

# ICN

# CREACTIVE

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# FACULTY INTELLECTUAL CONTRIBUTIONS

# YEARBOOK 2021-2022

# FACULTY & RESEARCH



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## Editorial



The year 2021/2022 was a successful year for research and confirmed once again the breadth and depth of research at the school. ICN researchers are creating impact. They shape academic debates, work with our partners on feasible innovation projects, contribute to the sustainable transformation of society and, last but not least, share their expertise with our students.

The CNRS ranking is usually used to measure the impact of our academic research: the publications of 2021 / 2022 correspond to 99/100 CNRS stars - an excellent value given the difficult context and a proof of the continuation of the positive research trend. The high academic quality of the publications is particularly remarkable. Nearly 43% of publications appeared in journals in the top two quality categories of the CNRS and ABS rankings. In addition, almost 35% of the publications were related to corporate social responsibility and sustainable development and thus contributed to the further development of this priority area.

The second essential element of our research is collaboration and co-creation of research for the direct benefit of our partners. As an example, let us mention three externally funded research projects, through which ICN creates a direct benefit and positive impact for the respective project partners. Firstly, a project on technostress management has been launched as part of a European consortium. In 2021/2022, the Centre for Entrepreneurship and Digital Transformation, supported by the Grand Est region, was also launched as an innovation hub for companies. Finally, researchers from the school have started to work with the Region to develop the capacity for responsible innovation of public service managers.

However, ICN does not only feel obliged to address the business sector or the academic community with its research. Interaction with society at large, supporting the change of society towards more sustainability, is an integral part of the school's mission. In 2021/2022, the TRANS-GENERATIVES 2030, a series of open events based on the interaction between researchers from different disciplines, artists and society, was an example of this willingness of the school and its regional roots.

The TRANS-GENERATIVES 2030 initiative, launched by the UNESCO ICN Chair and the CEREFIGE (Centre Européen de Recherche en Economie Financière et en Gestion des Entreprises)-University of Lorraine, aimed to build a regional, national and international network of sustainable practices, research and education that introduce the imaginary, symbolic and aesthetic dimensions into functional rationalities, with a view to nurturing and influencing decision-making processes for sustainable transformations.

I wish everyone a good read.

Wolfram BERGER  
Associate Dean for Research

# New professors



## FINANCE, AUDITING, ACCOUNTING AND CONTROL

**Hakim BEN OTHMAN** is professor of accounting for more than twenty years. His activities are centered on Fintech, financial reporting and IFRS, corporate governance and corporate social reporting. He has a professional experience as a consultant within Big auditing firms (Deloitte and KPMG). He served as the manager of the Accounting training program ACCA at KPMG. He is a Trainer and Coach accredited by the International Teaching Training Coaching Council (ITTCC).



**Patrick de PELSMACKER** joined the ICN Faculty as a research affiliate professor in September 2021. He is full professor of marketing for more than 30 years at the University of Antwerp in Belgium. His research focuses on sustainable consumer behaviour, advertising effectiveness, new media and advertising wformats, online consumer behaviour and cross-cultural marketing communications.



## HUMAN RESSOURCES MANAGEMENT AND ORGANISATIONAL BEHAVIOUR

**Nicolas RAINERI** obtained his PHD at Laval University (Canada) and pursued a post-doctorate at the Catholic University of Louvain (Belgium). He is associate editor of the journal Business Ethics, the Environment & Responsibility. His research focuses mainly on the micro-foundations of corporate social responsibility (or micro-CSR). He is also interested in the organizational behavior of people with disabilities, as well as issues of health, well-being and meaning at work.



Assistant professor at ICN since September 2022, **Axelle LUTZ** has led European projects between France and Germany. She was coordinator of cross-border projects funded by the European program Interreg. Her research focuses on the management of international human resources, skills management (particularly intercultural), career management, cross-border issues, employability.



