



**icn**

**CREACTIVE  
business  
school**

    
#ICNBS

# **icn faculty intellectual contributions**

## **yearbook 2017**

### **faculty & RESEARCH deanship**



Master in Management  
Ranking 2017



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## A WORD FROM THE DIRECTOR of faculty & RESEARCH

nuno guimarães da costa

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

Once again we are proud to bring you our Research Yearbook, this time concerning the intellectual contributions made by the ICN community during the year 2017.

This was a year of both continuity and change. The quality of our research, demonstrated by yet another increase of the number of publications per faculty member; the Artem distinctiveness, patent on the transversal scope of ICN's intellectual contributions; and our sense of responsibility, visible by our continued engagement in SD/CSR; all attest the continuity of our faculty commitment to ICN values. Further integration of faculty in the activities of the different laboratories, a renovated interest in developing research and practice chairs, and a requalification of intellectual contributions, were instruments of change introduced in 2017. These allow each faculty member to reach new levels of personal development, which combined result in an enhanced collective impact of ICN next to its different stakeholders.

Our renovated proximity with the UL's research laboratories has led to a reinforced presence of our faculty in the latter's activities. As a consequence, ICN increases its weight on the different lab's intellectual production, be it research papers or projects. However, further engagement with the labs did not diminish in-house initiatives. Quite the contrary, events like the brown-bag seminars continue to flourish and new initiatives are anticipated for 2018.

This year was also marked by a renovated interest in the creation and development of research chairs. A significant part of our faculty enthusiastically engaged in the preparation of a UNESCO chair on art and sustainability, which is likely to be approved in 2018. Other projects in the fields of pedagogical innovation, economic intelligence, entrepreneurship, and family business started to take shape and these chairs seem to become a reality also in 2018.

In order to promote the development of case studies without losing the focus on pedagogical innovation, these two formerly joint subjects were given a new emphasis with the creation of two new independent axes: the CDEC Axis, which is exclusively concerned with the creation and promotion of case-studies; and the DIPE Axis, which is focused on pedagogical innovations and in promoting exchanges between faculty and with students.

What we have collectively achieved in 2017 makes us optimistic concerning 2018 and ICN's contribution to knowledge and practice in our different fields of expertise.

I also take this opportunity to gratefully extend my thanks to the 'Conseil régional du Grand Est, the ICN Foundation and the Artem Entreprises Association for their continuous support for the development of knowledge.

I wish you a pleasant discovery of our creative thinking!

# 1 | institutional life & news

ICN Business School is a member of the Chapter of the 'Grandes Écoles de Management' in the Conférence des Grandes Écoles.

**Created in 1905** by the University of Nancy and the Chamber of Commerce and Industry of Meurthe-et-Moselle, the 'Institut Commercial de Nancy' becomes ICN Business School **in 2003**, a private higher education institution recognized by the French State, Associated with the University of Lorraine.

**In 1999**, ICN Business School founded the Alliance Artem with the École nationale supérieure d'art et de design de Nancy and Mines Nancy. It is a partnership which promotes, in its educational programs, interdisciplinarity, alternative learning methods, creativity and innovation, all with a view to training a new generation of creators and decision-makers.

Accredited EQUIS and AMBA, ICN offers one of the best Masters in Management in the world according to the Financial Times.



## icn key figures

- **3,000 STUDENTS** with MORE THAN 38% foreign students
- **13,000 GRADUATES**
- **130 PARTNER UNIVERSITIES** worldwide
- **47 STUDENT ASSOCIATIONS**
- **30 YEARS** of soft skills
- **130 PARTNER COMPANIES**
- **30,000 HOURS** of continuing education
- **110 ADMINISTRATIVE STAFF**
- **71 TENURED PROFESSORS** and **24 AFFILIATE PROFESSORS**
- **86%** of the permanent faculty ARE **phd GRADUATES** and **58%** COME FROM **OVERSEAS**
- **300 EXPERT SPEAKERS**
- **15 DATABASES** including bloomberg, ebsco, and abi proquest



## A WORD FROM THE deputy director of RESEARCH

sybille PERSSON

More and more critics have grown against traditional research and management knowledge in the last years especially putting the responsibility on Business Schools under the "publish or perish" pressure. On the other hand, this 2007 yearbook is a testament to the ever-richer diversity of our intellectual contributions. Then what can be our collective responsibility to face criticism levelled to higher education? I am sure that today Artem is our specific advantage as a lever for collective intelligence even if we feel the difficulties that we meet more than we can explain how Artem works effectively. For many years now, I have undertaken a reflection about this issue that I wish to share briefly here.

Basically, Artem's concept shows a key interest by deeply understanding that the frontiers have become territories to explore. In matters of research, Artem's goal is to open the 'unthought' dudgeons of dominant approaches in the academic field which have been anchored in European rationality. Our collective mission could be expressed in a metaphoric way in allowing our thought to breathe in order to innovate through prospective and creative approaches for a sustainable and better governed world.

To invest in an intellectual creativity process (as requested by ICN's motto to make the difference) requires to go beyond analytic rationality and the usual worldview coming from European philosophy. The systemic approach which emerged to overcome the analytic approach and the cybernetics (machine controlling science) are of course a key stage that ought to be considered as some progress especially at the technological level. The systemic approach reflects growing recognition of the deficiency of the analytic approach to face complexity and opens the door to other ways of thinking and modeling. However it is also powerless (or at least limited) to catch what is sustained by the art component of Artem, art as the capability to open frontiers and transform them in territories to explore. What could be art-based methods for creative thinking in intellectual production? How do art and aesthetic enable both self-empowerment and collective productivity for all of us?

In such expressions as inter-cultural, trans-disciplinary, eco-logic, post-modern, co-development, the added-value is no more in nouns but in pre-positions. An Artem research places more emphasis on what is carried and how it is carried by these little words: inter, trans, eco, post, co... These prepositions that are not considered as concepts in the philosophical and epistemological issues deserve to get this conceptual status. It is our intellectual mission to "artemize" management practice and transdisciplinary research.

These prepositions have emerged by necessity of collaboration between disciplines but also between theory and practice, between tradition and modernity, between the sensitive and the intelligible... to bridge traditional gaps originally coming from analytical rationality. These pre-positions are the loud defectors of the artificial frontiers created by scientific development of knowledge. It is necessary to escape the way of thinking which created these gaps, and to do so, innovative research is needed, not only in its current development but also in its foundations.

Our collective intellectual mission: to disclose our "thinking skills".

## background

The strategy and orientation for the production of intellectual contributions by ICN Business School is mission-driven, thus being characterized by the School's embeddedness in Artem and its focus on responsible impact, be it on theory creation and development, on business and organizational practices, or on teaching at different levels.

Research activity is principally directed towards the interface between academic disciplines and regional topics, and draws on three strong partnerships:

- with the CEREFIGE research laboratory, the Lorraine region's research reference in Management and Financial Economy,
- with the LGIPM, the Laboratory for Industrial Engineering, Production and Maintenance,
- with the collaborative research effort generated by Artem.

## RESEARCH ORGANIZATION

Research management is shared between the Deputy Director for Research, the Scientific Committee and the Research Laboratories CEREFIGE ('Centre Européen de Recherche en Economie Financière et Gestion des Entreprises'), and LGIPM ('Laboratoire de Génie Industriel, de Production et de Maintenance'), under supervision of the Dean for Faculty and Research. Given their specific areas of expertise, and in accordance with the Artem orientation of the School, some faculty members belong to two other University of Lorraine laboratories: the BETA ('Bureau d'Economie Théorique et Appliquée') or the LORIA ('Laboratoire Lorrain de Recherche en Informatique et ses Applications').

