ICN Faculty Intellectual Contributions

YEARBOOK 2019
<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research activities, organization &amp; news</td>
</tr>
<tr>
<td>2</td>
<td>Research output</td>
</tr>
<tr>
<td>3</td>
<td>Articles published in peer-reviewed journals</td>
</tr>
<tr>
<td>4</td>
<td>Books, books chapters and case studies</td>
</tr>
<tr>
<td>5</td>
<td>Communications in conference and presentations</td>
</tr>
<tr>
<td>6</td>
<td>Research events</td>
</tr>
<tr>
<td>7</td>
<td>Professional articles &amp; conferences</td>
</tr>
<tr>
<td>8</td>
<td>Doctoral activities</td>
</tr>
<tr>
<td>9</td>
<td>Also en 2019</td>
</tr>
</tbody>
</table>
A year of transition if ever there was one, the year 2019 has been marked by an exceptional strategic deployment in several aspects of ICN research and intellectual contributions.

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

Secondly, a clear sense of identity is becoming evident in all ICN’s intellectual contributions. Research at ICN aims to be:
- creative in the Artem dynamic: Dysfunction Day conference,
- responsible, following the example of the UNESCO Chair,
- impactful with a triple orientation: towards researchers, teachers and professionals.

Thirdly, a reinforced valorization of the intellectual contributions, through several vectors of regular dissemination:
- a specific research section within the ICN Newsletter for internal communication,
- a research letter, IRENA, with an ambitious outreach to a large public,
- a privileged interdisciplinary orientation with the journal RIPCO.

Many thanks to all ICN teachers-researchers who, in addition to their expanding number of publications, are increasingly concerned about three challenges: why writing? With whom to associate? And with which journal to publish? These challenges are in line with the policy of CEREFICE, our main partner laboratory with its priority axes, they also require the implementation of doctoral research following the example of the PhD ICN and of new HDR (eligibility to supervise doctoral research) among the Faculty...

...while waiting for Wolfram BERGER, the new Academic and Research Director.

Sybille PERSSSON  
Deputy Director of Research  
ICN Business School
Research Management Committee

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

UNESCO Chair

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

Research Advisory Board

The Research Advisory Board comprised of 10 national and international academics that advise the Research Management Committee develop, promote and evaluate its research policy. Six members of the board are from EQUIS/AACSB/AMBA accredited schools:

- Philippe MAIRESSE, Audencia (EQUIS/AACSB)
- Philip KITCHEN, University of Salford (EPAS, AMBA),
- Corinne GENDRON, UQAM ESG (AMBA),
- Donald HUISINGH – University of Tennessee (AACSB),
- Paul SHRIVASTAVA – Pennsylvania State (AACSB),
- David WASIELESKI – Duquesne University (AACSB).

The Board membership was opened in 2018 to corporate or public research & development executives:

- Gijs DEKKERS (Belgian Federal Planning Bureau),
- Sanvi AVOUYI-DOVI (Senior Advisor Banque de France),
- Stéphane HAMAYON (Harvest),
- Luc ARRONDEL (CNRS),
- Alain MINCZELES (Natixis).

The main objective of the research Advisory Board is to assist and advise the School in its effort to secure corporate and institutional funding for research.

Dysfunction Day

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

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

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

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

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

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

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

ICN PhD Program

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

RIPCO

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

Since July 2018, Silvester IVANAJ has been appointed chief editor of the review and the new editorial team has set its objective to reach a high scientific level aiming at a classification in the CNRS list. It continues to publish research in the field of organisational behaviour whatever the approach and particularly encourages pluri-, multi- and transdisciplinary research. In December 2019, RIPCO organized a research day in collaboration with ICN which was held in the premises of Paris la Défense (more details in the research events part).
Intellectual contributions at ICN Business School are shaped by a faculty commitment for the creation of more pragmatic and compassionate, self-reflexive and greener avenues. In this way, they can become more engaged scholars and reflexive practitioners within their work of theory builders.