## MARKETING

**Karim ERRAJAA** joined ICN in June 2022 since when he runs the Customer Experience, Retail Space Design and New Distribution Modules at ICN Business School. His research areas and work focus on sensory and experiential marketing, retail, consumer behavior in shops and educational innovation. His research work is part of partnership research and is conducted in collaboration with industry. He is the author of scientific articles published in scientific journals, national and international conferences, a book, press articles, book chapters and pedagogical case studies.



Before committing to academic research, **Oksana KANTARUK** had previous experience in marketing management (B2B) and in marketing consulting, and more specifically in the field of marketing studies (client satisfaction, sustainable consumer practices, organizational performance). Main research areas are collaborative innovation within exporting SMEs, exporter-importer relationships, SMEs export performance.



## MARKETING

**Krishanu RAKSHIT** joined ICN in July 2022. He has taught for over 10 years at the Indian Institute of Management (Calcutta). His current research interests include consumer culture and dimensions of consumption, analysis of consumer behavior, transformative consumer practices, and exploration of consumer online identity.



**Tristan ROGER** joined the ICN faculty as an affiliated research professor in September 2021. He has been a lecturer at the University of Paris-Dauphine since 2014 and obtained his Habilitation to direct research in 2019. His research topics are behavioral, experimental, and corporate finance, sustainable individual investment and number perception.



## STRATEGY AND ENTREPRENEURSHIP

**Lars GROEGER** has been a faculty member at the Macquarie Graduate School of Management (Sydney) since 2010 and for the past two years has been Professor of Innovation Management and Entrepreneurship at Potsdam University. He is also an affiliated professor at the RWTH (Aix-la-Chapelle) and a coach at the HPI School of Design Thinking (Potsdam). Its research themes are design thinking, entrepreneurship education, digitalization of agriculture



## SUPPLY CHAIN MANAGEMENT AND INFORMATION SYSTEMS

**Ransome BAWACK** joined the ICN faculty as an assistant professor in September 2021. He holds a doctorate in information systems from Toulouse 1 Capitole University. His research focuses on the applications of artificial intelligence and data science to e-commerce contexts.



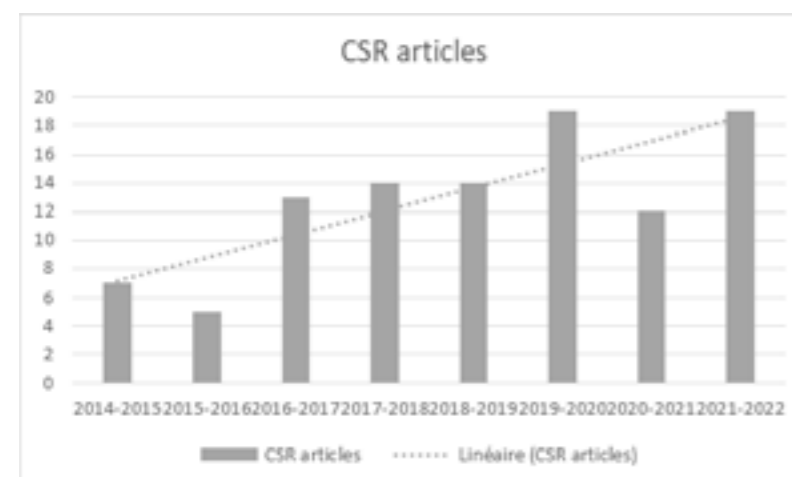
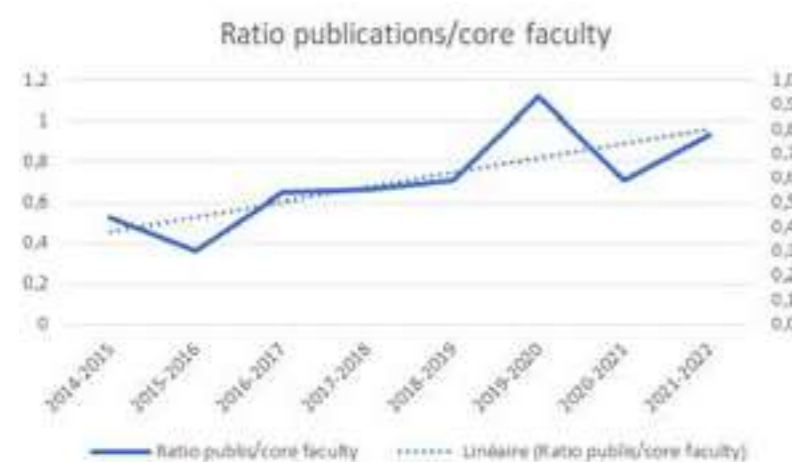
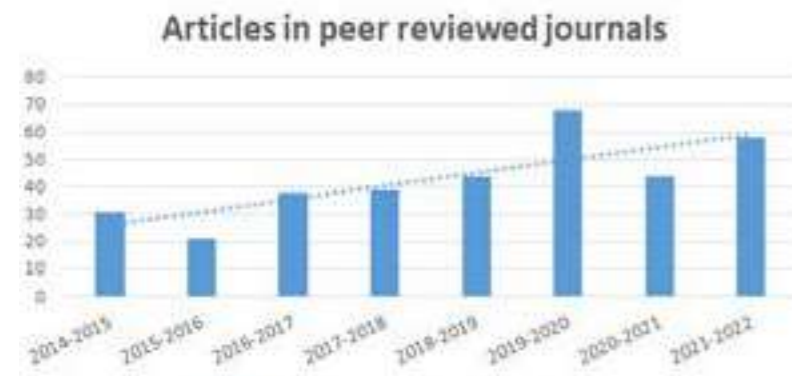
**Hannes ROTHE** is an associate professor for digital transformation and information systems at ICN Business School since September, 2021. He received his doctoral degree from Freie Universität Berlin in 2015. He is a co-founder and member of the Digital Entrepreneurship Hub in Berlin. Throughout his research, he seeks to understand the process and mechanisms behind digital transformation.