**The main instances of research management are:**

### Deputy Director for Research

The coordination between ICN's faculty and the research laboratories are led by the Deputy Director for Research. This person is responsible for promoting research aligned with each laboratory's thematic teams and related topics, as well as for setting the yearly publication targets in conjunction with the Dean for Faculty and Research, as well as faculty concerned. This coordinator may also suggest new projects and research events and organizes regular internal seminars for faculty to discuss the progress being made on their research.



### Scientific Committee

The supervision and quality assurance of ICN research is carried out by the School's Scientific Committee. Members are the Dean for Faculty and Research (Chair), the Deputy Director for Research, the Directors of the CEREFIGE and LGIPM research laboratories, the Research Engineer/Statistician, and the Information Manager for Research. The committee meets every two months to discuss and determine:

- the School's research strategy, including proposals for the research budget,
- the allocation of faculty research time, especially for HDR and doctoral routes,
- the entitlement of faculty to international study leave,
- the coordination of research-related events, such as conferences and workshops, and
- the evaluation of scientific production, i.e. the award of research bonuses.

### CEREFIGE Research Laboratory

ICN research activity is coordinated in close cooperation with the CEREFIGE, the Lorraine region's research laboratory for management, of which the ICN Business School is a founding member. The CEREFIGE, has since 2007 brought together researchers in management from the University of Nancy 2, the Université Paul Verlaine, Metz (which both merged into the University of Lorraine in 2012) and the ICN Business School. Joining forces with the CEREFIGE laboratory has brought considerable advantages to the ICN, by way of:

- networking, to find partners for research projects,
- co-organization of conferences,
- common invitations to visiting faculty,
- financial support for conference participation and translation of publications, and
- assessment and assurance of research quality, via the CEREFIGE working paper process.

Research leading to a CEREFIGE working paper has to go through a review process within the laboratory. This assures a minimum level of quality for all publications from the laboratory. By this means, ICN faculty research is assessed internally, prior to undergoing the review process of the targeted journals.

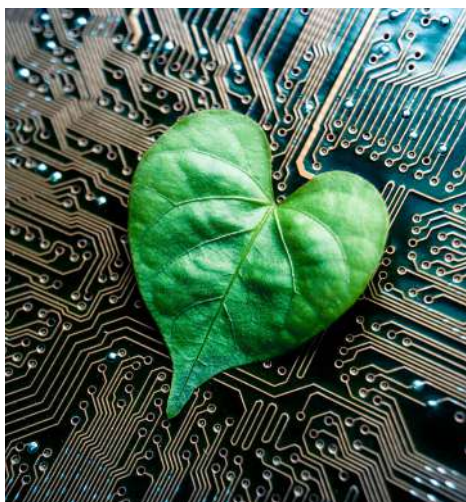
### LGIPM Research Laboratory

In 2012, the School has signed an agreement with another public research laboratory located in Metz, the LGIPM, in order to develop synergies between the newly created Academic Department 'Information Systems and Supply Chain Management' at ICN and the laboratory, which has a strong background in engineering. The objective was to unite the expertise of the two structures and therewith develop contractual research with companies and regional institutions given the needs of regional stakeholders in these fields.

## RESEARCH CORE VALUES

Core values lay out the foundations of research integrity, without which the research system cannot function. Those core values shape our behaviors and are the basis of the research system coherence and reliability.

ICN focuses on five of the most influential values shaping the norms that constitute research practices and relationships and the integrity of science:



### Creativity / Curiosity

Curiosity is the key to breakthrough creativity, it enables us to lean into uncertainty with a positive attitude - exploring and opening our minds to new ideas, skills, and ways of solving problems.

### Cross-disciplinarity / Transversality

There is an increasing amount of research taking place at the interface or overlapping between disciplines, thus combining the collective expertise and gaining synergy. This results in increased chances in original (high-impact) research and potential to get more output.

### Openness

Promoting an open research environment helps generate and disseminate knowledge resulting from research to the public interest for open scholarly exchange and academic freedom.

### Responsibility / Ethicality

Communities rely on researchers to provide accurate, dependable, reproducible research that can be relied on to serve as a solid foundation upon which other researchers can build, so that their work will contribute to "a common fund of knowledge".

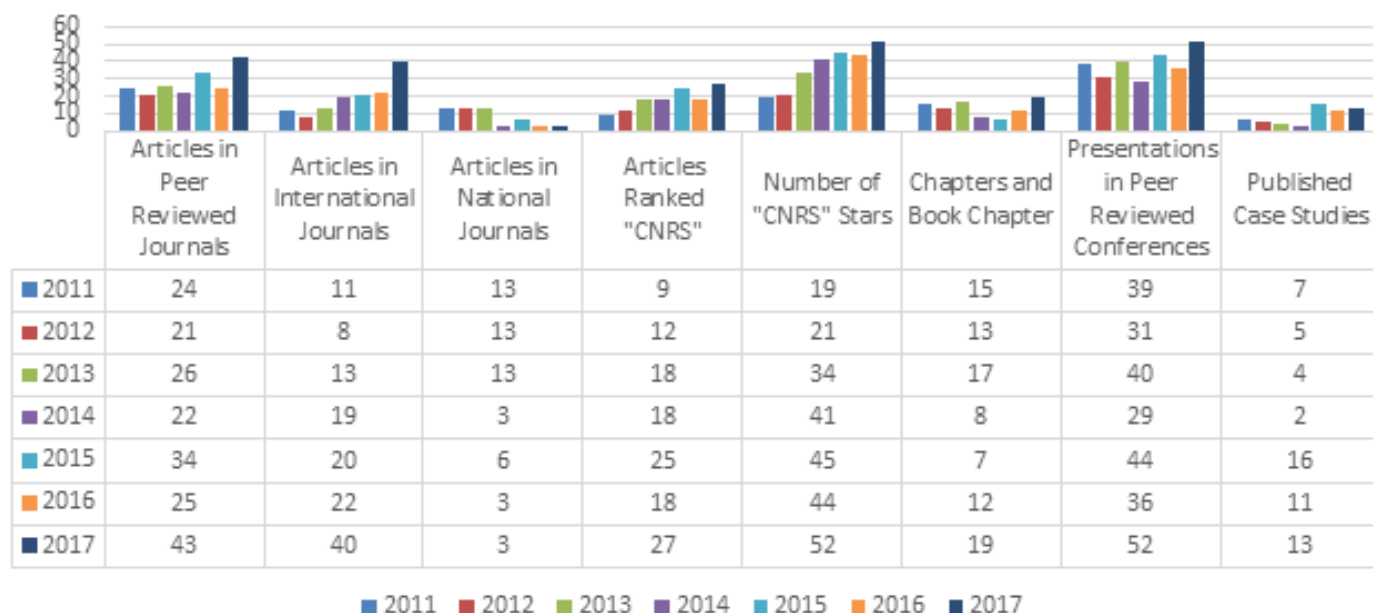
### Meaningfulness

Meaningful work can be highly motivational, leading to improved performance, commitment, and satisfaction.

# 3 | OVERVIEW of RESEARCH output

in general, the quantity of intellectual contributions produced by icn faculty has increased over time, due to the increase of publications by current faculty members and the recruitment of new faculty in the last years. nevertheless the school attempts to further increase the quantity of intellectual production by developing large-scale research projects in cooperation with other international business schools and universities, as well as by promoting the creation of research chairs.