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

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

Given their specific areas of expertise, and in accordance with the Artem orientation of the School, some faculty members belong to three other University of Lorraine laboratories: the BETA (‘Bureau d’Économie Théorique et Appliquée) and the LORIA (Laboratoire Lorrain de Recherche en Informatique et ses Applications) and LGIPM (‘Laboratoire de Génie Industriel, de Production et de Maintenance’).
In 2019 the ICN Faculty recruited 3 new permanent professors and 1 new affiliated research professor. They are all holders of a PhD and 3 of them are of foreign nationality.

**NEW PERMANENT PROFESSORS**

**MARIA PETRESCU - ROMANIAN**

Maria PETRESCU holds a PhD in Business Administration, Marketing from Florida Atlantic University, College of Business, Boca Raton (USA). She joined the Marketing Department in September 2019. Her research focuses on digital marketing, international marketing, marketing analysis and research methods. She is co-editor of the Journal of Marketing Analytics and a member of the editorial board of Young Consumers. She is also a member of professional associations such as the American Marketing Association, the Academy of Marketing Science, the Marketing Science Institute and the Marketing Science Institute.

**GIUSEPPE CATENAZZO - ITALIAN**

He holds a PhD in Management from the University of Geneva (Switzerland). He previously studied in Italy, France, and the United Kingdom. He is a Certified Management and Business Educator, a Certified Member of the Market Research Society, and a Fellow of the Chartered Institute of Marketing in the UK; he also holds a Professional Researcher Certification from the Insights Association in the USA. He joined the Marketing Department in June 2019. His research on product defects, quality perceptions, consumers’ complaining behaviour and service recovery has been published recently in Production Planning & Control and Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior. He is also the author of a book in French entitled "La gestion des services".

**REGIS MARTINEAU - FRENCH**

Régis MARTINEAU hold a PhD at the IAE of Tours and his HDR at the IAE of Poitiers. He joined the Finance, Audit, Accounting, Control Department in September 2019. His research, published notably in M@n@gement, Revue Française de Gestion, Système d’Information et Management, and Sustainability Accounting Management and Policy Journal, focuses on management tools, from a semiotic and critical perspective; as well as on pedagogical innovations in management schools.

**NEW RESEARCH AFFILIATE PROFESSOR**

**WENDELIN KUEPERS - GERMAN**

Wendelin KUEPERS hold a PhD at Witten / Herdecke University (Germany) and a post-doctoral studies at St. Gallen University (Switzerland). He has been affiliated with several universities in Europe and New Zealand. He joins the Human Resources and Organizational Behavior department in September 2019. His research focuses on design, integrating artistic and aesthetic dimensions as well as concrete common sense into leadership and theoretical and practical organization. He has published widely in scientific journals and also published, with Routledge, a series of books on «The Practical Wisdom in Leadership and Organization.»
2019 in figures

50 articles in peer-reviewed journals
including 44 in ranked journals

Over a three-year period, this represents an average increase of more than 30%

There were also a significant number of CNRS « étoiles »:

79 « étoiles » published by our permanent professors and 11 by our affiliate research professors

This represents a total of 90 CNRS « étoiles » published in ICN’s name in 2019 compared to 52 in 2018

ICN’s progress was most apparent in terms of quality, i.e. articles that featured in first- and second-highest ranked journals. In 2019, 40% of articles met these criteria, compared to fewer than 30% in 2018. This outstanding progress must be sustained in order to meet the standards of excellence.

Alongside this success, more members of our teaching staff have been making appearances in the media and in the world of business: a 20% increase compared to 2018. There has also been a significant increase in research dissemination, with ten articles featured on The Conversation.

And we are upholding our SD/CSR commitments with over 40% of intellectual contributions on a development and/or CSR theme.


PERSSON, S., « De l’importance du négatif pour un coaching en conscience à la lueur des travaux de François Jullien », Revue Européenne du Coaching, online October 2019. https://hal.archives-ouvertes.fr/hal-02354342


SAINT-DIZIER DE ALMEIDA, V., F.ILARDO, I.SERRE, O.CACHARD, G. DELOFFRE, « Un cadre interprétatif pour enrichir la réflexivité : le cas d’une formation à la médiation civile et commerciale », Activités, October 2019, vol. 16, no. 2. https://hal.archives-ouvertes.fr/hal-02335373

SCHULTZ, D., G. KERR, P. KITCHEN, « Replication and George the Galapagos tortoise », Journal of Marketing Communications, online September 2019. https://hal.archives-ouvertes.fr/hal-02354542