**Parisa DOLATI NEGHABADI** received her Ph.D. degree in Industrial Engineering from the Grenoble Alpes University (2018). She worked at Capgemini Engineering for three years, firstly as a Research Project Manager and then as a Research & Innovation projects coordinator. Her research interests are in the field of logistics and supply network design and optimization, city logistics and ride sharing, with a look on sustainability and digitization.

# Research Outputs

## 2021/2022 IN FIGURES



In 2021/2022, the number and quality of publications are on a stable upward trend: 56 articles in international journals, 98 CNRS stars / 113 CNRS + ABS stars for 70 researchers.

The CNRS and ABS (Chartered Association of Business Schools, UK) lists are internationally recognized lists of scientific journals; the journals on these lists are recognized as leaders by the international scientific community. These lists have 4 quality categories. 43% of scientific publications are in the two highest categories of the ABS and CNRS lists, which confirms the quality of the research and the school's ability to participate in international debates.

1/3 of the publications (34%) are in the field of SD/ESR and have enabled the advancement of knowledge in the field of SD/ESR, one of the school's core research areas.

Over the last 2 years, participation in and management of several large externally funded projects (e.g., EU (Erasmus+) or Region Grand Est funding).

Creation of the Centre for Digital Transformation and Entrepreneurship for collaborative research with and for companies in the region with the financial support of the region.

Creation of an infrastructure to promote corporate research chairs that do research with and for companies and soon a first corporate chair exclusive to ICN on digital transformation.

## ARTICLES IN PEER REVIEWED JOURNALS

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- Kreutzer, F., & **Berger, W.** (2022). Does offshoring boost productivity? A comparison of SMEs and large firms for Germany. *Economics and Business Letters*, 11(2), 46-52. <https://doi.org/10.17811/ebl.11.2.2022.46-52>
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- Mesly, O., Mavoori, H., & Huck, N.** (2022). The Role of Financial Spinning, Learning, and Predation in Market Failure. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-021-00862-2>
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## COMMUNICATION PROCEEDINGS

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Thyroff, A., **Hawkins, M. A.**, & Akdevelioglu, D. (2021, July 12). Thinking Big about Going Small: Conceptualizing Technology Miniaturization Consumption. *46<sup>th</sup> Annual Macromarketing Conference Proceedings: Macromarketing Putting the Local into Global*, Auckland (New Zealand), Cardiff (Wales) and Denver (USA, Colorado).