Intellectual contributions output



## icn business school production of intellectual contributions (2013 to 2017)

### PART A: FIVE-YEAR SUMMARY OF INTELLECTUAL CONTRIBUTIONS

	Portfolio of Intellectual Contributions			Types of Intellectual Contributions										Percentages of Faculty Producing ICs (****)		
	Basic or Discovery Scholarship	Applied or Integration/ Application Scholarship	Teaching and Learning Scholarship	Peer Reviewed Journals	Academic/ Professional Meeting Presentations	Competitive Research Awards Received	Textbooks	Cases	Other Teaching Materials	Other ICN Type Selected by the School	Percent of Participating Faculty Producing ICs (**)	Percent of total FTE Faculty Producing ICs (***)				
ICN Faculty Members (*), i.e. Permanent Faculty & Affiliated Professors in Research																
Business Environment	62	71	14	17	22	2	16	10	0	82	84,6%	83,4%				
Strategy & Entrepreneurship	95	16	38	26	47	16	14	32	0	27	83,3%	83,3%				
Finance, Accounting, Audit & Control	128	5	11	50	66	5	14	3	1	7	88,2%	92,2%				
Marketing	68	2	20	22	44	3	2	10	0	9	75,0%	72,7%				
Supply Chain Management & Information Systems	86	11	10	26	47	11	7	6	0	10	90,9%	100,0%				
Human Resources & Organizational Behavior	156	22	7	56	66	9	15	3	0	41	92,9%	80,4%				
Total ICN Management Departments	595	127	100	197	292	46	68	64	1	176	85,8%	85,3%				

(\*) Publications produced by more than one ICN faculty member are counted for each contributor on the Management Department level.

(\*\*) The School does not take into account intellectual contributions of participating faculty, when they have another main employer (i.e. University or Business School) and are not affiliated by contract to the School.

(\*\*\*) Basis of Calculation: permanent faculty on 4 and 5 day contract (100%); Affiliated Professors in Research (25%)

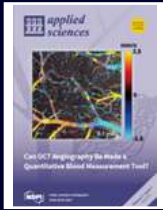
(\*\*\*\*) Each publication is counted once, even if it has two or more ICN authors.

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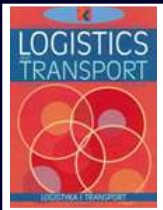
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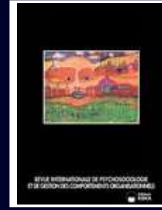
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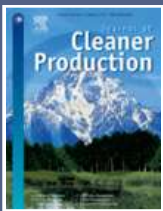
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**STOECKL, S., GEYER-KLINGEBERG, J., HANG, M., & RATHGEBER, A. (2017, Mai).**

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# 5 | books And book chapters



**ABDESSEMED, T., KOEHL, J., DAGORN, N., & STENGELHOFEN, T. (2017).**

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**BOURION, C., GOMEZ URBINA, A. J., & CHILLET, N. M.-C. (2017).**

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**BARTH, I., BOURION, C., & RAPPIN, B. (2017).**

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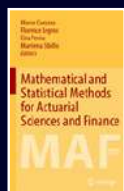


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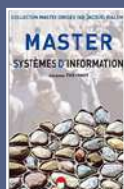


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**CORAZZA, M., LEGROS, F., PERNA, C., & SIBILLO, M. (2017).**

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**DAGORN, N. (2017).** Chapitre 15: La sécurité du SI (2<sup>e</sup> ed.). dans THEVENOT J. (Ed.), Master - Systèmes d'Information. Paris: MA Editions ESKA.

**DAGORN, N., ALBAN, D., & EYNAUD, P. (2017).** Chapitre 14: L'audit du SI (2<sup>e</sup> ed.). dans THEVENOT J. (Ed.), Master - Systèmes d'Information. Paris: MA Editions ESKA.



**IVANAJ, S., & CAUMONT, D. (2017).**

Analyse de données. 288 pages. Dunod Éditeur



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**PAULET, E., & ROWLEY, C. (2017).** Chapter 1 The China Business Model in context: setting the scene. dans Elisabeth Paulet, Chris Rowley (Eds.), The China Business Model: Originality and Limits. London: Elsevier.



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Cooperative versus Commercial Banking Strategies in Europe after the Subprime Crisis. dans Kazik Jerzy (Ed.), Banking - Services, opportunities and risks (pp. 157-185). New York: Nova.



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**PAULET, E., & ROWLEY, C. (2017).**

The China Business Model. London: Elsevier.



**STOECKL, S., RATHGEBER, A., SCHULZ, M., & WAGNER, M. (2017).**

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**STOECKL, S., STEINER, M., & BRUNS, C. (2017).**

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# 6 | COMMUNICATIONS in CONFERENCES And PRESENTATIONS

## COMMUNICATIONS in PEER- REVIEWED CONFERENCES

**BATTARD, N., & LIARTE, S. (2017).** Neither centralized nor distributed: a relational construction of care in diabetes, 33<sup>rd</sup> EGOS colloquium.

**BATTARD, N., & MANGEMATIN, V. (2017).** Iron discipline to be creative: the role of the culinary schools in France, 12<sup>th</sup> Organization Studies Summer Workshop.

**BERTIN, C., & DUCHAMP, D. (2017).** Designs organisationnels émergents pour l'innovation ouverte entre startups et grandes entreprises aux différents stades de la collaboration, 8<sup>èmes</sup> Journées du Groupe Thématique Innovation de l'AIMS, Innovations, espaces & territoires.

**BERTIN, C., & DUCHAMP, D. (2017).** Emergent organization designs for an efficient, sustainable collaboration between startups and large firms within an open innovation ecosystem, Research Network in Innovation (RNI) Summer School 2017.

**BIGA DIAMBEIDOU, M., HOUSOU, U., MBENGUE, A., & VERDEL, T. (2017).** Entrepreneurial University in the CAMES area: Assessment and challenge, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**BIGA DIAMBEIDOU, M., MAIRESSE, P., & PERSSON, S. (2017).** Building a global, self-sustainable entrepreneurial education eco-system: an intercultural framework. 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (Artem OCC).

**BIGA DIAMBEIDOU, M., MAVOORI, H., & GAILLY, B. (2017).** The Effects of Environmental Jolt and Team Engagement on Slack Resources – Firm performance Relationship., ICSB 2017 World Conference.

**BIGA DIAMBEIDOU, M., SUNG-HUM, P., CHATHURIKA, W., & GYEWAN, G. M. (2017).** The Effect of Social Entrepreneurial Activity on Social Value Creation: A Qualitative Study on Social Entrepreneurs in Sri Lanka., ICSB 2017 World Conference.

**BIGA DIAMBEIDOU, M., BRUNA, M. G., DANG, R., & HOUANTI, L. (2017).** The Impact of Gender Diversity on TMTs on R&D Intensity: Evidence from a field experiment, 8<sup>th</sup> International Research Meeting in Business and Management (IRMBAM-2017), 5-6 July 2017, Nice, France.

**BOUAB, F., PERSSON, S., ZIGLER, O., ZMIROU-NAVIER, D., & BOUCHY, O. (2017).** Un nouveau métier : le Coordinateur au sein des maisons de santé pluri-professionnelles., 11<sup>ème</sup> Congrès de Médecine Générale de Paris, 30 mars, 1<sup>er</sup> avril.

**DAGORN, N. (2017).** Quatre propositions pour améliorer l'expérience visiteur au Centre Pompidou-Metz par l'implémentation de technologies connectées: retour d'expérience sur la réussite des projets collaboratifs de l'atelier Artem 'Management des SI

innovants' 2016-17., 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**DANG, R., HOUANTI, L., AMMARI, A., & LE, N. (2017).** Does board gender diversity influence firm financial performance? Evidence from French SMEs, 34<sup>th</sup> International Conference of the French Finance Association.

**DELOFFRE, G. (2017).** Paradigm of sustainability in business negotiations using a transactional model of negotiation. Early developments, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**FASS, D. (2017).** Metadata of the chapter that will be visualized in SpringerLink, 8<sup>th</sup> International Conference on Applied Human Factors and Ergonomics.

