

# icn

## CREATIVE business school

    
#ICNBS



# icn faculty intellectual contributions

## yearbook 2018

### faculty & RESEARCH



Master in Management  
Ranking 2018





# A WORD FROM THE DIRECTOR OF FACULTY & RESEARCH

nuno guimarães da costa

*Dear colleagues, students, partners and members of our academic community,*

*It is with great pleasure that I renovate the tradition of sharing with you the research achievements of ICN's faculty during 2018. During last November's Faculty Day I asked our faculty to reflect on the impact we have on our main stakeholders: students, companies, society in general, and of course, the extended academic community. Impact, and purpose, of what we do next to those we influence must be the cornerstone of decision-making and action.*

*Impact is at the core of our mission:*

*"ICN Business School faculty engages in knowledge creation at the crossroads of art, management and technology that contributes to the advancement of impactful knowledge and sustainable practice in the business and organisational fields."*

*Impact led us to launch a renovated editorial project, RIPCO. Impact is motivating us to pursue our discussions with University of Lorraine concerning both a partnership between our PhD and their doctoral program, and our relationship with CERFIGE. The same willingness of impactful knowledge creation has allowed us to succeed in the creation of a UNESCO chair, and is providing meaning to the ongoing discussions about the other research and pedagogical chairs.*

*Because impact increases with dissemination, ICN signed an agreement with The Conversation in 2018. This is allowing ICN faculty to communicate to a larger community of practitioners and researchers, with immediate results visible online and through the different media reproducing our colleagues' work. The same logic led us to continue to promote the production of short research videos, which welcome visitors to our website. It is thus unsurprising that an increasing number of our faculty is being invited as guest speakers to academic and professional roundtables, workshops, and conferences.*

*During 2018 ICN was able to maintain a regular production of intellectual contributions. Not only the quantity of academic (e.g. articles), practice (e.g. conferences), and teaching and learning (e.g. cases studies) intellectual contributions increased as a whole, but also there is a clear tendency for an improvement of the quality of journals and conferences welcoming our research work.*

*2018 was also the year ICN welcomed two international conferences – The Global Interdisciplinary Conference: Green Cities and the 17<sup>th</sup> International Entrepreneurship Forum – which shared the same concern about a more sustainable future and, once again, reflected ICN's growing participation in the global discussion on sustainable and responsible management practices. It is this same concern, coupled with our positioning as a transdisciplinary research community that led us to welcome three more research affiliate professors: Philippe Mairesse for art-related research, Philip Kitchen for marketing, and Donald Huisingsh for sustainability-related projects and research.*

*Today, we are ready to move to the next level of research – be it academic, practice or teaching and learning – and face some interesting challenges laying ahead of us: initiate a school-wide culture of external funding and research projects; position the school as a natural partner next to relevant players in European research funding initiatives; consolidate the activity of the UNESCO chair and leverage on that experience to develop the other chairs; and gain increasing control over large scale projects. All this while keeping the balance between teaching and research that will allow for an increase of research outputs without sacrificing pedagogical quality.*

*I believe we have already achieved things that appeared to be more complicated in the past. I am sure we will do it again this time.*

*I would like to thank the Conseil Régional du Grand Est, UFA (Université Franco-Allemande), the DRDFE Grand Est (Direction régionale aux droits des femmes et à l'égalité), the ICN foundation and the Artem Entreprises Association for their continuous support for the development of Knowledge.*

# TABLE of CONTENTS

1   Research Organization & News	4-7
2   Overview of Research Output	8
3   Articles published in peer-reviewed journals	9-11
4   Books and books chapters	12
5   Communications in conference and Presentations	13-14
6   Research Events	15-16
7   Professional Conferences, Magazines & Interviews	17
8   Doctoral activities	18-19
9   Pedagogical Development	20
10   Also in 2018	21-22
11   Institutional life & news	23

## RESEARCH ACTIVITY

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.

In the same spirit of openness and quality, in 2018 the ICN Faculty recruited 8 new permanent professors and 3 new affiliated research professors. They are all holders of a Phd and 7 of them are of foreign nationality.

## NEW PERMANENT PROFESSORS



**ANTONIO ABRANTES** PORTUGUESE

His research interests include team dynamics, team improvisation, team adaptation, team cognition, and team learning.



**OLIVIER BRAUN** FRENCH

His research interest concern the psychological contract and socially responsible behaviours. He is also attracted to the field of sales force management and consumer behaviour.



**KUBRA CANIHAI** TURKISH

Her research interests include expatriates and adjustment, decision-making in cross-cultural contexts as well as the interaction of technology with humans in multi-cultural environments.



**CORALIE FIORI-KHAYAT** FRENCH

Her research focuses are on traditional notions of private and comparative international law, and also on 'criminal organizations', particularly gangs.

# RESEARCH ORGANIZATION & NEWS

## NEW PERMANENT PROFESSORS



**CARMELA d'AVINO-DUMAS** ITALIAN

Her primary research interests are in the fields of applied banking and financial regulation.

**OLIVIER MESLY-d'ARLOZ** CANADIAN

His research focuses on dysfunctional markets and their market agents, especially with regards to predatory behaviours.



**REBECCA STEKELORUM** FRENCH

Her research focuses on sustainable supply chain management, corporate social responsibility, small-to medium-sized enterprises, and financial and environmental performances in banking industry.

**YONGYING WANG** CHINESE

Her research interests are mainly related to Industrial Organisation, Contract Theory and Corporate Governance. Her thesis studies how corporate governance interacts with product market competition.



## NEW RESEARCH AFFILIATE PROFESSORS

**DONALD HUISINGH** AMERICAN



Donald Huisingh specializes in interdisciplinary training and holistic approaches to defining and solving societal problems through effective and equitable processes towards a sustainable society.

He is an expert in teaching and developing and evaluating curricula from sustainable development in the broadest sense to more specific issues such as reducing the use of toxic substances, life cycle thinking, industrial ecology, pollution prevention and eco-efficiency.

Donald Huisingh is the founder of the Journal of Cleaner Production and co-founder of The International Journal of Sustainability in Higher Education. He was awarded the 2008 Best Contribution Award for Pollution Prevention in the United States as well as the International Environmental Leadership Award by the Banksia Environmental Foundation of Australia in 2000.

## NEW RESEARCH AFFILIATE PROFESSORS

### philip kitchen **british**



Previously, Dean of the Faculty of Business and Tenured Professor of Marketing, Brock University, Toronto, Canada and founding Professor of Strategic Marketing at Hull University Business School, UK.

Since 1984, Philip Kitchen has been teaching and researching in the Marketing domain. He is the Founder and Editor of the Journal of Marketing Communications (Routledge)

His teaching and research interests lie in integrated marketing communications, corporate communications, promotion management, and marketing management, with a growing interest in marketing theory.