## COMMUNICATIONS IN ACADEMIC CONFERENCES

Bavent, A., & **Paulet, E.** (2022, juin). Can ESG disclosure Impact Consumers' Choice and Favor Financial Performance for Firms? *The Global Interdisciplinary Green Cities*, Lucerne (Switzerland).

**Benetti, C.**, Boughanmi, A., & **Nigam, N.** (2022). Sustainable Finance : Opportunities and Challenges for Development Banks. *ARTEMOC – 4<sup>th</sup> edition*, Artem organizational creativity & sustainability International conference, Nancy (France).

**Benetti, C.**, **Thiery, S.**, & Lhuillery, S. (2022). Gender, position, and earnings management. *Research Seminar in Accounting - NEOMA business school*, Online, France.

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**Berthod, O.**, & **Abrantes, A.** (2022). A sensemaking perspective on team improvised adaptation: The improvisational arc. *EURAM*

Conference, Winterthur/Zurich (Switzerland).

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# Networking and collaboration opportunities

During this year ICN faculty created new opportunities for professors to learn more about other researchers' areas expertise and collaborate to common projects.

## ICN RESEARCH COFFEES, A NEW SPACE FOR SHARING IDEAS AND

In order to support ICN faculty in their research activities, the School has introduced a new space to share ideas and projects: Research Coffees.

Research Coffees are an opportunity for ICN faculty to meet regularly to learn more about each other's research areas and expertise, our current work in progress, calls for projects and/or any ideas they wish to share and discuss with their colleagues.

Research Coffees are structured around two or three presentations of about 5 minutes each, during which researchers have the opportunity to:

- ▶ present a specific research topic they are exploring
- ▶ present a specific theory or ask for help with a theory
- ▶ present a specific methodology or ask for help with a method
- ▶ call on interested colleagues to join forces for calls for projects
- ▶ communicate about a specific event, conference, call for proposals, etc.



The Research Coffees take place on the Artem Nancy campus and are also broadcasted via Zoom, so they are open to all ICN researchers and PhD students.

In 2021/2022, the Research Coffees were facilitated by **Régis MARTINEAU** and **Olivier BERTHOD**

## WORKSHOPS & SHORT CONFERENCES (ICN/CEREFIGE)

November 2021



**Patrick DE PELSMACKER**, full professor of marketing for more than 30 years at the University of Antwerp (Belgium) and new affiliated professor at ICN BS, led a workshop on publication strategies: How to interpret the quality and 'rank' of academic journals? What distinguishes an ordinary journal from a "top" journal? etc.



**Bjorn Erik MØRK**, Professor of Innovation, Research Centre Leader for the Centre for Healthcare Management, and Programme Director for Healthcare Management at BI Norwegian Business School, explored why crossdisciplinary collaboration and innovation can be challenging even in settings particularly well-suited for boundary work, learning and innovation. He also shared some of his experiences from getting funding for and conducting several large research projects in healthcare.

January 2022



**Etienne MINVIELLE**, CNRS Research Director, Professor at the Ecole Polytechnique and a physician attached to Gustave Roussy, spoke about the management of the patient care process and the complex issue of managing singularity on a large scale. Through the story of his career and his research, he addressed the topic of transdisciplinarity in research, the conditions that facilitate it, but also the difficulties that it involves.

May 2022



**Jean-Claude DUNYACH**, award-winning science fiction author, spoke on Succeeding your grant applications using science fiction techniques.



**Philippe LORINO**, professor emeritus at ESSEC Business School and expert for the French Nuclear Safety Authority, explored the ways in which health care institutions and, more broadly, the health care system, can think differently about management.