**FASS, D. (2017).** Modélisation & Intégration du système, 5<sup>th</sup> European workshop on surgical simulation, Nancy, 12-30 June 2017

**FINSTAD-MILION, K., RETHORE, C., EBERHARDT-TOTH, E., & MORIN-ESTEVES, C. (2017).** Building Gender Awareness into Business School Teaching Practices: a Holistic Approach, Artem International Conference on Organizational Creativity and Sustainability (Artem OCC).

**GANGLOFF, S., & MNISRI, K. (2017).** How can moral imagination help project teams to be more creative ? The importance of the context, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**GAUGLER, T., RATHGEBER, A., & STOECKL, S. (2017).** Negative Externalities of Agriculture: A Meta-Analysis on the External Effects of Food Production focusing on Global Climate Impacts, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (Artem OCC).

**GECHTER, F., & FASS, D. (2017).** Transportation of goods in inner-city centers: can autonomous vehicles in platoon be a suitable solution., IEEE-VPPC 2017.

**GEYER-KLINGEBERG, J., HANG, M., STOECKL, S., & RATHGEBER, A. (2017).** All that glitters is not gold! Culture, globalization, and pollution as moderators for the relationship between corporate environmental management and corporate financial performance, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (Artem OCC).

**GRESELL-ZAIBET, O., MARCANDELLA, E., WANNENMACHER, D., SCHULZ, K.-P., ANTOINE, A., & GUEYE, K. (2017).** Améliorer le travail d'équipe en chirurgie robotique. La recherche partenariale comme dynamique créative d'apprentissage, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (ArtemOCC).

**HABRAN, Y. (2017).** To care for or to care with? Orientation to others in care practices, 9<sup>th</sup> International Process Symposium.

**HABRAN, Y., & BATTARD, N. (2017).** To care with? Orientation to others in care practices,

2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**HAWKINS, M. A. (2017).** How Consumers Manage Their Identities Through Possessions, 125<sup>th</sup> APA Annual Convention.

**HAWKINS, M. A. (2017).** The Roles Identity Central Possessions Play in Consumers' Lives, GKA Conference.

**HOUE, T. (2017).** Strategic perspectives for multinational enterprises of rail freight in France: a resource-based approach, Fifth International Conference on Multinational Enterprises and Sustainable Development, GeorgiaTech, Atlanta, December, 7-9.

**HOUE, T., & DUCHAMP, D. (2017).** A study of IMS suppliers' relationships: towards a proximity framework explaining responsible procurement management practices., 2<sup>nd</sup> Artem Organizational Creativity International Conference, Artem, Nancy, September, 14-16.

**HUSSER, J., & PAULET, E. (2017).** Impact of non-financial disclosure scores on the costs of equity capital: evidence from European data in the light of the subprime crisis, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**IVANAJ, S., FERRA, B., & TOPALLI, M. (2017).** Sustainable development goals: MNEs in the banking system and their role in poverty reduction in the western Balkans, MESD'17.

**IVANOVA RUFFO, O., & AGOSTINI, B. (2017).** Exploring the Principles of Simplicity as a Way to Enhance and favor Sustainable Practices in Organizations, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**JACOB LEAL, S., HANAKI, N., & NAPOLETANO, M. (2017).** Market volatility and crashes in experimental nancial markets with interactions between human and high-frequency traders, Experimental Finance conference 2017.

**KHELLADI, I., & CASTELLANO, S. (2017).** From Transgenerational Entrepreneurship to Family Entrepreneurial Heritage. Evidence from French Champagne Houses, Entrepreneurship Research: Past, Present & Future May 10-12.

**KHELLADI, I., CASTELLANO, S., & BERTAUD, A. (2017).** Les déterminants de la confiance de l'internaute dans le contexte d'une collecte de crowdfunding, 1<sup>ère</sup> journée d'étude sur le crowdfunding.

**KLEBER, A., PERSSON, S., & ROBINOT-AFAKIR, D. (2017).** Modèles de carrières alternatifs de femmes occupant des postes à responsabilité : interférences entre l'effet de genre et l'effet de génération., 28<sup>ème</sup> Congrès AGRH, Aix-en-Provence, 11-13 octobre.

**KRATZ, C., & GARCIA, C. (2017).** Terraillon, le bien être connecté, North American Case Research Association (NACRA) annual conference.

**KRATZ, C., & KOEHL, J. (2017).** Moustache Bikes : pédaler moins pour avancer plus !, North American Case Research Association (NACRA) annual conference.

**KUEPERS, W. (2017).** Cultivating sustainable organizational bodies by embodied, playful learning in inter-practices, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (ArtemOCC).

**MNISRI, K., SCHULZ, K.-P., & GUIMARAES DA COSTA, N. (2017).** What drives the relationship between creativity and sustainable development? Proposition of a model, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**MNISRI, K., SCHULZ, K.-P., GEITHNER, S., & HANSEN, N. K. (2017).** A playful modeling approach to inspirational learning in organizations, Organizational Knowledge, Learning and Capabilities (OLKC).

**MURPHY, E. (2017).** A literature and practice review of textile and clothing industry: environmental damage and solutions, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**NIGAM, N., BENETTI, C., & MBAREK, S. (2017).** Can Crowdfunding open new channel of financing for renewable energy: A study of emerging crowdfunding platforms for US, UK, Netherlands, 1<sup>st</sup> Workshop on Crowdfunding.

**NIGAM, N., BENETTI, C., & MBAREK, S. (2017).** Linking executive compensation to sustainability performance: evidence of implementation from enterprises around the world, 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International conference (Artem OCC).

**PERSSON, S. (2017).** Accompagner l'essor d'un mieux-vivre au travail, Colloque Ecarts-Ressources, autour du travail de François Jullien, MSH Chaire sur l'Altérité, Paris, 7, 8, 9 décembre.

**QI, J., PAULET, E., & EBERHARDT-TOTH, E. (2017).** Inclusion of Corporate Environmental Performance Indicators into Bank Lending Covenants: Investigating Motivations of Banks and Corporate Borrowers, Artem International Conference on Organizational Creativity and Sustainability (Artem OCC).

**REBIERE, P., & MAVOORI, H. (2017).** Visualizing Elephants: Minimizing Blind Men Effect in Strategic Group Research of Turbulent Markets, 77<sup>th</sup> Annual Meeting of the Academy of Management.

**SONNTAG, C., & CLERC-GIRARD, M.-F. (2017).** Technological innovation at the service of social innovation in Valopneu: a triple top line approach., 2<sup>nd</sup> Artem Organizational Creativity and Sustainability International Conference (Artem OCC).

**SORIO, R., & SIADOU-MARTIN, B. (2017).** Impact of global warming on the alcohol content of wine: Consumer perceptions, a prospect theory approach, 3<sup>rd</sup> JRMGE (Grand East Marketing Research Day).

**SORIO, R., & SIADOU-MARTIN, B. (2017).** Impact of global warming on the alcohol content of wine: Consumer perceptions, a prospect theory approach, Annual AAWE (American Association Wine Economists).

**SORIO, R., & SIADOU-MARTIN, B. (2017).** Le réchauffement climatique va-t-il changer le vin ? Vision comparée des consommateurs français et italiens sur la désalcoolisation, Journée du Marketing agro-alimentaire, 12<sup>ème</sup> édition, AFM, Montpellier.

**STOECKL, S. (2017).** Measurement matters - a meta-Study of the determinants of corporate capital structure, 9<sup>th</sup> annual meeting of the German Academic Association for Business Research, June 2017.

**THIERY DUBUISSON, S., & CHTIOUI, T. (2017).** Management control and communicative action: towards a communication, based typology of management control modes, Congrès IFC, mars.