### philippe MAÏRESSE **french**



He was awarded a double doctoral degree in Organization Science (Utrecht University for Humanistics) and in Arts (Paris 1 La Sorbonne). His PhD dissertation (2014) was entitled "Reversal: The sharing of speech as a sensible, aesthetic and political experience".

Founder and CEO of the art-enterprises Accès Local (1998) and GRORE IMAGES (1993), since more than ten years he developed a theoretical and practical activity about creation processes in art and businesses. His research interests are art and management, fair entrepreneurship, art-based methods for research and for management, innovative pedagogy.

Since January 2018, he joined Audencia Business School, where he contributes to developing the new department Communication and Culture.

## RESEARCH MANAGEMENT ACTIVITY

In 2018 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'), 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'Economie 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)



## A WORD FROM THE DEPUTY DIRECTOR OF RESEARCH

sybille PERSSON

I am used to saying that the most important word in my title is "Deputy". This oblique reference allows me to share my experience in this position to which I was the first faculty member to be officially appointed three years ago. From a hierarchical perspective, a deputy appears as an intermediate position between the Dean of Faculty and Research and the Faculty Members. However, it was not clear at that particular time when not only the Director General but also the Dean of Faculty and Research had changed with a transition of several months each time, and when many new colleagues were hired as faculty members.

In this evolving situation, I had the opportunity to experiment and design the position beyond the actual definition. The DNA of the ICN culture inspired me in a learning by doing process. ICN Business School has a very strong link to the University. It is a school deeply involved in a team spirit as a kind of human ecology, oriented toward creativity and innovation. What is the result of this alchemy? It is a challenge at a time where the business school model is becoming more and more powerful under the rules of accreditation processes.

What does the word "deputy" mean? At least two things: A deputy is someone who acts as a second person to help a director in a top down process. But a deputy can also be elected by his/her peers to act as a representative in a bottom up perspective. This second meaning challenges democratically the previous one, which is based on a hierarchical reading.

In this mixed position, I progressively oriented the job in two directions with regards to the ICN DNA: Supporting colleagues within the school on the one hand and acting as an ICN ambassador at the Université de Lorraine on the other hand. That was especially true in 2018 with the Cerefige lab dedicated to management sciences and the doctoral school SJPEG, two privileged places.

Today I am glad to welcome new colleagues, support juniors, introduce most of the new faculty members in the CEREFIGE, and explain the rules of the game when necessary. More and more Faculty members are not French. It is therefore not obvious for them to understand the cultural rules of research with the French academic system (especially the HDR issue, the legal constraints of the State University, the tensions between public and private sectors) on the one hand, and the international ranking system (CNRS, FNEGE versus ABS, Harzing, Shanghai...) on the other hand.

Beyond its ARTEM focus, ICN's diversity is both institutional and human. It is necessary to integrate both levels and to develop the required organizational conditions. Today this is truer than ever. It is not only a language issue (in ICN's corridors, one can hear French, English, German, Portuguese, Arabic...) it is also a way of thinking with open-mindedness. The last point is the most important.

I would like to thank each of you for being an active member of the ICN staff. Do not forget to ask for what you need. Fundamentally, a team spirit culture means that each of us deserves to be supported each time it is necessary. That is the basic condition to support others in return.

## 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').

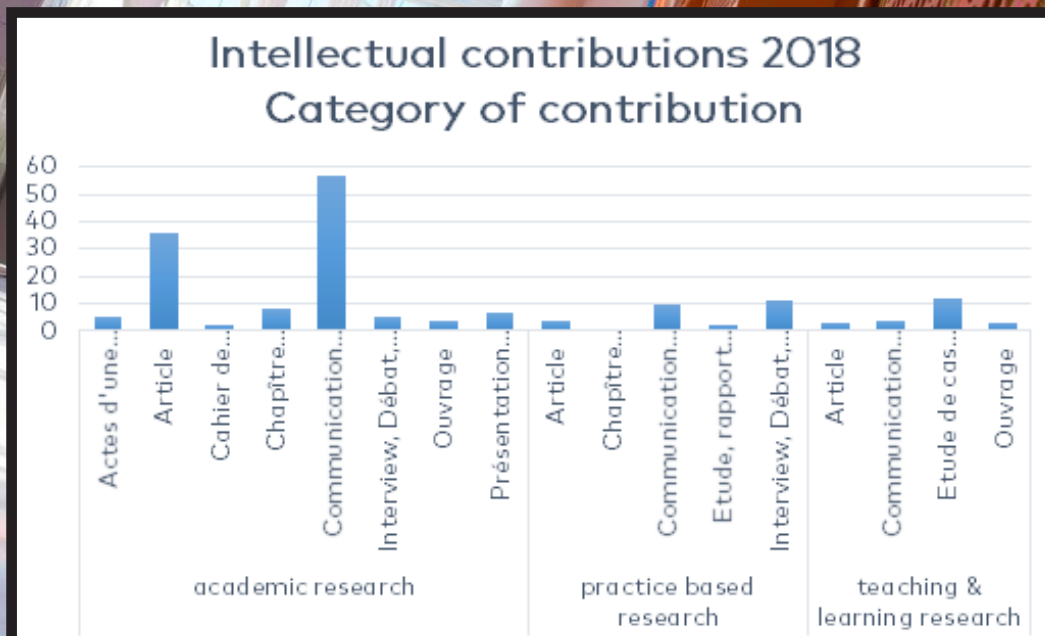
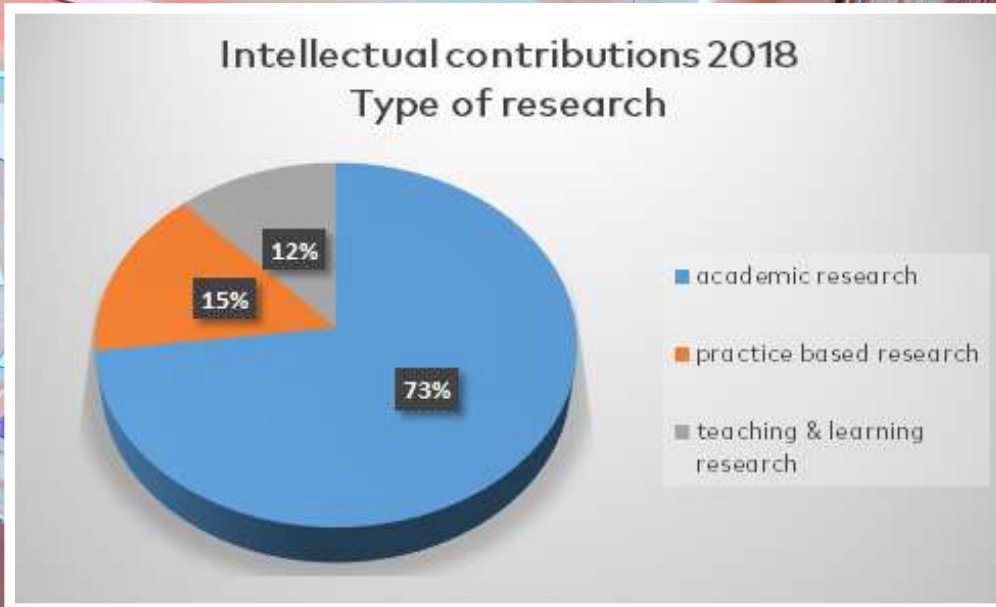
**The main instances of research management are :**