June 2022



**Patrick DE PELSMACKER** explained the "dos-and-donts" of paper writing and then discussed manuscripts provided by marketing doctoral students and junior researchers

# ICN Conferences & Events

## TRANS-GENERATIVES 2030: "IMPACTFUL ACTIONS FOR A SUSTAINABLE FUTURE THROUGH ART & SCIENCE"



From March 14 to April 1, 2022, TRANS-GENERATIVES 2030 program proposed workshops, conferences, round tables, performances, experiments, webinars, co-imagined and co-organized by the organizers, the contributors, their partners and participants, with the three days of on-site meeting in Nancy as a highlight. About 150 people (researchers, professionals or students) from 24 countries participated in the 42 sessions (25 online and 17 on site) organized during these three weeks. The TRANS-GENERATIVES 2030 conference involved researchers from all over the world and created synergies between researchers as evidenced by the different testimonies we received:

Dear all,  
I've also been very pleased by the incredible synergy that came out of these encounters (online and on-site).  
Thanks to all of you and we definitely keep in touch for future discussions & projects!  
With all my best,  
Christine Lopez  
From FRANCE

It was the most creative, innovative presentation series I ever attended.  
Unfortunately only to five, but looking for your announcement of future conferences.  
Thanks and best regards  
Samir ADOUR  
From TURKEY

Great literary idea.  
I trans-generate, trans-generatively making trans-generation and trans-generative work. We all do.  
Your sentiments I endorse.  
Best,  
Chris  
From UK

Dear presenters, whose presentations I participated in and those who participated in my presentation. Thank you all for sharing your profound knowledge, wisdom, expertise and insights! Such rich souvenir of this conference, which I truly hope will continue to bear fruits in many new ways in and through our future exchanges.  
Looking forward to our future exchanges!  
Have a great week everyone!  
Warm regards,  
Maryam  
From FRANCE

Discussions among researchers continue... A monthly digital happy hour has been initiated to explore "ideas of mutual interest and cultivate the camaraderie of this group."

## HACKATHON REVELL'EST: ENCOURAGE WOMEN TO DARE ENTREPRENEURSHIP

This year, the Hackathon took place on February 25, 2022, simultaneously in four cities of the Grand Est: Reims (51), Charleville-Mézières (08), Strasbourg (67) and Nancy (54). ICN, with the support of the Grand Est Region for the Center for Digital Transformation and Entrepreneurship, and under the label of the UNESCO Chair, was the carrier of the RevEII' East 2022 Hackathon in Lorraine.

## ARTEM'OCC: "FROM DISRUPTION TO DEVELOPMENT: MOVING FORWARD WITH THE RELATIONSHIP BETWEEN CREATIVITY AND SUSTAINABILITY"



The 4<sup>th</sup> edition of ARTEM Organizational Creativity and sustainability international Conference (ARTEM'OCC) took place in Nancy from March 31 to April 2, 2022. More than 150 people participated in the two plenary sessions and four development workshops in which 70 papers were presented.

Many congratulations for organizing such a wonderful event. It really offered so many perspectives that I enjoyed learning from all. It was a true Transgenerative event. The mental health session explained through poetry was fantastic. In fact every experience was very novel. I am really happy to be associated with this group. My special thanks to Prof. Lucille for introducing me to this initiative. I look forward to participating and contributing in future. If possible please provide links to watch the recordings of the sessions.  
Warm regards,  
Madhumita  
From INDIA

Dear Organizers,  
Thank you very much for that great time last week at your conference. I am very happy that I was part of it and thank you again for your invitation. I got a lot of new experiences and implications and I'm very grateful for that. Was sad that I had to leave Nancy...  
I wish you all the best, stay healthy and take care.  
Best wishes,  
Aig  
From GERMANY

Dear Estelle and Justine,  
Thank you so much for your help and the perfect organization, I really enjoyed my time in Nancy.  
Best Wishes  
Babette  
From GERMANY

Dear ARTEM'OCC team,  
Thank you for organizing this conference. Especially the hybrid version and the pandemic made it quite challenging. I can imagine as some things changed super last minute. There were inspiring topics and it was a nice atmosphere.  
Very best regards,  
Anne-Franck Hueske  
From DENMARK

With its active transdisciplinarity and the real involvement of artists, these events demonstrated that art linked to science can greatly contribute to the implementation of meaningful actions towards sustainability. A lot of potential for future collaborations...