STEKELORUM, R., I. LAGUIR, J. ELBAZ, « Cooperation with international NGOs and supplier assessment: investigating the multiple mediating role of CSR activities in SMEs », Industrial Marketing Management, online April 2019. https://hal.archives-ouvertes.fr/hal-02405150


**Book and book chapters**


https://www.puf.com/content/Manuel_dintelligence_%C3%A9conomique_0


**Case studies**


https://www.ccmp.fr/collection-ccmp/cas-biscuiterie-de-mr-laurent

https://www.ccmp.fr/collection-ccmp/cas-biscuits-of-mrlaurent

https://www.ccmp.fr/collection-icn-business-school/cas-airbus

https://www.ccmp.fr/collection-ccmp/cas-club

https://www.ccmp.fr/collection-ccmp/cas-teva

https://www.thecasecentre.org/main/products/view?id=162978
Communications in conference

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

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

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


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

BRAUN O., CECCARELLI A., FIORI-KHAYAT, C. MORIN-ESTEVES C., GENDRON C., «Private companies and non-profit; organizations: practices, actions and expectations» dans The 8th International Conference on Social Responsibility, Ethics and Sustainable Business, 2019, BRAGA.


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


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


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

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

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

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

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


JACOB LEAL S., «High-Frequency Trading: Does Latency Floor Matter?» in the 24th Workshop of Economics with Heterogeneous Interacting Agents (WEHIA), June 2019, United Kingdom.


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

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

Communications in Conference and Presentations

Communications in Conference


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


PERSSON, S., « De l’importance du négatif pour un coaching en conscience à la lueur des travaux de François Jullien » dans Journée RIPCO Tendances émergentes en comportement organisationnel, 2019, Paris, France


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

Proceedings


Presentation in Research Seminars


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


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


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


SORIO R., B. SIADOU-MARTIN, P. AURIER, «Impact of the centralisation of the attribute on the categorisation and the preferences : le cas du vin allégé en alcool », July 2019, CEREFIGE, Université de Lorraine, France.

The new editorial team of RIPCO organized in collaboration with ICN a research day in the premise of ICN Paris La Défense on December 3, 2019. The theme of the RIPCO research day was «Emerging trends in the field of organizational behavior». During the conference, 30 contributions relative to the field of neurosciences and organisational behaviour, humanistic management or emotional and artificial intelligence have been presented. 60 participants including researchers from Belgium, Cameroon, the United States, France and Tunisia, as well as prestigious guests such as Maurice THEVENET, FNEGE delegate, contributed to enriching the academic debate during the sessions. The presented papers will be published in a special issue of the review in 2020. This research day was also be the opportunity to celebrate the 25th anniversary of RIPCO through a ceremony to reward the best articles of the journal. The day received positive feedback and will be repeated in 2020.

ARTEM OCC Workshop

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

This workshop was an opportunity to celebrate the 25th anniversary of RIPCO through a ceremony to reward the best articles of the journal. Dysfunction is a free and open-ended artistic and academic journal, whose contents are at the crossroads of art and research in the humanities. Each year the editorial team (Natalia BOBA-DILLA, Antoine LEFEVRE, Philippe MAIRESSSE) organizes an international forum entitled «Dysfunction Day», initiated by and under the coordination of Philippe MAIRESSSE, one of whose hats is that of an affiliated research professor at ICN. The previous edition was held in Audencia, Nantes, in December 2018.

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

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

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

The ICN research teachers, some research affiliates and the Franco-German Artem OCC 2020 team met on Thursday 28 March on the Artem campus for the Research Day on the theme «Being seen to be read». The professors discussed the digital identity of the researcher who questions 3 main aspects of research: scientific visibility, e-reputation and the impact of research.

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

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

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

Methodology Workshops

June 26, 2019 Simultaneous Mediation, Moderation, and Mediated-Moderation by Hareesh MAVOORI
June 24 - 25, 2019 Quantitative Management Research using Structural Equation Modelling by Hareesh MAVOORI
April 1 – 2, 2019 Qualitative Research Methods by Hareesh MAVOORI
March 25, 2019 Computer Assisted Qualitative Data Analysis by Hareesh MAVOORI
March 11, 2019 Demystifying Management Analytics by Hareesh MAVOORI

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


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


LEGRAS R. - « Directeur de Business Unit - Un entrepreneur, un futur métier qui devient un incontournable pour la connaissance client », Les nouveaux horizons de la Menage, 2019, Esch-sur-Alzette, Luxembourg.