### 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.

# 2 | OVERVIEW of RESEARCH OUTPUT

In general the quality and the quantity of ICN intellectual contributions has improved significantly in the last 5 years. The overall portfolio of 73 % academic research, 15 % practice based research and 12 % teaching and learning research is consistent with the school's mission which stresses business practice and teaching and the national accreditation requirement which places focus of academic research.



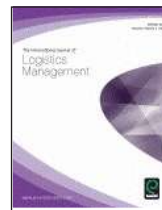
# 3 | ARTICLES published in PEER-REVIEWED journals



**W. AZAN, S.IVANAJ, O.ROLLAND (2018)**

« Modular path customiwzation and knowledge transfer: Causal model learnings », Technological Forecasting and Social Change

<https://hal.archives-ouvertes.fr/hal-01921232>



**ELBAZ J., I.LAGUIR, R.STEKELORUM (september 2018)**

« Logistics and supply chain management research in Africa: A systematic literature review and research agenda », The International Journal of Logistics Management

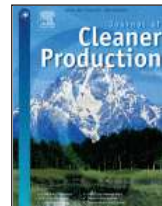
<https://hal.archives-ouvertes.fr/hal-01921774>



**G. BOTET-PRADEILLES, F.SALA, B.RAPPIN, C.BOURION (spring 2018)**

« Le savoir « nécessaire » est-il aujourd'hui un maître suffisant pour la conduite des hommes ? Quelles croyances fédératrices entretenir encore dans les enweprises et les collectivités ? », Revue Internationale de Psychosociologie et de gestion des Comportements Organisationnels (RIPCO), vol. XXIV, no. 57, pp. 321-365

<https://hal.archives-ouvertes.fr/hal-01929421>



**K. FINSTAD-MILION, K. P. SCHULZ, S. JANCZAK (october 2018)**

« Educating Corporate Sustainability: A multi-disciplinary and practice-based approach to facilitate students' learning », Journal of Cleaner Production, vol. 198, pp. 996-1006

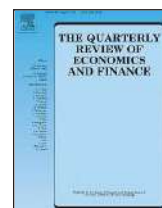
<https://hal.archives-ouvertes.fr/hal-01925029>



**S. CASTELLANO, I.KHELLADI, J.CHARLEMAGNE, J. P.SUSINI (2018)**

« Uncovering the role of virtual agents in co-creation contexts – an application to the online wine business », Management Decision, vol. 56, no. 6, pp. 1232-1246

<https://hal.archives-ouvertes.fr/hal-01809949>



**M. HANG, J. GEYER-KLINGEBERG, W. RATHGEBER, S. STOECKL (may 2018)**

« Measurement matters – A meta-study of the determinants of corporate capital structure », Quarterly Review of Economics and Finance, vol. 68, pp. 211-225

<https://hal.archives-ouvertes.fr/hal-01809956>



**M. CHOUKI, B. BORJA DE MOZETA, S.PERSSON (february 2018)**

« Les compétences des designers en question : quelle alchimie », Management & Avenir, vol. 1, no. 99, pp. 63-84

<https://hal.archives-ouvertes.fr/hal-01809952>



**M. HAWKINS (september 2018)**

« Researching and marketing to consumption collectives », International Journal of Market Research, vol.60, no.5, pp. 517-530

<https://hal.archives-ouvertes.fr/hal-01809954>



**T. CHTIOUI, S. THIERY DUBUISSON (january-april 2018)**

« L'effet « Janus » du contrôle interne ou l'interaction de ses aspects formels et informels », La Revue des Sciences de Gestion, vol. 288-289, no. 1, pp. 91-98

<https://hal.archives-ouvertes.fr/hal-01992668>



**T. HOUE, E.MURPHY (september 2018)**

« The AEO status as a source of competitive advantage », European Business Review, vol. 30, no. 5, pp. 591-606

<https://hal.archives-ouvertes.fr/hal-01921801>



**R. DANG, M. G. BRUNA, L.HOUANTI, R.MANITA (june 2018)**

« Board gender diversity and ESG disclosure: Evidence from the US », Journal of Applied Accounting Research, vol. 19, no. 2, pp. 206-224

<https://hal.archives-ouvertes.fr/hal-01847924>



**O. IVANOVA RUFFO, C.GENDRON, K.MNISRI, C.MORIN-ESTEVES (nov 2018)**

« Judgements of SMes' legitimacy and its sources », Journal of Business Ethics

<https://hal.archives-ouvertes.fr/hal-01992961>

# ARTICLES published in PEER-REVIEWED JOURNALS



**I. KHELLADI, S. CASTELLANO, A. BERTAUD (may 2018)**

« Les déterminants de la confiance de l'internaute dans le contexte d'une collecte de crowdfunding », Innovations - Revue d'Economie et de Management de

l'Innovation/Journal of Innovation Economics and Management, vol. 2, no. 56, pp. 117-140

<https://hal.archives-ouvertes.fr/hal-01809950>

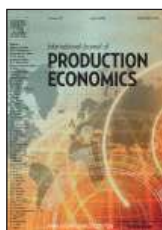


**R. MARTINOD, O. BISTORIN, L. CASTANEDA, N. REZG (octobre 2018)**

« Maintenance policy optimisation for complex multi-components system considering degradation of components and imperfect maintenance actions »,

Computers and Industrial Engineering, vol. 124, pp. 100-112

<https://hal.archives-ouvertes.fr/hal-01922272>



**M. MENEZES, G. J. DA SILVEIRA, R. GUIMARAES (march 2018)**

« Estimating demand variability and capacity costs due to social network influence: The hidden cost of connection », International Journal of Production Economics, vol. 197, pp. 317-329

<https://hal.archives-ouvertes.fr/hal-01809945>



**O. MESLY, I. CHKIR, F.-É. RACICOT (september 2018)**

« Predatory cells and puzzling financial crises: Are toxic products good for the financial markets? », Economic Modelling