## RIPCO RESEARCH DAY



The third RIPCO Research Day took place on Friday, June 17, 2022. The 49 selected contributions were divided into 17 online workshops throughout the day. Nearly 100 researchers from 62 institutions and 8 countries presented their research advances and findings on the topic of "Health Behaviors and Organizational and Individual Health: What We Learn from the COVID 19 Pandemic". Next year, the academic community will be invited to attend a conference on the social and societal responsibilities of organizations.

# Funded projects

## CENTRE FOR ENTREPRENEURSHIP AND DIGITAL TRANSFORMATION



As part of the "Pacte compétences Grand Est" call for projects 2021-2023, the Région Grand Est granted financial support of 200,000 euros for the creation and implementation of the Center for Entrepreneurship and Digital Transformation, project led by **Wolfram BERGER**, **Kamel MNISRI** and **Klaus-Peter SCHULZ**.



The Centre for Entrepreneurship and Digital Transformation mission is to support and promote the digital transformation in the Grand Est region via responsible and creative entrepreneurship, using innovation and creativity models and methods and taking disruptive technologies into account.

Located in Station A, the Center has already organized workshops to increase the awareness of companies and Région Grand Est of the importance of capitalizing on digital transformation in entrepreneurial actions.

From left to right in the picture Kamel MNISRI, Wolfram BERGER, Klaus Peter SCHULTZ and Philippe ALBANI

## ITEACHWELL



December 2021: Erasmus+ approved the "iTeachWell" transnational initiative by **Jean-François STICH**, **Kubra CANHILAL** (now at ISG Strasbourg) and their European partners, that investigates secondary school teachers' specific needs and struggles connected to technostress, and that aims at developing truly supportive tools designed with and for the teachers, created to be easily transferred in multiple European contexts.

Other consortium members:

- ▶ Elidea, Wellbeing Training Provider, Italy
- ▶ ADi, Association of teachers and teachers training, Italy
- ▶ Haikara, E-learning provider, France
- ▶ PE Progressivno, NGO around teaching and education, Bulgaria
- ▶ Saulkrastu vidusskola, High school, Latvia
- ▶ Centro de Estudios AEG-ARROKA, High school/higher education, Spain
- ▶ 90 SU "Gen. Huse de San Martin", High school, Bulgaria

ICN is the partner leader for this project, of a total amount of 386 000 € of which 80 000 € for ICN.

## RECYCLING PIETY: RESPONSIBILIZING RELIGIOUS CONSUMERS OUTPUT

The project submitted by **Krishanu RAKSHIT**, Saurabh Shinde and Bhupesh Manoharan « Recycling Piety: Responsibilizing Religious Consumers" has been accepted for funding under the ACR-AMA Call for Grant Proposals on Transformative Consumer Research.



## MANAG'EST



The Grand Est region and ICN Business School wish to enter into a partnership within the framework of the UNESCO Chair "Art and Science in the context of sustainable development objectives" in order to encourage exchanges between students, ICN professors and employees of the Grand Est region, within the framework of joint actions in terms of training and research-action. This project entitled "Innovative and responsible management of public organisations" aims to confirm the research hypotheses by carrying out experiments on the public organisation level.



The Grand Est region contributes to the financing by awarding a grant to the ICN Business School endowment fund for a total amount of €93,000.

## THE WORKINDNESS PROJECT

The Workindness© project, led by **Steve ORDENER** (PhD student directed by **Sybille PERSSON**), is funded (€39,900) by the Groupement d'Employeurs de Moselle Est (GEME).

18 months after the beginning of the project, the companies that participated in this research-action signed the Workindness© charter entitled "D'un idéal théorique à une réalité viable de la bienveillance en entreprise". The ceremony took place on December 2, 2021, in the presence of François LAVERGNE (President of the Urban District of Faulquemont) and Denis LORCHAT (President of the GEME).