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


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


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


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


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


MORIN-ESTEVES C., « La Cordée de la réussite Artem » dans Colloque Les 20 ans d’Artem, 2019, Nancy, France.


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

VERLAINE M., «Robust Valuation of CDOs» Smirnov Readings. 2019, St. Petersbourg, Russia.
The PhD program has been specifically designed to foster the human capital of our students and to support them throughout their journey, in order to help them become an ‘academic’. Our research initiatives develop knowledge that benefits both business and the broader society, locally and globally. This means that we have decided to accept diversity in research themes, methods or types of inquiry in order to reflect the plurality and complexity of business and societal problems. By enabling a strong relationship between the PhD student and his/her supervisor, based on trust and an open line of communication from both parties, we constantly challenge ourselves to adapt our research to the future. Our contributions are both in the theoretical domain, in order to create fundamental knowledge, and in the applied domains to address current issues. They will become part of the research strategy of our school and will guide ICN PhD graduates to be part of the academic arena.

ICN PhD program

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

ICN PhD theses in progress supervised by ICN faculty

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

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

Rajae BOUZERDA, France, «Improving Customer Services Delivery thanks to Big Data», Silvester IVANAJ.


Hicham Ismail FAWAZ, Lebanon, «The microfinance», Francsc RELANO.

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.

Wassim HAMEIH, Lebanon, «Impact of CSR on brand loyalty», Klaus PETER SHULZ.

Ulwick HOUSSOU, Benin, «Higher education and socio-economic development in the CAMES area: Entrepreneurial University, a new organizational model for university governance?», Klaus-Peter SHULZ & Mahamadou BIGA DIAMBEIDOU.

Hui JI, China, «Three Essays on consumers’ behavior of luxury market in China», Christophe RETHORE.


Hayian LIANG, China, «Three Essays on Management Accounting of Chinese Luxury Industry», Stéphanie THIERY-DUBUISSON.

Xiaohui LIU, China, «Three Essays on Online Shopping Behavior in China», Christophe RETHORE.

Huiven LU, China, «Three essays on Chinese millennials in luxury sector», Maxime KOROMYSLOV.

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

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

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.

Adam SEYMOUR, United States, «Apply the Open Innovation concept in healthcare Sector», Klaus Peter SCHULZ.

Qian SHEN, China, «Three Essays on luxury market consumption in China», Christophe RETHORE.

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

Marion TELLECHEA, France, «Study of determining factors of an internal audit report production», Stéphanie THIERY-DUBUISSON.

Anicet TCIBOZO, Belgium, «Digital and Analytics approach for handling the relationships between human behaviors and performance management in Organizations», Mahamadou BIGA et Placide POBA (UQAM).

Yuan WAN, China, «How chinese jewelry industry elevates its global status in the field of luxury branding management, international investment and finance innovation», Maxime KOROMYSLOV.

Lijuan WANG, China, «Three Essays on China Faith-based Philanthropy», Günter SCHUMACHER.

Doctoral theses in progress supervised by ICN faculty

Zakaria CHEKOUBI, France, Université de Lorraine, «Problème intégré de dimensionnement de lots et de tournées de véhicules avec remanufacturing des produits en fin de vie», Wardj TRABELSI & Nathalie SAUER, LGIPM.

Jonas TAREKEGNE, Germany, PhD Universit Stuttg, «Playfulness in innovation processes», Klaus-Peter SCHULZ.


Dorothée ROBINOT-AFAKIR, France, «Quels critères de durabilité pour apprécier la carrière des femmes cadres et dirigeantes ?», Sybille PERSSON, Université de Lorraine.