<https://hal.archives-ouvertes.fr/hal-01924972>



**A. MORADI, E. PAULET (july 2018)**

« The Firm-specific Determinants of Capital Structure – An Empirical Analysis of Firms before and during the Euro Crisis », Research in International Business and Finance

<https://hal.archives-ouvertes.fr/hal-01847918>



**C. MORIN-ESTEVE, C. GENDRON, O. IVANOVA, K. MNISRI (january 2018)**

« Les valeurs du dirigeant de PME au service du développement durable : le cas des PME lorraines », Management & Avenir, vol. 8, no. 98, pp. 39-61

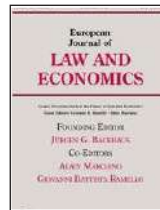
<https://hal.archives-ouvertes.fr/hal-01809955>



**N. NIGAM, C. BENETTI, S. MBAREK (december 2018)**

« Can linking executive compensation to sustainability performance lead to a sustainable business model? Evidence of implementation from enterprises around the world », Strategic Change, vol. 27, no. 6, pp. 571-585

<https://hal.archives-ouvertes.fr/hal-01992930>



**N. NIGAM, R. BLAZY (september 2018)**

« Corporate insolvency procedures in England: the uneasy case for liquidations », European Journal of Law and Economics, pp. 1-35

<https://hal.archives-ouvertes.fr/hal-01925015>



**N. NIGAM, S. MBAREK, C. BENETTI (may 2018)**

« Crowdfunding To Finance Eco-Innovation: Case Studies From Leading Renewable Energy Platforms », Journal of Innovation Economics and Management, vol. 2, no. 26, pp. 195-219

<https://hal.archives-ouvertes.fr/hal-01809953>



**P. PARROTTA, D. POZZOLI, L. P. MERLINO (april 2018)**

« Gender Differences in Sorting », Industrial Relations, vol. 57, no. 4, pp. 671-709

<https://hal.archives-ouvertes.fr/hal-01687343v1>

# ARTICLES published in PEER-REVIEWED JOURNALS



**E. PAULET (july 2018)**

« Banking liquidity regulation: Impact on their business model and on entrepreneurial finance in Europe », Strategic Change, vol. 27, no. 4, pp. 339-350

<https://hal.archives-ouvertes.fr/hal-01920877>



**P. SHRIVASTAVA, S.PERSSON (april 2018)**

« Silent Transformations to 1.5°C – With China's Encumbered Leading », Current Opinion in Environmental Sustainability, vol. 31, pp. 130-136

<https://hal.archives-ouvertes.fr/hal-01809948>



**E. PAULET, F. RELANO (february 2018)**

« Chinese Banking Reforms in Perspective: Towards Global Alignment or National Specificity? », Asia Pacific Business Review, vol. 24, no. 3, pp. 294-311

<https://hal.archives-ouvertes.fr/hal-01920723>



**R. SORIO, B. SIADOU (october 2018)**

« Rejet et adoption de l'innovation, une approche par la théorie des prospects : le cas des vins allégés en alcool », Innovations - Revue d'Economie et de Management de l'Innovation/ Journal of Innovation Economics and Management

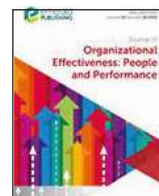
<https://hal.archives-ouvertes.fr/hal-01929223>



**F. RELANO, E. PAULET (december 2018)**

« Isomorphisme Post Mortem ? La crise de Fagor d'une Perspective Comparative », Management International

<https://hal.archives-ouvertes.fr/hal-02012480>



**J.-F. STICH, M. TARAFDAR, L. COOPER, (september 2018)**

« Electronic Communication in the Workplace: Boon or Bane? », Journal of Organizational Effectiveness – People and Performance, vol. 5, no. 1, pp. 98-106

<https://hal.archives-ouvertes.fr/hal-01725240>



**P. SHRIVASTAVA, R. CREMADES, S. SURMINSKI, M. MÁÑEZ COSTA, P. HUDSON & J. GASCOIGNE (january 2018)**

« Using the adaptive cycle in climate-risk insurance to design resilient futures », Nature Climate Change, pp 2-12

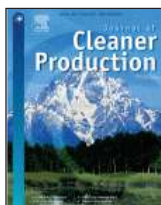
<https://hal.archives-ouvertes.fr/hal-01920542>



**J.-F. STICH, M.TARAFDAR, P.STACEY, L. COOPER (september 2018)**

« What do we really know about corporate hedging? A multimethod meta-analytical study ». Business Research, vol. 11, no. 1, pp. 1-31

<https://hal.archives-ouvertes.fr/hal-01881947>



**P. SHRIVASTAVA, S. IVANAJ, V. IVANAJ (july 2018)**

« The value of beauty for organizations », Journal of Cleaner Production, vol. 189, pp. 864-877

<https://hal.archives-ouvertes.fr/hal-01847925>



**S. STOECKL, J. GEYER-KLINGEBERG, M. HANG, A. RATHGEBER & M. WALTER (february 2018)**

« What do we really know about corporate hedging? A multimethod meta-analytical study ». Business Research, vol. 11, no. 1, pp. 1-31

<https://hal.archives-ouvertes.fr/hal-01809957>



**O. IVANOVA, J. FLORES ZAMORA, I. KHELLADI, S. IVANAJ (march 2018)**

« The generational cohort effect in the context of responsible consumption », Management Decision

<https://hal.archives-ouvertes.fr/hal-01809946>



**I. A. ZOLKEPLI, Y. KAMARULZAMAN, P. KITCHEN (october 2018)**

« Uncovering psychological gratifications affecting social media utilization: a multiblock hierarchical analysis », Journal of Marketing Theory and Practice, vol. 26, no. 4, pp. 412-430

<https://hal.archives-ouvertes.fr/hal-01929265>

# 4 | books And book chapters



**B. AGOSTINI, C. PAJOTIN**

Jack Kerouac et le Haïku - Itinéraire dans l'errance  
Editions des Lisières, France, 2018



**D. DUCHAMP, L. GUERY**

La gestion des ressources humaines  
Edition Nathan, 2018



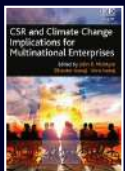
**F. GANNON, F. LEGROS, V. TOUZE**

« Automatic Balancing Mechanisms in Practice: What Lessons for Pension Policy Makers? » in Mathematical and Statistical Methods for Actuarial Sciences and Finance (MAF 2018)., M. Corazza, M. Durbán, A. Grané, C. Perna, M. Sibillo Eds  
Springer International Publishing, pp. 369-373, 2018