**WASIELESKI, D., EBERHARDT-TOTH, E., & MAVOORI, H. (2017).** A French-American Comparison of Ethical Sensitivity to Sustainability, Multinational Enterprises and Sustainable Development (MESD), 5<sup>th</sup> International Conference, Dec. 7-9, Georgia Tech, Atlanta, USA.

## PROCEEDINGS

**BARUFFALDI, S. H., MARINO, M., & VISENTIN, F. (2017).** International Mobility and Research Careers: Evidence from a Mobility Grant., Academy of Management Proceedings. Academy of Management (AOM).

**FASS, D., & GECHTER, F. (2017).** Virtual Environments Integrative Design – From Human-in-the-Loop to Bio-Cyber-Physical Systems., Advances in Human Factors and Systems Interaction. AHFE 2017. Advances in Intelligent Systems and Computing (pp. 168-176). Springer International Publishing.

**PACHECO OSORIO, A., SAUVEY, C., SAUER, N., & TRABELSI, W. (2017).** Heuristics for hybrid flowshop problem solving with non-identical parallel machines, 7<sup>th</sup> International Conference on Industrial Engineering and Systems Management (IESM) (pp. 262-267), Saarland University of Applied Sciences

**REBIERE, P., & MAVOORI, H. (2017).** visualizing elephants: minimizing blind men effect in strategic group research of turbulent markets. Academy of Management Proceedings. Academy of Management (AOM).

**SAINT-DIZIER DE ALMEIDA, V., ILARDO, F., SERRE, I., CACHARD, O., & DELOFFRE, G. (2017).** Apport de l'expertise ergonomique aux formations basées sur des allo-confrontations. 52<sup>ème</sup> Congrès de la Société d'Ergonomie de Langue Française, Toulouse, Société d'Ergonomie de Langue Française (SELF).

## PRESENTATION IN RESEARCH SEMINARS

**HAWKINS, M. A. (2017).** How consumers manage their identities through possessions, CEREFIGE January Meeting.

**KUEPERS, W. (2017).** Embodied Re-Design for Sustainability Development – From Design Thinking towards and Design Doing., workshop on design thinking and sustainability at Leuphana University, Lüneburg in connection to 'SaM' research project.

**MARINO, M. (2017).** International mobility and research careers: evidence from a mobility grant program, Séminaire de recherche du GREThA.

**PARROTTA, P., POZZOLI, D., & MERLINO, L. P. (2017).** Gender Differences in Sorting, Séminaire AEEF (Analyse Economique, Econométrie et Finance), Université Cergy-Pontoise / ESSEC.

**PARROTTA, P., POZZOLI, D., & MERLINO, L. P. (2017).** Gender Differences in Sorting, Research Centre for Education and the Labour Market (ROA), Maastricht University School of Business and Economics.

## conferences



### ARTEM OCC: 2<sup>ND</sup> ARTEM ORGANIZATIONAL CREATIVITY AND SUSTAINABILITY INTERNATIONAL CONFERENCE, ARTEM CAMPUS, NANCY, SEPTEMBER 2017

The conference aimed at pursuing the discussions initiated during 2015 edition, as well as exploring new paths on how to facilitate sustainable development through creativity. The overall intention was to approach the topic of creativity and sustainability from different disciplinary and thematic perspectives in theory and practice. We were pleased to welcome scholars and practitioners from more than 30 countries to debate and discuss the topics of creativity and sustainable development.

### AMERICAN-AFRICAN-EUROPEAN (AAE) SUMMER SCHOOL

The AAE summer school on "Creativity, sustainable development and innovation within an intercultural context" was held from 4<sup>th</sup> to the 14<sup>th</sup> September 2017. The event gathered around thirty international participants: French, South African, German professors, senior and junior researchers could exchange on their projects and their methods.

There was a workshop for doctoral students who attended the summer school on 14<sup>th</sup> September. The workshop was also open to other doctoral students, as well as to participants at the Artem-OCC Conference.



### MESD'17 INTERNATIONAL CONFERENCE, SUSTAINABLE DEVELOPMENT GOALS: WHAT CAN MNEs DO? GEORGIA TECH, ATLANTA, USA

The fifth MESD International Conference (MESD'17) organized by the MESD Association, in partnership with the Center for International Business Education and Research (CIBER), Atlanta, US, ICN Business School, France, the Ray C. Anderson Center for Sustainable Business, Atlanta, US and the CEREFIGE, France, took place in Atlanta, Georgia, December 7-9, 2017.



## Methodology workshops

### QUANTITATIVE RESEARCH METHODS DOCTORAL WORKSHOP BY HAREESH MAVOORI, PARIS, DEC 15-16, 2016

The focus of this 2-day course is on structural/simultaneous equations to model and test hypotheses for 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 was based on AMOS.

### QUALITATIVE RESEARCH METHODS DOCTORAL WORKSHOP BY HAREESH MAVOORI, PARIS, FEB 21-22, 2017

The focus of the 2 days is on overview of qualitative research methods and qualitative analysis of textual content such as interview/speech transcripts, open-ended surveys, meeting minutes, annual reports, web site content, literature review articles, and other voluminous documents. Covered aspects will include theory, practical examples, pre-modeling and coding considerations and post-coding queries using CAQDAS (Computer-Aided Qualitative Data Analysis Software). The hands-on software component was based on NVivo version 11.

## other workshops

### "FUTURE EARTH AND MANAGEMENT RESEARCH IN THE ANTHROPOCENE"

BY PAUL SHRIVASTAVA, ICN BS AFFILIATE RESEARCH PROFESSOR AND EXECUTIVE DIRECTOR OF FUTURE EARTH GLOBAL RESEARCH PLATFORM, ARTEM CAMPUS JANUARY 25<sup>TH</sup>, 2017

Science shows that in the 'Anthropocene era' human and social activities are the primary drivers of natural ecosystem cycles, such as hydrological, carbon, nitrogen, phosphorus, cycles among others. Human activities are pushing the planet to breaching boundaries that can jeopardize life on earth. Future Earth global environmental change program is a network of 50,000 scientists seeking to avert this human driven planetary decline. Its work has implications for management research, and this was explored in this presentation.

### "SOCIAL ACCEPTABILITY: A SCIENTIFIC CONCEPT"

CONFERENCE AND DISCUSSION CONDUCTED BY CORINNE GENDRON, AFFILIATED RESEARCH PROFESSOR AT THE ICN BS FEBRUARY 2017

Social acceptability reflects a collective judgement about a policy or a project, of which we have to understand the basis and the influencing factors. If individual preferences can play a part in shaping the collective judgement, the social acceptability is more a matter of values and shared beliefs. Social acceptability refers to a collective assessment rather than to individual positioning in the sense that acceptability judgement participates to social dynamics likely to shape and transform it. Besides, this judgement assumes an element of comparison between the proposed project and its alternatives, hence the following definition of social acceptability: « Public acceptance of a project or a decision resulting from the collective judgement that this project or this decision is superior to the known alternatives, including the statu quo.

### 12<sup>TH</sup> CROSS CULTURAL CREATIVITY IN BUSINESS WEEK RESEARCH FORUM (JEAN-FRANÇOIS STICH), ICN BS MARCH 17<sup>TH</sup>

KOWALSKI Arkadiusz, Warsaw School of Economics, Towards Asian model of clusters and cluster policy | clustering experiences of Thailand.

VANDERLINDEN Blandine, ICHEC Brussels Management School, At the Heart of Management's Cultural Dimension.

MOON Gyewan, Kyungpook National University, Nurturing Healthy Startup Ecosystem in South Korea.

# 8 | professional conferences, MAGAZINES & INTERVIEWS

**ABDESSEMED, Tamym** (2017, Avril). La mutation organisationnelle et managériale des EM françaises, reflet de leur " génie managérial " ? Grand Angle, N°83.

