAM AWARD TO THE 2016 GLOBAL FAMILY ENTERPRISE CASE COMPETITION

For the second year consecutive, ICN Business School Team awarded - Most Creative Graduate Team Award for creative, innovative & unique case solutions & delivery - at one of the most prestigious and unique Global Family Enterprise Case Competition (FEC) in the world. This year, twenty-four teams and participants (16 competing teams at undergraduate level & 8 at graduate level) from five continents came together in celebration of excellence in family business.

This year, our team consisted of Marjolaine TIPAKA, Marie VONDERSCHER & Johannes HERRMANN and was trained and coached by Associate Professor, Mahamadou BIGA-DIAMBEIDOU.



### 2 NEW HONORARY MEMBERS AT ICN BUSINESS SCHOOL

Aïssa DERMOUCHE, former Audencia General Director and former Prefect, and Hubert DE LA BRUSLERIE, Associate Professor of management science at University of Paris-Dauphine, were awarded honorary members of the ICN Faculty on 19 and 23 May 2016 respectively.

**Aïssa DERMOUCHE** was awarded honorary member of the ICN Faculty for having contributed to new educational boundaries. He recently co-wrote a forum with Tamym ABDESSEMED, ICN Academic and Research Director, whose subject was: « Eloges des nouvelles frontières en matière d'éducation ! ». On 19 May in Paris, he received the award from Florence LEGROS, General Director of ICN Business School, and Tamym ABDESSEMED, on behalf of the whole teaching faculty.

**Hubert de LA BRUSLERIE** was awarded honorary member of the ICN Faculty on 23 May 2016 at ICN Nancy following the presentation of his paper before the Faculty "Litigation risk: Measurement and impact on M&A transaction terms" co-written with Julien LE MAUX, professor at HEC Montréal. On that occasion, Hubert DE LA BRUSLERIE shared his researcher career with the participants through his experience explaining the different stages of his career and the evolution of his intellectual production. He received the award from Tamym ABDESSEMED accompanied by Jean-Luc HERRMANN, CERFIGE Director, Sybille PERSSON, Deputy Director of Research, and Sandrine JACOB LEAL, Head of the ICN Finance, Accounting, Audit and Controlling Department.



## CHRISTINE KRATZ AND JACKY KOEHL WON THE 2ND PRIZE OF THE AFM-CCMP COMPETITION

The case «Uncle Hansi's market: Developing the Alsace Flagship Brand» written by **Christine KRATZ** and **Jacky KOEHL** won the second prize of the AFM-CCMP competition for the best pedagogical case in marketing against 22 other cases.

Organised since 2012 by the AFM (Association française du marketing) and the CCMP (Centrale des cas et médias pédagogiques), the prize rewards the best Marketing case studies proposing an innovative and original analyse.



## KRISTA FINSTAD-MILION CO-PRESENTER OF AN ERASMUS SEMINAR ON GENDER AND DIVERSITY

The University of Liege organised an Erasmus seminar from 7 to 11 March 2016, under the aegis of Professors Annie CORNET and Brigitte ERNST, head of the mobility centre, R&D administration.

**Krista FINSTAD-MILION**, ICN Associate Professor, referent on gender equality for the Conference des Grandes Ecoles (CGE) and President of EST'elles Executive Association, was invited to conduct a day session for a group of participants or « international focus group » from 8 European countries on the design and implementation of an action plan for professional gender equality in higher education. Whereas the morning session facilitated the exchange of views on staff mentoring, staff work-life balance and the implicit bias into the staff selection and promotion, the afternoon session then focused on the creation of an action plan.



## CORINNE GENDRON PROMUE AU GRADE DE CHEVALIER DE LA LÉGION D'HONNEUR

The distinction was handed by sociologist **Alain TOURAINE**, in the presence of **Line BEAUCHAMP**, Delegate General of Québec in Paris in September 2016 at the Canadian Cultural Centre.

Associate Professor and international researcher at ICN Business School, **Corinne GENDRON** was made Chevalier de la légion d'honneur of the French Republic by the Ministry of National Education and Higher Education and Research.

This distinction rewards the excellence and the influence of her works in Europe and abroad.

Elected as a member to the Academy of Technologies, she has chaired since 2013 the French National Institute for Industrial Environment and Risks (INERIS) whose mission is to contribute to anticipating risks that economical activities pose to health, safety of persons and properties and environment.

World expert in green economy and sustainable development, Corinne GENDRON has been welcomed by ICN since more than 3 years under the research programme « Chercheur d'Excellence » established by the Lorraine Region.