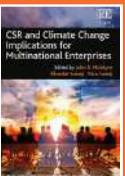
**M. A. HAWKINS**

« Butterflies are never happy » in Cranberry Candlestick Terapi., Hilary Downey, John F. Sherry JR and John Schouten Eds, Blackstaff Basement Media, p. 29, 2018



**T. HOUE**

« The Effects of a Maritime Cluster on a Sustainable Blue Economy » in CSR and Climate Change Implications for Multinational Enterprises,  
John R. MCINTYRE, Silvester IVANAJ, Vera IVANAJ Eds,  
Edward Elgar Publishing, chap. 12, pp.267-285, 2018



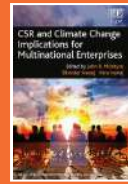
**S. IVANAJ, V. IVANAJ, J. MCINTYRE**

« CSR and Climate Change Implications for Multinational Enterprises », Edward Elgar Publishing, USA, 2018



**I. KHELLADI, S. CASTELLANO**

« Play it like Burberry! The effect of Reputation, Brand Image and Social Media on e-Reputation » in Handbook of Research on the Evolution of IT and the Rise of E-Society,  
Maki Habib Eds, IGI Global, chap.13, pp. 281-300, 2018



**F. LEGROS**

« Foreword » in CSR and Climate Change Implications for Multinational Enterprises,  
John R. MCINTYRE, Silvester IVANAJ, Vera IVANAJ Eds,  
Edward Elgar Publishing, USA, 2018



**S. PERSSON**

« Branle-bas discret dans l'entreprise » in François Jullien, Daniel Bougnoux et François L'Yvonnet Ed., Cahier de L'Herme, pp. 166- 171, 2018



**K. P. SCHULZ, K. MNISRI**

« Les LEGO comme artefacts au service de la créativité collective » in Managements des projets collaboratifs innovants et Territoires, Elise Marcandella, Delphine Wannemacher, Khoudia Guèye, Alain Antoine Eds, Presses universitaires de Nancy, 2018



**P. SHRIVASTAVA**

« The Aesthetics of Energy Resilience » in Art, Spirituality and Economics., Ed., Springer International Publishing, pp. 109-124, 2018



**P. SHRIVASTAVA**

« Business not-as-usual to achieve SDGs under climate change » in CSR and Climate Change Implications for Multinational Enterprises, John R. MCINTYRE, Silvester IVANAJ, Vera IVANAJ Eds,  
Edward Elgar Publishing, chap. 1, 2018



**M. TARAFDAR, J.-F. STICH**

« Information and Communication Technology: Understanding Their Dark-Side Effects » in Economics, Management and Sustainability: Essays in Honour of Anup Sinha., Partha, R., Runa, S., Anindya, S. Eds,  
Springer International Publishing, pp. 265-275, 2018



**C. THIBIERGE, J. KOEHL, S. NIVOIS**

Finance d'entreprise, Vuibert, 2018



**D. WASIELESKI, J. WEBER**

Business and Society 360 - Vol. 2 Corporate Social Responsibility, EMERALD GROUP PUBLISHING, Bingley, Great Britain, 2018

# 5 | COMMUNICATIONS IN CONFERENCES AND PRESENTATIONS

## COMMUNICATIONS IN PEER- REVIEWED CONFERENCES

**S. AVOUYI-DOVI & A. KUHANATHAN (2018).** « Oil Prices in the Determination of Sovereign CDS Spreads: The Case of Russia » International Association for Applied Econometrics. 2018, Montreal, Canada

**N. BATTARD (2018).** « Because my diabetes is more than measuring my glycaemia...: Beyond metrics in Health in the Age of Quantified Self » European Group for Organizational Studies (EGOS), 2018, Tallinn, Estonie

**C. BENETTI, N. NIGAM (2018).** « The role of founders for impacting entrepreneurial activity in emerging eco-system: Evidence from digital startups from India » G-Forum 2018 - 2<sup>nd</sup> Annual Interdisciplinary Conference on Entrepreneurship, Innovation and SMEs. 2018, Stuttgart, Allemagne

**C. BENETTI, S. THIERY DUBUISSON (2018).** « Does one size fit all? Stakeholders'perceptions of IFRS adoption across Europe and Brazil » Green Cities Conference. 2018, Nancy, France

**C. BERTIN (2018).** « Antecedents and impact of startupper teams' skills on their collaborations with large firms » 2018 Research Network in Innovation (RNI) Congress - Innovation Forum VIII. 2018, Nîmes, France

**C. BERTIN (2018).** « Influence of startupper teams' skills on their collaborations with large firms to innovate » The Global Interdisciplinary Conference: Green Cities, Business, Engineering, Architecture, Design & Technology. 2018, Nancy, France

**C. BERTIN, V. SCHAEFFER (2018).** « Organizational impact of digital open innovation in retail banks: Managing external and internal pressure » Digital Innovation, Entrepreneurship & Financing (DIF), AIMS, AEI. 2018, Lyon, France

**M. BIGA DIAMBEIDOU (2018).** « Professionnalisation et employabilité, keynote speaker » Cinquantenaire du CAMES. 2018, Niger

**M. BIGA DIAMBEIDOU, H. MAVOORI, B. GAILLY, F. DE VIRON, A. FAYOLLE (2018),** «How team characteristics & commitment affect team learning utcome : mediating effect of Team performance», Green Cities Conference, 2018, Nancy, France

**M. BIGA DIAMBEIDOU (2018),** «Navigating European Union 2020 Strategic Plan : A Pilot Project in Entrepreneurial Learning-based for Future High Performance Start-up Teams», Green Cities Conference, 2018, Nancy, France

**M. BIGA DIAMBEIDOU (2018),** In Collaboration with Africa and Digital Transnationality. OECD Workshop on Transnational Entrepreneurship, 2018, OECD, Paris, France.

**M. BIGA DIAMBEIDOU, H. MAVOORI (2018), D. OGILVIE, J. MITRA, R. DANG,** «From Exploration to Exploitation : Role of Gender and Strategic Choices of Top Management Teams in Start-up growth and Performance» Academy of Management (AOM) Specialized Conference – From Start-up to Scale-up: Coping with Organizational Challenges in a Volatile Business Environment, 2018, Tel Aviv, Israel.