Steve Ordener and the leaders of the Groupement d'employeurs de Moselle Est Nadia Brochet (director) and Denis Lorchat (president). Photo: Lucas Valdenaire (Le Journal des Entreprises)

## RETAIL INVESTORS AND ESG INVESTING DEMAND DRIVERS, TRADING BEHAVIOR AND INVESTORS' PROFILE



Following its 2021 call for projects on Socially Responsible Investments, the Observatoire de l'Épargne Européenne (OEE) has decided to grant funding for the research project on "Retail investors and ESG investing: demand drivers, trading behavior and investors' profile" submitted by Prof. **Tristan ROGER**, Prof. D'Hondt (LFIN-LIDAM, UCLouvain) and Prof. Merli (LaRGE Research Center, EM Strasbourg Business School). ICN received 10 000€ funding for this project.

## ERASMUS + PROJECT "ARTIST LED LEARNING IN BIGHER EDUCATION"

The series of books called Pedagogy of the Moment – Building Artistic Time-Spaces for Critical-Creative Learning in Higher Education is the final output of the Artist Led Learning in Bigher Education Erasmus + project, to which ICN was an associated partner.



**Philippe MAIRESSE** is one of the editors of the part IV entitled Performance and Performativity. He co-authored, with his Audiencia colleague Catherine Morel, a chapter documenting their Affincity adventure in fiction and case-study, after an idea by Yves Habran and the contribution of an Nantes based artist Jérôme Fihey, for designing an interesting fictitious start-up.

# Doctoral activities



On October 12, 2021, **Elisabeth PAULET** - director of the program - welcomed 16 new international PhD students for their first 4-day seminar. The class is composed of students aged 24 to 67 years old, of various nationalities: Afghan, Chinese, French, Ghanaian, Greek, Iranian, Ivorian, Jordanian, Lebanese, Pakistani and Senegalese.



**Ulvick HOUSSOU** and **Anicet TCHIBOZO**, two PhD Students supervised by **Mahamadou BIGA DIAMBEIDOU** and **Klaus Peter SCHULZ**, has been accepted for the PhD Student Research Visiting program at Catholique University of Louvain for the period of 15 October to 30 November 2021.

The goal of this intensive research immersion program is to accelerate the development of ongoing papers for submission, at the end of program, in top tier journal. They also presented their papers at LRIM internal seminar.



On April 25<sup>th</sup>, 2022, **Adam SEYMOUR** defended his PhD thesis Collaborative learning for collaborative working in healthcare: Approaches to educational planning and designing o support collaborative practice, directed by **Klaus Peter SCHULZ**.



## HDR HABILITATION....

**Jean-François STICH** obtained his Habilitation à Diriger des Recherches (HDR) on August 30, 2022. His dissertation, on the theme Psychology and management of virtualized work, took place at the University of Strasbourg.

# Also this year



The General Management of the West African Center for Training and Banking Studies of the Banque Centrale des Etats de l'Afrique de l'Ouest (BCEAO) has selected **Sanvi AVOUYI-DOVI** to be part of the group of international experts in charge of leading the « Programme de renforcement des capacités des chercheurs de l'UEMOA sur la méthodologie de la recherche » during the academic year 2021-2022.



**Nuno GUIMARAES DA COSTA** has been appointed as an Editorial Board Member of the Business and Society Review, with the role of Associate Editor (specialised on sustainability).



The article "Are retail investors less aggressive on small price stocks?" published in October 2021 in Journal of Financial Markets an co-written with **Tristan ROGER** & Carole Métais received the award for the best paper using EUROFIDAI BEDOFIH High frequency data.

## RIPCO ranks 3 in the FNEGE ranking

The FNEGE in partnership with the Scientific College publishes every 3 years, the ranking of scientific journals in management sciences. Since June 2022, the Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels (RIPCO) has been ranked 3.

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1750-3275	1750-3275	REVUE INTERNATIONALE DE PSYCHOSOCIOLOGIE ET DE GESTION DES COMPORTEMENTS ORGANISATIONNELS (RIPCO)	HRM	3	3



# ICN BUSINESS SCHOOL

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## Contact

Academic and Research Department  
Estelle DURAND  
Ph. +33 (0)3.54.50.25.78  
[estelle.durand@icn-artem.com](mailto:estelle.durand@icn-artem.com)