**BERTIN, Clarice, & STALLA-BOURDILLON, Christophe** (2017). Short Cases : construire ou transformer une étude de cas en cas court., CCMP, Paris, France.

**CASTELLANO, Sylvaine, & KHELLADI, Insa** (2017). Neymar au PSG : un cas d'école sur l'e-réputation. The Conversation France.

**CECCARELLI, Agnès** (2017). Les apports du personal branding en termes de management. EcoRéseau Business, Paris, France.

**CECCARELLI, Agnès** (2017). Les dress codes dans la banque. Conférence Exception'ELLES, BPLC.

**DELOFFRE, Guy** (2017, Octobre). Teaching an International Negotiation Course: The Key Success Factors. Decision Line, Vol 48 (No 5), pp. 38-40.

**EBERHARDT-TOTH, Edina** (2017). Le rôle de l'enseignant-chercheur face à la RSE, interview par Eric MUTSCHLER dans l'émission Durablement Vôtre diffusé sur 12 radios associatives et sur youtube <https://www.youtube.com/watch?v=CXPdNTm7wT4>, Juin 28, Nancy, France.

**EBERHARDT-TOTH, E.** (2017). Entretien avec la journaliste S-G. Sebaoui concernant l'entrée en vigueur de la loi Copé-Zimmermann sur la parité dans les conseils d'administration, Janvier 17. Républicain Lorrain.

**EBERHARDT-TOTH, Edina** (2017). Intervenante à la table ronde de l'Université de Lorraine du Brunch Challenge Ecologie et Technologie, Mars 17, Nancy, France.

**FINSTAD-MILION, Krista** (2017), " Les femmes sont-elles plus positives que les hommes ou ont-elles davantage besoin de positif ? ", 2<sup>ème</sup> Congrès international de la Méthode Coué et de ses applications contemporaines, Université de Lorraine, Nancy, 9-11 novembre 2017.

**MELNIK Alexandre** - L'Occident ignore tout de la Russie, Le Zephyr Mag, propos recueillis par Jérémy Felkowski, janvier 2017.

**MELNIK, Alexandre** (2017). Reconnecter la France au monde du XXI siècle, Conférence à l'ENSP (Ecole Nationale Supérieure de la Police), Cannes Ecluse, 21 février 2017.

**MELNIK, Alexandre** (2017). La cyberguerre, menée par la Russie, comme élément de la stratégie globale de Vladimir Poutine, et la riposte de l'Occident, Colloque National de l'Infanterie, Ecole Militaire (Paris), 16 mars 2017.

**MELNIK Alexandre** - Vladimir Poutine essaie de comprendre Emmanuel Macron avant de l'attaquer. Interview par Pierre DE VILNO, Europe 1, mai 2017.

**MELNIK, Alexandre** (2017). Interview sur le sommet du G7. TV CNEWS, 26 mai 2017.

**MELNIK Alexandre**, chroniqueur de tribunes régulières pour la revue C'est Demain, revue de référence transfrontalière de la Lorraine et de la Grande Région.

**MELNIK Alexandre** - et si la France avait plus besoin d'un nouveau logiciel que d'une filiation gaullo-mittérandienne, interview par François Géré, Atlantico.fr, 29 Mai 2017.

**PARROTTA, Pierpaolo, MARINO, Marianna, & VALLETTA, G.** (2017). Electricité, dé-(réglementation) et innovation, amis ou ennemis ? L'USINE NOUVELLE.

**PARROTTA, Pierpaolo, MARINO, Marianna, & VALLETTA, G.** (2017). Deregulation and innovation: evidence from the electricity industry. Open access Government.

**PAULET, Elisabeth** (2017, Septembre). Le business plan, garant d'un entrepreneuriat réussi. Les Echos Solutions. Paris.

**PERSSON, Sybille** (2017, Juin). Accepter l'échec n'est pas quelque chose de naturel. Courrier Cadres, 109.

**PERSSON, Sybille** (2017, Novembre). A qui appartient vraiment le changement ? Les Echos Solutions. Paris. <https://solutions.lesechos.fr/equipe-management/c/qui-appartient-vraiment-le-changement-8362/>.

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**PERSSON, Sybille** (2017, Octobre). Repenser l'accompagnement. Les Echos Solutions. Paris. <https://solutions.lesechos.fr/equipe-management/c/repenser-l-accompagnement-7519/>.

**PERSSON, Sybille**. (2017, Septembre). Renoncer à être parfait au travail ? Les Echos Solutions. Paris. <https://solutions.lesechos.fr/equipe-management/c/renoncer-a-etre-parfait-travail-6784/>.

**PERSSON Sybille** - Coué, le coach avant-gardiste pour managers ? 2<sup>ème</sup> Congrès international de la Méthode Coué et de ses applications contemporaines, Université de Lorraine, Nancy, 9-11 novembre 2017.

**PERSSON Sybille** - Au cœur du mentorat. Batigère, Conseil Diversité, Paris, 12 juillet 2017.

**PERSSON Sybille** - L'art et la manière de se réinventer. Le manager de demain est une femme. Etes-vous prêt(e) ? 7<sup>ème</sup> édition, Metz, 13 juin 2017.

**PERSSON Sybille** - Il était une fois le coaching.... Séminaire "A quoi doit-on le succès du coaching en entreprise Aujourd'hui?" IAE de Metz, 4 avril 2017.

**STALLA-BOURDILLON, Christophe** (2017, septembre). La Chine : menaces et opportunités (en préparation d'un voyage d'étude), PARIS (IHEDN -IdF).

**STICH, Jean-François** (2017, Juillet). Coworking : pourquoi pas pour les salariés de grands groupes ? Les Echos Solutions. Paris.

**STOECKL, Stefan, & BLONCZEWSKI, C.** (2017). Sensitivitäten praxisrelevanter Zinsstrukturmodelle zur Bewertung von Zinsänderungsrisiken. Corporate Finance, 8 (7-8), 233-242.

## icn phd program

The ICN PhD intends to transform rigorously selected and diverse candidates into responsible researchers willing to continuously contribute to the development of knowledge within an international context and in order to encourage contemporary and innovative knowledge. Guided by the values of commitment and responsibility, the ICN PhD Program will then form researchers willing to pursue their careers in international universities and other research-oriented entities, taking advantage of a diversified network-learning environment (University of Lorraine). The ICN PhD encourages creativity in the topics and methodologies, consistently with the Artem vision of the school promoting cross-disciplinarity and innovative management.

## icn phd in progress in 2017

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

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

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

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

**Hicham Ismail FAWAZ, Lebanon** "The micro-finance", Francisc RELANO, PhD ICN.

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

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

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

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

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

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

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

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

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

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

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

**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, PhD ICN.

**Lijuan WANG, China** "Three Essays on China Faith-based Philanthropy", Hareesh MAVOORI & Gunter SCHUMACHER, PhD ICN.

**Mohamad YASSIN, Lebanon** "The New Information System that will reshape the economy", Silvester IVANAJ & Stéphanie THIERY DUBUISSON, PhD ICN.

## DOCTORAL THESES supervised by icn faculty and defended in 2017

**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.

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

**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.



## doctoral theses in progress supervised by icn faculty

**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

**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

**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).

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

**Carla VIDINHA, Portugal** "The role of social movements in institutional change and the reflexes of such change in organisations", Elisabeth PAULET & David WASIELESKI, Université de Lorraine.

**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", Sybille PERSSON & David WASIELESKI, Université de Lorraine.



## hdr\* obtained - icn faculty

**SCHULZ Klaus Peter**, "Sustainable innovation capability and development in work contexts: Concepts, methods, frameworks", Technische Universität Chemnitz.