**S. CASTELLANO, I. KHELLADI, R. SORIO, V. DUTOT, J. CHARLEMAGNE (2018).** « Le rôle des agents virtuels sur la confiance et l'intention d'achat de vin en ligne » Treizième Journée AFM du Marketing Agroalimentaire. 2018, Montpellier, France, co-auteurs présentés

**Z. CHEKOUBI, W. TRABELSI, N. SAUER (2018).** « The Integrated Production-Inventory-Routing problem in the context of Reverse Logistics: the case of collecting and remanufacturing of EOL

products » International Conference on Optimization and Applications... 2018, Mohammedia, Maroc

**C. DI MARTINELLI, A. DUENAS, D. K.PHAM (2018).** « Integration of operating room advance scheduling and allocation scheduling while considering the resource constraints: a multi-objective genetic algorithm approach » International Conference on Information Systems, Logistics and Supply Chain. 2018, Lyon, France

**J. QI, E. EBERHARDT-TOTH, E. PAULET (2018).** « Influencing Factors of Corporate Environmental Risk Management in Bank Lending Decision-Making Empirical Evidence from European Banks » 13<sup>th</sup> Corporate Responsibility Research Conference (CRRC), 2018, Leeds, UK

**D. FASS, B. LEVY, P. PEREZ, D. MERY (2018).** « Virtual environment design as automated « physiological » counter-measures in extreme environment: From intensive care to human space flight » 9<sup>th</sup> International Conference on Applied Human Factors and Ergonomics (AHFE). 2018, Orlando, Etats-Unis d'Amérique

**D. FASS, F. GECHTER (2018).** « Why co-adaptation is mandatory in extreme environment Human-System Integration and co-evolution modelling? » 9<sup>th</sup> International Conference on Applied Human Factors and Ergonomics (AHFE). 2018, Orlando, Etats-Unis d'Amérique

**A. GLAIZE, A. DUENAS, C. DI MARTINELLI, I. FAGNOT (2018).** « How to improve the patient flow process in outpatient services of a hospital: A problem structuring and lean management approach » International Conference of Industrial Engineering and Operations Management. 2018, Paris, France

**Y. HABRAN (2018).** « Coordination work and patient-centeredness - The case of the development of bed management in a French hospital » European Group for Organizational Studies Conference (EGOS). 2018, Tallin, Estonie

**Y. HABRAN, N. BATTARD (2018).** « From caring for to caring with » The Transformation of Caring Practices Conference. 2018, Oslo, Norvège

**T. HOUE (2018).** « Impact de la diversité des relations acheteur-fournisseurs sur la gestion responsable des achats : une explication par les proximités » 12<sup>th</sup> International Conference on logistics Research, May 22-23. 2018, Paris, France

**S. IVANAJ, P. SHRIVASTAVA, V. IVANAJ (2018).** « The value of beauty for organizations » 7<sup>th</sup> Aalborg International Business conference. 2018, Copenhagen, Danemark

**S. JACOB LEAL (2018).** « High-Frequency Trading: Does latency floor matter? » Computing in Economics and Finance - International Conference (CEF). 2018, Milan, Italie

**S. JACOB LEAL (2018).** « Market volatility and crashes in experimental financial markets with interactions between human and high-frequency traders » Collective Intelligence conference. 2018, Zurich, Suisse

**C. KRATZ, M. MAKIELA (2018).** « Cora Nancy, le challenge des produits locaux » NACRA 2018 Annual Conference. 2018, Orlando, Etats-Unis d'Amérique

**C. KRATZ, J. BOTUHA-BILLET (2018).** « Les biscuits de Mr LAURENT » NACRA annual conference. 2018, Orlando, Etats-Unis d'Amérique

**W. KUEPERS (2018).** « Inter-Prâxis – Integrating Prâxis, Practice, Phronesis for enacting Transformative Sustainable Development » European Academy of Management (EURAM). 2018, Reykjavik, Islande

**W. KUEPERS, (2018).** « Phenomenology of Embodied New Work Practices (keynote) » 2<sup>nd</sup> Dauphine Phenomenology workshop. 2018, Paris, France

# COMMUNICATIONS IN CONFERENCES AND PRESENTATIONS

**W. KUEPERS , R. GERSTENBERG (2018).** « 'Im-&-Perfection that transforms integrally in Organisations » ACSCOS/SCOS Conference Standing Conference on Organizational Symbolism (SCOS). 2018, Tokyo, Japon

**W. KUEPERS, U. JAEGER (2018).** « Methodological Resilience: Inter-Knowing and Embodied Practice » LAEMOS Colloquium on: Organizing for Resilience: Scholarship in Unsettled Times. 2018, Buenos Aires, Argentine

**F. LEGROS, F. GANNON, V. TOUZÉ (2018).** « Automatic Balancing Mechanisms in Practice: What lessons for pension policy makers? » 8th International conference on mathematical and statistical methods for actuarial sciences and finance (MAF). 2018, Madrid, Espagne

**O. MESLY (2018).** « Predatory cells and puzzling financial crises: Are toxic products good for the financial markets? » 6<sup>th</sup> Paris Financial Management Conference (PFMC). 2018, Paris, France

**K. MNISRI, P. SHRIVASTAVA. (2018).** « A process model of leader dethroning » European Academy of Management (EURAM) Annual conference. 2018, Reykjavik, Islande

**G. MOON, H. NA, M. BIGADIAMBEIDOU, J. MOON, Y. PARK (2018),** «How can an Ugly Duck Grow Up? The case for Korean Startup Ecosystem», INSEAD Doriot Entrepreneurship Conference, 2018, INSEAD – Fontainebleau, France

**E. MURPHY (2018).** « Applying Planetary Boundaries Framework to the Textile and Apparel Supply Chain » Planetary Health Annual meeting. 2018, Edinburgh, Royaume Uni

**E. MURPHY, T. HOUE (2018).** « A structured literature review of textile and clothing industry supply chains: environmental damage and solutions » The Global Interdisciplinary Green Cities Conference Business, June 27-30. 2018, Nancy, France, co-auteurs présentés

**N. NDHAIEF, N. REZG, O. BISTORIN (2018).** «EfficiencyImprovement in Urban Distribution Centers (UDCs) using maintenance and subcontracting policies » International Conference on Industrial Engineering and Operations Management (IEOM). 2018, Washington DC, Etats-Unis d'Amérique, co-auteurs présentés

**N. NDHAIEF, O. BISTORIN, N. REZG (2018).** « A decision making approach for locating an Urban Distribution Center based on combined forward and reverse flows » Green Supply Chain (GSC). 2018, Thessaloniki, Grèce, co-auteurs présentés

**N. NDHAIEF, O. BISTORIN, N. REZG (2018).** « Problem Analysis of Urban Logistics in Metz City Center: A Case Study » Green Cities, Business, Engineering, Architecture, Design, & Technology. 2018, Nancy, France, co-auteurs présentés

**N. NIGAM, C. BENETTI (2018).** « TRANSFORMING INDIA DIGITALLY: Financing of young innovative startups from India » Conference Digital, Innovation, Entrepreneurship & Financing (DIF). 2018, Lyon, France

**N. NIGAM, C. BENETTI, S. MBAREK (2018).** « Financing innovation in wake of Global Financial Crisis? A survey from Germany, France, Spain and Italy » Conference Digital, Innovation, Entrepreneurship & Financing (DIF). 2018, Lyon, France

**D. OGILVIE, M. BIGA DIAMBEIDOU, V. OGUTU, A. TEKLEAB (2018),** «The role of African scholars in the economic development of Africa.», Afica Academy of Management (AFAM 2018), 4th Biennial Conference, Advancing Africa through Management Knowledge and Research, 2018, Addis Ababa, Ethiopia.