Rana ZANTOUT, Lebanon, «Organizational Energy and Performance: perspectives of a conceptual model and an empirical research», David WASIELESKI & Olga IVANOVA RUFFO, Université de Lorraine.
Silvester IVANAJ, professor in the Supply Chain and Information Systems Management Department, successfully defended in February 2019 at FNEGE his doctoral thesis in management sciences « Adoption du SIRH dans les organisations : tests méta-analytiques de modèles théoriques concurrents » at the University of Paris-Est Créteil (UPEC) under the jury presidency of Bertrand URIEN. This new PhD is in addition to his PhD in management sciences, geosciences and raw materials obtained at the Ecole Nationale Supérieure de Géologie in 1995.

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

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

An ICN professor awarded the ASLOG/AIRL-SCM thesis prize
Rebecca STEKELOURUM, professor in the Strategy and Entrepreneurship Department, has just received the thesis prize from the professional logistics association ASLOG in collaboration with AIRL-SCM (International Association for Research in Logistics and Supply Chain Management). Her thesis focuses on the social responsibility of SMEs in the supply chain. The objective of this research is to better understand the involvement of SMEs in social responsibility practices within their supply chain. Through 3 articles, she examines the following question: «How does the SME adopt CSR practices under pressure from customers and suppliers, and extend its CSR practices in its supply chain? » This thesis prize was awarded to her on June 20th, 2019 during the International Supply Chain Meeting.

ICN engaged in a new platform for the advancement of sustainable development science in collaboration with UNESCO
As part of its commitment to sustainable development and its privileged relationship with UNESCO, ICN Business School is involved in the creation of a new international platform for collaboration in sustainable development research, BRIDGES. Mahamadou BICA DIAMBEIDOU and Nuno GUIMARAES da COSTA participated in workshops organized in Paris, France and in Sigtuna, Sweden by UNESCO. Since December 2017, exploratory discussions have taken place between UNESCO, the International Council for Philosophy & Human Sciences (CIPSH), and various institutional and organizational partners internationally active in the sustainability domain concerning a proposal to establish a global coalition on sustainability science.

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

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

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

TEDx Rives de Moselle « Rebonds d’intelligence » lecture by Jean-Pierre HENRY (ICN affiliate professor, President of the STAN Institute, Mirage 2000D navigator).
Will humans have to confront robots or will we evolve with them?
First edition of the «Living Book Library on the Artem campus»
On March 25th 2019, the first Living Book Library took place on the Artem campus as part of the 12th edition of «Equality, Fraternity, Act», CDS54 meetings to fight against discrimination. This initiative was made possible thanks to the co-design piloted by the Departmental Council 54 with partner associations and organisations, in particular ICN. Krista FINSTAD-MILION coordinated the communication and implementation of the ARTEM event. There were 61 students and ICN staff members who took part in conversations with members of 10 associations, supervised by 9 living book librarians. The positive impact of the event is confirmed by the cards that readers filled in after each testimonial/live book exchange. Many stressed that they had appreciated the reading, especially as it enabled them to change their way of looking at disabilities, welfare beneficiaries, addictions, illiteracy. They also were impressed by the resilience, courage, and perseverance of the living books who shared their stories. It was also noted that there was a real source of learning on the different subjects. No reading cards were returned with negative comments and 100% of the readers would agree to repeat the experience.

Emerald Outstanding Reviewer Award
Rebecca STEKELORUM received an Emerald Outstanding Reviewer Award for the International Journal of Physical Distribution & Logistics Management. Nicolas HUCK received an Elsevier Outstanding Reviewer Award for the European Journal of Operational Research.
This award, presented by the publishing house, recognizes the best international contributions in the review process of scientific articles.

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

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

Award at the EURAM 2019 conference
The EURAM (European Academy of Management) conference was held in Lisbon from 26 to 28 June on the theme «Exploring the Future of Management: Facts, Fashion and Fado». Antonio ABRANTES’ article entitled «We don’t like it, but we have to do it right: how temporal personality and improvised adaptation within a team can promote team performance» received the Team Performance Management Track Best Paper Award.
ICN key figures

- 3,000 students with more than 36% foreign students
- 15,000 alumni
- 119 partner universities worldwide
- 44 student associations
- 30 years of soft skills
- 150 partner companies
- 30,000 hours of continuing education
- 31 visiting professors
- 74 permanent professors and 22 affiliate professors
- 89% of the faculty members hold a PhD and 52% are international
- 330 business professionals teaching
- 15 databases including Bloomberg, EBSCO, and ABI