Scientific Defense on July 10, 2017:

"Educating sustainable development – a multidisciplinary practice based approach of students' learning"

Pedagogical Defense on July 12, 2017:

"Diffusion and Implementation of organisational change"

### JURY COMPOSITION:

#### President :

- Ludwig GRAMLICH, Emeritus Professor of law at TU-Chemnitz and Affiliate Professor at Paris Nanterre
- Silke HÜSING, Professor of Taxation, TU-Chemnitz

#### Jury :

- Ariane BERTHOIN ANTAL, Professor WZB Berlin, Sociological Science Research Center, Affiliate Professor at AUDENCIA Nantes
- Stefan HÜSIG, Professor of Innovation, TU-Chemnitz
- Rainhart LANG, Professor of Organizationa, TU-Chemnitz

### Evaluators of the Enabling Committee of the Faculty of Economics and Business Administration of TU Chemnitz:

- Fritz HELMEDAG, Professeur of Economy
- Michael HINZ, Professeur, Dean of Faculty
- Peter GLUCHOWSKI, Professor of Information Technology
- Uwe GÖTZE, Accounting professor, Affiliate Professor at University of Babeş-Bolyai Romania
- Stefan KORTE, Professor of Law

\* habilitation à diriger des recherches / Eligibility to supervise doctoral research.

## doctoral theses defended - icn faculty

**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: lexicosemantics, 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 - 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.

**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.

## pedagogical development axis dipe

ICN Pedagogical Development axis DIPE 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 by exploring methods and approaches to meet new challenges, and proposing and incorporating necessary modifications to the current pedagogical model.



## icn Teaching workshops

**"ENGAGING STUDENTS WITH CLICKERS AND POLLING TECHNOLOGIES"** by **Jean-François STICH**, ICN BS Permanent Professor of Organisational Behaviour and Human Resources Dept., ICN BS, January 19<sup>th</sup>.

How can clickers and polling technologies engage students more both in seminars and lectures?

- Introduce clickers and polling technologies
- Understand how these technologies could be used both in seminars and lectures to engage students who would otherwise not participate much
- Discover several clickers and polling tools, their advantages, their disadvantages, and the contexts in which to use them
- Share usage experience both at ICN and at other institutions.

## "CORRESPONDENCE BETWEEN ICN COURSES, ICN TRACKS AND THE LANGUAGES CHOSEN BY THE STUDENT"

by **David CHAPMAN**, ICN BS Permanent Professor. Of Languages Department, Thursday February 16<sup>th</sup>.

How to strengthen our students' language skills in Management courses and make them operational in speaking a foreign language?

Relate linguistic objectives to:

- Diploma objectives,
- Academic objectives (e.g., EQUIS),
- Student and Department professional objectives,
- ICN strategic objectives.

**"ICN BUSINESS SCHOOL – TEXAS STATE UNIVERSITY: A DISTANCE EXPERIENCE OF COLLABORATIVE LEARNING BETWEEN 2 DIFFERENT LANGUAGE CLASSES, I.E. AN ENGLISH ONE AND A FRENCH ONE"** by **Malika KACED**, ICN BS Permanent Professor, Head of Department of Foreign Languages and Cultures, Thursday March 16<sup>th</sup>.

"How can students from different languages and cultures work together to construct their own knowledge of language and culture (French language for American students; English language for French ones)?"

- Tackle the different stages in the implementation of the device of Collaborative Learning.
- Analyze a few constraints and obstacles.

**"OPTIMISING ONE'S LINKEDIN PROFILE AND DEVELOPPING ONE'S PROFESSIONAL NETWORK"** by **Christophe STALLA-BOURDILLON**, ICN BS Permanent Professor, Business Environment Department, Artem, Wednesday May 17<sup>th</sup>.

How to control one's personal communication. Today LinkedIn is an effective tool to build up, develop and expand one's social network. It intends to create a trust-based relationship between professionals, students and companies and enables anyone to use its online resources to:

- Gather or share new ideas;
- Have job opportunities;
- Have access to expert communities present in LinkedIn;
- Undertake crowdsourcing (especially for companies), etc.
- Mainly used by human resources consulting firms and employers searching for excellent profiles, LinkedIn ensures job seekers better visibility from recruitment firms.

## icn business school CASE collection - CREATION and development of CASE studies cDEC axis

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).

### List of the cases published by ICN Faculty

**CLERC-GIRARD, M.-F., & DUCHAMP, D. (2017).** Shopedia "en mode séduction" pour réussir sa levée de fonds. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-EC-022.

**DAGORN, N. (2017).** Airbnb: de la start-up à la licorne. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-030.

**DAGORN, N. (2017).** Axa: l'assurance réinventée par la donnée. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-026.

**DAGORN, N. (2017).** Le CHR Metz-Thionville, vitrine de l'hôpital 2.0. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-I-031.

**DAGORN, N. (2017).** Le Clos Lamartine: une résidence pour séniors connectés!. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-I-029.

**DAGORN, N. (2017).** Smart: la petite voiture porteuse de grandes innovations? Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-032.

**D'EYRAMES, S., & BERTIN, C. (2017).** Faire le bon choix : une décision RH délicate pour France Pistons. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-027.

**D'EYRAMES, S., & BERTIN, C. (2017).** Making the right choice: Human Resource Decisions at France Pistons. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-027(GB).

**KRATZ, C. (2017).** Les Madeleines de Liverdun : Comment développer la marque tout en gardant ses valeurs patrimoniales ?.. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MA-023.

**REBIERE, P. (2017).** Siemens : comment développer une nouvelle vision pour les business units ?. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-024.

**STALLA-BOURDILLON, C., & BERTIN, C. (2017).** Ugie Salmon & Jambon de Bayonne : Il n'y a pas de "fumé" sans feu !. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-025.

**STALLA-BOURDILLON, C., & BERTIN, C. (2017).** Ugie Salmon & Jambon de Bayonne: there is no smoke without fire!. Centrale des Cas et des Médias Pédagogiques (CCMP), ICN-MG-025(GB).



**nuno guimarães da costa**, who has a doctorate in applied psychology and organisational psychology, has been appointed dean for faculty and research of the icn business school since 1<sup>st</sup> january 2017.

Nuno GUIMARÃES DA COSTA joined ICN in September 2012 as an associate professor. He was also named Director of the ICN MSc in International Management – MIEIX. He has a PhD in organisational psychology, a MBA and a Master in Management from Nova University in Lisbon (Portugal). He held a number of management positions in Portuguese and international companies before becoming a professor in 2004. His research interests are institutionalism, sustainable development, management in emerging economy, ethics in business, liminality and identity. Nuno GUIMARÃES DA COSTA is now interested in change process for the sustainable development of societies.



**john r. mcintyre** was appointed honorary member of the icn faculty.

Georgia Tech CIBER was awarded honorary member of the ICN faculty following a conference conducted by John R. MCINTYRE during the ICN Faculty Day of 9<sup>th</sup> February 2017 on the ICN Metz campus. The theme of the conference was: "International business as a key research question for management scholars in the US: challenges and impact?". The honor was presented by Nuno GUIMARÃES DA COSTA, the Dean for Faculty and Research, on behalf of all the teaching staff.



**EDINA EBERHARDT-TOH** WAS ONE OF THE SPEAKERS AT THE ROUND TABLE OF THE LORRAINE UNIVERSITY DURING THE BRUNCH ECOLOGY AND TECHNOLOGY CHALLENGE IN MARCH 2017, NANCY.

For the 6<sup>th</sup> Edition of the Ecology and Technology Challenge, the brunch was the occasion to present technical, pedagogical and behavioural innovations, allowing sustainable development to become reality.

Edina EBERHARDT's speech highlighted the importance of ensuring that research in management sciences was useful for companies particularly in their approach towards a socially responsible governance and finance.