**P. PARROTTA (2018).** « Electricity (De)Regulation and Innovation » 7th Mannheim Energy Conference. 2018, Mannheim, Allemagne

**A. ROME, A. ROSE (2018).** « Hosting special session on Deviance » Consumer Culture Theory Conference. 2018, Odense, Danemark

**A. ROME, A. LAMBERT (2018).** « Between the sheets: Gendered neoliberalism, intimacy, and women's sexual (consumption) practices » MacroMarketing Conference. 2018, Leipzig, Allemagne

**F. Z. SALEEM, M. A. HAWKINS, M. PYLE, (2018).** « In Blog We Trust: Examining How Blog Narrative Fit and Sponsorship Influence Consumers ». 2018, Glasgow, Royaume Uni

**J.-F. STICH (2018).** « Embedded in Two Countries: A Psychological Approach to Remaining a Cross-Border Commuter » Association for Borderlands Studies 2<sup>nd</sup> World Conference. 2018, Vienna, Autriche

**S. STOECKL, W. RATHGEBER, J. GEYER-KLINGEBERG , M.HANG (2018).** « If, when, and how financial decisions affect firm value: a meta-analysis » 78<sup>th</sup> Annual Meeting of the Academy of Management. 2018, Chicago, Etats-Unis d'Amérique, co-auteurs présentés

**S. STOECKL, W. RATHGEBER, J. GEYER-KLINGEBERG, M. HANG (2018).** « If, when, and how financial decisions affect firm value: A meta-analysis » The Global Interdisciplinary Conference: Green Cities Business, Engineering, Architecture, Design, & Technology. 2018, Nancy, France

**S. THIERY DUBUISSON, D. FASS (2018).** Penser la cyber-économie à l'interface des facteurs techniques, humains et organisationnels » Journée du droit pénal économique. 2018, Neuchâtel, Suisse

**M. VERLAINE (2018).** « Inverse S-shaped probability weighting:» Annual meeting European Decision Sciences Institute. 2018, Italie

**D. WASIELESKI, D. DUCHAMP (2018).** «From Traceability to Transparency: Communicative Action Theory as a Responsible Innovation for Social Auditing » International Society for Work & Organizational Values (ISSWOV). 2018, Trieste, Italie

## PROCEEDINGS

**D. PHAM, K. A. DUENAS, C. DI MARTINELLI (2018).** « From Traceability to Transparency: Communicative Action Theory as a Responsible Innovation for Social Auditing » International Society for Work & Organizational Values (ISSWOV). 2018, Trieste, Italie

**M. VERLAINE (2018).** « Risk Management for Funds: A Decision-theoretic approach » in Annual Meeting Proceedings., Decision - Science Institute, pp. 1353-1368, 2018, Chicago, United States of America

**M. VERLAINE (2018).** « An Information-theoretic approach to treat inverse S-shaped probability weighting problems. » in Annual meeting proceedings., Decision Science Institute, pp. 276-289, 2018, Chicago, United States of America

**M. VERLAINE (2018).** « An Operational Approach to select CEU portfolios » in Annual meeting Proceedings., Decision Science Institute, pp. 290-302, 2018, Chicago, United States of America

## PRESENTATION IN RESEARCH SEMINARS

**B. AGOSTINI** « I Got The Blues: What Popular Music Can Teach » Dysfunction Day, AUDENCIA. 2018, Nantes, France

**D. FASS** « L'homme augmenté : théorie et expérience » 2018, Central Supélec Metz

**Y. HABRAN** « Freeing and Hybridising Art and Science » Dysfunction Day. AUDENCIA 2018, Nantes

## CONFERENCES



### GREEN CITIES CONFERENCE

More than 80 people from 13 different nationalities gathered on the Artem campus in Nancy from June 27 to 30 for the interdisciplinary conference Green Cities co-organized by Prof. Minoo Tehrani, Roger Williams University (Massachusetts, USA) and ICN Business School. During 3 days, international experts from various fields such as economics, logistics, marketing and communication, ethics, engineering etc... presented their research and exchanged on the theme of the Green City. This theme fits perfectly into the school's mission to offer an innovative and transdisciplinary training that enables students to become responsible professionals capable of acting in a global economic environment. The Green Cities conference was supported by the City of Metropolis.

### IEF BOOTCAMP ON EARLY GROWTH ACCELERATION: BUILDING NEXT GENERATION HIGH PERFORMING SUSTAINABLE STARTUPS

DECEMBER 5 – 11, 2018

Developed by Mahamadou Biga-Diambeidou (Entrepreneurship professor and Chair of Early Growth Acceleration and Family Business LABS, ICN Business School) in collaboration



with Jay Mitra (Professor of Business Enterprise and Innovation and Director of the Venture Academy at Essex Business School, University of Essex) the Early Growth Acceleration Boot Camp is an intensive, week-long

new ventures leadership program geared toward entrepreneurs with early stage businesses looking to scale up and/or to attract potential investment and support. Building on the Sustainable Development Goals with specific focus on the North-South relations perspective, the Early Growth Acceleration Bootcamp is designed (see Fig.1.) to foster collaborative teams of new generation of high performing entrepreneurs by bringing together participants from around the world to entrepreneurship and innovation ecosystem surrounding various countries of North and South. This first edition of the Boot Camp on Early Growth Acceleration is linked to the 17th International Entrepreneurship Forum (IEF 2018) conference to show case and share our innovative way helping innovative young entrepreneurs to deal practically with the organizational challenges in a dynamic and complex business environment.