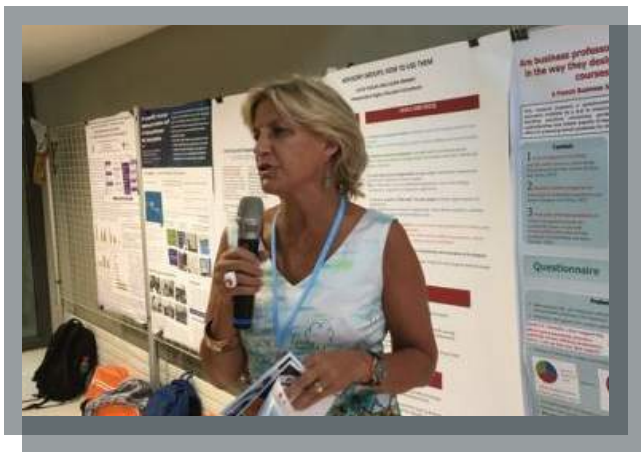
## ICN BUSINESS SCHOOL ENGAGED IN THE EVENT "ARTEM CELEBRATES SCIENCE"

On 14 and 15 October 2016, ICN Business School was at the 3rd year of "Artem celebrates science" with its Artem partners, the École nationale supérieure d'art et de design and the École de Mines, alongside other partners such as the LORIA, the Jean Lamour Institute, the GeoRessources Laboratory, the École nationale supérieure d'architecture, the Inria Nancy-Grand Est, the Jean Barriol Institute, the INERIS, the LEMTA and the UFR STAPS all based in Nancy.

At that event where you can exchange on materials, energy, geosciences, IT, art and design, **Kamel MNISRI** and **Klaus-Peter SCHULZ**, both professors at ICN Business School, conducted a workshop entitled « La méthode Lego Serious Play au service de la science ».

Lego Serious Play is a serious game where players have a common interest. The method mobilises collective intelligence to shape one or several solutions to a problem that the group is facing. Thanks to the method, the player will develop one's analytical capacity imagination and creativity serving a group.





#### ICN PARTICIPATED IN THE 9TH EUROPEAN CONFERENCE ON GENDER EQUALITY IN HIGHER EDUCATION AND RESEARCH IN PARIS

An ICN/CEREFIGE interdisciplinary research team presented an ongoing research (poster communication) at the 9th European Conference on Gender Equality in Higher Education and Research held on 12-14 September at the University of Paris Diderot and the Collège de France.

Since 1998, the Conference on Gender Equality in Higher Education and Research attract hundreds of researchers and other speakers on the theme of gender equality. The conference is a forum for international discussion for sharing information, experiences and research results on change and challenges concerning gender issues in the academic area, in promoting gender equality and in higher educational and research institutions.

The poster was presented by **Krista FINSTAD-MILION** (Human Resources and Organisational Behaviour Department) on behalf of the research team composed of **Christine MORIN-ESTEVEES** (Business Environment Dept.), **Edina EBERHARDT-TOTH** (Finance Dept.) and **Christophe RÉTHORÉ** (Marketing Dept.). The communication was entitled: «Are business professors gender blind in the way they design and deliver courses? A French Business School Case». The purpose of the research is to promote gender equality, especially among young graduates in the labour market by encouraging awareness on the part of teaching staff about the existence of hidden or latent forms of discrimination in teaching practices.



#### ICN BUSINESS SCHOOL ATTENDED THE FRANCO-GERMAN MEETING BETWEEN UNIVERSITIES AND COMPANIES IN THE GRAND EST REGION

During the Franco-German "Universities / Companies" meeting in the Grand Est Region, held on 18 October 2016 in Metz, **Olivier BISTORIN**, Professor in the Supply Chain and Information System Management Department made a presentation on "The digitalisation of organisations and 4.0 logistics".



#### ICN, KEY PARTNER IN THE 20 YEARS OF THE SOCIÉTÉ FRANÇAISE DU COACHING

**Sybilie PERSSON**, ICN Professor in the Human Resources and Organisational Behaviour Department, Scientific Director of the ICN Ecole du coaching and also ICN Deputy Director of Research, **Marie-France CLERC-GIRARD**, ICN Professor in the Strategy and Entrepreneurship and **Jean-Pierre HENRY**, President of ICN accredited coach association, brilliantly represented ICN Business School in the 20 years of the SF Coach in Paris on 26 November 2016.

The event attracted 350 participants who took place at the Sorbonne amphitheatre, 100 extra participants could not attend it because the safety conditions were not met. Beyond an obvious interest from the audience for the future of the coaching within accompaniment practices, the recorded attendance could be explained by the fact that the SF Coach managed to gather the greatest figures of the profession (Vincent LENHARDT, Thierry CHAVEL, François DELIVRE, Jacques-Antoine MALREWICZ...).

The two most noticed presentations of that successful day were Pierre GIORGINI's conference, President-Rector of Lille Catholic University (the conference was also presented at Artem on 24 November, i.e. 2 days earlier) and a round-table discussion in the afternoon to which Sybilie PERSSON successfully participated. The purpose of the round-table discussion was to define the boundaries of future accompaniment and coaching in companies marked by social and technological evolutions.

Lastly, among the 5 scheduled workshops, the ICN workshop conducted by Marie-France CLERC-GIRARD and Jean-Pierre HENRY was the occasion of rich exchanges within the framework of a dialectic between knowledge from generalist and knowledge from expert.



#### ICN FOUNDATION PEDAGOGICAL INNOVATION PRIZE 2016 AWARDED BY THE ICN FOUNDATION EXECUTIVE BOARD

On 3 November 2016, the ICN Academic Committee chose the two following finalists:

- ▶ **Kamel MNISRI** and **Klaus-Peter SCHULZ** with their project "Learning and creation through hands-on modelling – Playing seriously with LEGO"
- ▶ **Agnès CECCARELLI** with her project « Cours en ligne de Communication et savoir-être »





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**\* LA CRÉATIVITÉ  
fait la différence**