ICN Business School was the partner of the Conference " **big DATA ET SANTÉ, MÉDECINE NUMÉRIQUE, MÉDECINE DE DEMAIN : l'exemple de la NENOBASE** " in Nancy on 12<sup>th</sup> May 2017.



THE CASE ENTITLED " **shiseido : VERS UNE STRATÉGIE DE REBOND !** " AND WRITTEN BY **philippe REBIERE**, A PROFESSOR OF THE STRATEGY AND ENTREPRENEURSHIP DEPARTMENT, WAS AWARDED the CCMP Top Case Prize 2017 in the general management/strategy category. The CCMP Top Case Prize (Centrale des cas et médias pédagogiques) rewards every year the "Bestsellers" Francophone cases particularly popular among the business schools in various categories.



Prix Top Cas CCMP



April 2017 – THE LAST book by christian bourion, professor AT THE icn business school, ENTITLED " **le BORE-OUT SYNDROME : quand l'ennui au travail rend fou** ", RECEIVED THE **fnege** label in the essay category by the jury in charge of the book labelling in management and published in 2016.

The books evaluation is the result of a process combining 3 written assessments (two from members appointed by the academic associations and one from a member of the labelling College) and the discussions of the jury gathered in committee.



on wednesday 8<sup>th</sup> MARCH, **agnès cekarrelli**, ASSOCIATE PROFESSOR AND DIRECTOR OF THE icn EXECUTIVE MBA, WAS AWARDED THE icn FUNDATION PEDAGOGICAL INNOVATION PRIZE 2016 FOR HER PROJECT " **COURS EN ligne de COMMUNICATION ET SAVOIR-ÊTRE** ".

It is not only an online course, but an innovative, active and interactive pedagogy!

It is a tailor-made course where the student – be he/she in initial or vocational training, junior or senior-selects, according to his/her needs or desires, the knowledge in the various chapters (feed-back, meeting conduct, recruitment interview...) from everywhere as only an Internet connection is required. The course is far different from a book and promotes action through real exercises, tests, video, etc.) and interaction.

THE **loria** ORGANISED A WORKSHOP ABOUT THE SAFETY OF THE PROCESSING OF HEALTH RELATED DATA ON 5<sup>th</sup> MAY 2017. Didier FASS, associate professor at ICN Business School, intervened on: " Models and softwares security for medical devices "





**SEPTEMBER 2017. launch of a series of meetings with exceptional women on the ARTEM campus.** The meetings were opened to students, the staff of the 3 Artem schools, the members of the EST'elles Executive and the general public. Those meetings were interactive with the public, in French or English (fishbowl conversation).

3 ICN professors were in charge of and authors of these events: Krista FINSTAD-MILLION, in coordination with Christine MORIN-ESTÈVES, Head of the Sustainable Development at ICN and Virginie ALLARD, Head of the ICN Associate Life.

**the icn open archives portal hal opened on Thursday 18<sup>th</sup> May 2017 during the RESEARCH AXIS seminar.**

The project, supported by the ICN endowment fund, was launched in December 2016 under the leadership of the Deputy Director of Research, Sybille Persson, in order to value ICN intellectual contributions and research. The ICN HAL portal currently includes all the bibliographical references of the contributions published since 2012, i.e. more than 600 references freely accessible. Thanks to HAL, the ICN research – based on a very dense territorial and disciplinary network – is better valued for the business world and more visible within the national and international scientific community.



**Stéphanie THIERY DUBUISSON appointed new head of the icn phd program**

Stéphanie THIERY DUBUISSON, who has a doctorate in management sciences, was appointed Head of the ICN PhD Programme on 1<sup>st</sup> November 2017. Habilitated to supervise research (HDR in French) in management sciences, she joined the ICN Business School in 2010 where she is in charge of the specialisation in audit. Her teaching and research interests are audit, governance, internal control and frauds, management control and international accounting standards.



**icn, PARTNER OF THE 2<sup>nd</sup> INTERNATIONAL CONGRESS FOR THE COUÉ METHOD, 9, 10 & 11 NOVEMBER 2017**

A congress to discover, rehabilitate and use the Coué method, a method recognised in neurosciences. 3 ICN professors intervened during the congress:

**Sybille PERSSON**, Deputy Director of Research at the ICN Business School: "Is Coué the modern coach for managers? – The struggle between the positive and the negative from a philosophical perspective but especially from an interdisciplinary approach in the interest of the management."

**Krista FINSTAD-MILION**, professor at the ICN Business School and President of the EST'elles Executive association, the first business women's network in the Grand Est region: "Are women more positive than men or do they need to be more positive?"

**Jean-Pierre HENRY** – affiliated professor at the ICN Business School, President of the ICN professional coach association ICN, navigator on Mirage 2000 and Operations Chief at the Mirage 2000D Aircrew Training Facility: "Emile Coué, a coach and a mental coach – Emile Coué as the first coach of the last century and how his approach can be found in today's techniques. How does a fighter pilot upgrade his/her mental state before a flight? The presentation replaces the funding elements of the Coué method in the current context of mental training and anticipates the evolution to come."

**christine KRATZ and jacky KOEHL AWARD-WINNERS OF THE NACRA BEST CASE PRIZE IN THE CATEGORY OF DRAFTED IN FRENCH CASE.**



The American Association of Research on Educational Cases, i.e the NACRA, awarded the Best Case Prize in the category of drafted in French case to "Moustache Bikes : pédaler moins pour aller plus vite" co-written by Christine KRATZ, Director of the ICN Programmes and Jacky KOEHL, associate professor of the Finance, audit, control and accounting Department.

The NACRA is an association with a lot of researchers, case writers and professors from different countries, all in the field of management. The conference took place in Chicago from 18<sup>th</sup> to 21<sup>st</sup> October 2017 where were also several other French business schools.

**ROUND TABLE: MEN-WOMEN, TOGETHER FOR MORE EQUALITY WITHIN COMPANIES ON 27<sup>th</sup> NOVEMBER 2017.**

The round table was conducted by Christine MORIN-ESTÈVES, Head of the sustainable development at the ICN Business School. Both Guy DELOFFRE, associate professor at the ICN Business School and Director of the ICN MSc in international business development, and Krista FINSTAD-MILION, associate professor at the ICN Business School and Gender Equality Advisor at the Conférence des grandes écoles, participated in the round table.



**on the initiative of THREE RESEARCHERS (MATTHEW HAWKINS, MARIANNA MARINO, PIERPAOLO PARROTTA), CREATION OF TWO SPACES FOR SHARING EXPERIENCES AND SUPPORT BETWEEN RESEARCHERS :**

**Agile Scholar Team:** The Agile Team is a project management process based on the principles of Agile Management. The basic idea is: the team meets each day at 12:15pm to state three things: (1) What did we do yesterday to advance a project, (2) What will we do today to advance a project, and (3) What is standing in our way in achieving our goal for the day. Agile Management is different than tradition project management as it embraces dynamic goals and prioritizes sharing information. Each member personally selects their goals to achieve over a two-week period. At the end of the two-week period we discuss why we didn't achieve any goals and explore ways to reduce the barriers in our way. The project improves personal efficiency since each team member publically states what they will do each day and our goals are displayed in a public area. Additionally, ICN values team-spirit and the Agile Team provides a regular opportunity to share our knowledge and to offer others support.

**Brown bag seminars:** The Brown Bag Seminar (BBS) is a regularly schedule, informal research presentation. This faculty-led event offers researchers an opportunity to share work-in-progress. In practice, attendees eat their lunch while listening to a colleague present their research. The event is highly valuable for early stage research as attendees are encouraged to ask questions and offer advice on moving forward.



# CREACTIVE business school

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