### 17TH IEF 2018 CONFERENCE: ENTREPRENEURSHIP NORTH-SOUTH: THE EMERGENT, TRANSFORMATIONAL AXES OF OPPORTUNITY DEVELOPMENT WHAT CAN MNES DO? GEORGIA TECH, ATLANTA, USA



The IEF was founded by Professor Jay Mitra in 2000, and since that time it has evolved as an extensive network of academic researchers, policy makers, practitioners, and community-based organization representatives from around the world, all giving their time and lending their expertise voluntarily as part of a quadruple helix platform for entrepreneurship, innovation, economic and social development. The IEF holds annual conferences in various parts of the globe together with local host institutions and enables partnerships among delegates and others to advance new knowledge on entrepreneurship, innovation, economic and social development. The 17th International Entrepreneurship Forum Conference (IEF 2018) under the main topic of Entrepreneurship North-South: The Emergent, Transformational Axes

of Opportunity Development was co-initiated and co-led by the Chair EGA-FaBLABS in collaboration with IEF, Essex University and Société Africaine de Management. The organization of IEF 2018 at ICN Business School and ICN Business School through the Chair of Early Growth Acceleration and Family Business LABS, ICN Business School in collaboration with IEF, Essex University and Société Africaine de Management, demonstrates our commitment to excellence at global level. This is also an illustration of our engagement to bringing the multiple approaches to new opportunity identification, enabling the building of many bridges that we need to overcome the tides of disconnects, of inequality, climate change, withering local needs, race and gender disempowerment. For details information see also the conference web site: <https://ieforums.org>

## METHODOLOGY WORKSHOPS

OCTOBER 13, 2018  
**RESEARCH METHODOLOGY & THESIS STRUCTURE**  
 BY SILVESTER IVANAJ

APRIL 17, 2018  
**DATA HANDLING & CODING**  
 BY HAREESH MAVOORI

APRIL 16, 2018  
**INTRODUCTION TO NVIVO**  
 BY HAREESH MAVOORI

FEBRUARY 22 – 23, 2018  
**STRUCTURAL EQUATION MODELS**  
 BY HAREESH MAVOORI

FEBRUARY 21, 2018  
**MEDIATION, MODERATION AND MODERATED MEDIATION**  
 BY HAREESH MAVOORI

# RESEARCH EVENTS

## OTHER WORKSHOPS

### ICN RESEARCH DAY

On April 18, 2018 was launched the first ICN Research Day. This day was an opportunity to review the results of last year's publications and research activities, to introduce the new research affiliate professors, to organize a round table on the theme of gender and to present the first research videos already produced. ICN Business School aims to make research accessible to as many people as possible and is currently developing a series of popular videos. 3 first videos were presented during this Research Day:

<https://www.icn-artem.com/activites-de-recherche>



**Bertrand Agostini** from the article: AGOSTINI Bertrand, PERSSON Sybille, SHRIVASTAVA Paul (2016), "I Got The Business Blues": What Organizations Can Learn From Popular Music? Journal of Cleaner Production, no 135, 1524-1533.

• **Jean-François Stich** from the article STICH, J.-F., MTARAFDAR, C., LCOOPER, PSTACEY (2017), « Workplace stress from actual and desired computer-mediated communication use: a multi-method study », New Technology, Work and Employment, vol. 32, no. 1, pp. 84-100.

• **Sybille Persson** from the article: " PERSSON Sybille, SHRIVASTAVA Paul (2016), Sustainable Development of Human Resources Inspired by Chinese Philosophies: A Repositioning Based on François Jullien's Works, Management and Organization Review, Vol. 12, no 3, 503-524."

### THINK TANK FOR THE NEW CHAIR : WOMEN AND LEADERSHIP AND GENDER AND ORGANISATIONAL PERFORMANCE

Krista Finstad-Milion, Associate Professor at the ICN Business School, gender researcher, organized a think tank with about 30 people.

Ten years ago, Krista Finstad-Milion co-founded the EST'elles Executive association, which has become the main professional women's network in the « Grand Est » region. In May, she initiated a chair project entitled « innovative research and pedagogy on women and leadership, diversity and organizational performance ». Launched at the ICN Business School the think tank, it hosted a working group of about 30 members, mainly women, to study the impact of women's presence in key positions in

### FINANCE & MARCHÉS

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### SUMMARY

par Pascale Brissot  
Correspondante à Paris

### Krista Finstad-Milion lance un think tank au féminin



Après l'annonce de la création de la chaire de leadership féminin à l'ICN Business School, Krista Finstad-Milion lance un think tank au féminin. Cette initiative vise à rassembler des femmes de haut niveau pour discuter de leur expérience et de leur rôle dans les entreprises. Le think tank se réunira régulièrement pour échanger sur des thématiques liées à la carrière, à la gestion d'équipe et à l'équilibre entre vie professionnelle et personnelle.

« Le think tank au féminin est une initiative qui vise à créer un espace de dialogue et de partage d'expériences entre femmes de haut niveau. C'est une opportunité de discuter de nos défis communs et de trouver des solutions ensemble. Je suis convaincue que ce think tank sera une ressource précieuse pour toutes les femmes qui souhaitent progresser dans leur carrière et dans leur vie personnelle. »

« Le think tank au féminin est une initiative qui vise à créer un espace de dialogue et de partage d'expériences entre femmes de haut niveau. C'est une opportunité de discuter de nos défis communs et de trouver des solutions ensemble. Je suis convaincue que ce think tank sera une ressource précieuse pour toutes les femmes qui souhaitent progresser dans leur carrière et dans leur vie personnelle. »

June 26, 2018

« **Academia as Sustainable Practice: Critical reflections based on the case of an international joint study programme: The MIEX** », MNISRI Kamel & SCHULZ Klaus Peter

May 17, 2018

« **The Impact of Female Representation as Part of the Owner-Manager Team on New Venture Team Strategic Choice and Start-up performance** », BIGA DIAMBEIDOU Mahamadou & MAVOORI Hareesh

April 4, 2018

« **Exploring the mechanisms of institutional change during crisis: A liminal perspective** », GUIMARÃES DA COSTA Nuno

March 15, 2018

« **Counterfeits and brand communities** », HAWKINS Matthew

February 8, 2018

« **Rôle et responsabilités des hauts dirigeants face aux changements climatiques : réflexions à partir du cas de BP** », THIERY DUBUISSON Stéphanie

January 19, 2018

« **High-frequency trading and flash crashes: an Agent-Based approach** », JACOB LEAL Sandrine

## RESEARCH TASK FORCE MEETINGS AND WORKSHOPS

Alejandra DUENAS initiated the Research task Force in February 2018. It is a discussion and sharing forum. It aims to facilitate and encourage research, identify the intellectual and research interests; research funding at local, national and international levels and review papers.

November 29, 2018

Workshop « **How to write/publish research papers** » by GUIMARÃES DA COSTA Nuno

June 25, 2018

**Research Task Force Meeting**

May 28, 2018

**Research Task Force Meeting**

February 15, 2018

Krista Finstad-Milion, gender equality adviser at the ICN Business School to the « Conférence des grandes écoles », also invited Susan Madsen, founder of the Utah Women in Higher Education Network and internationally renowned researcher for this think tank.

At the end of the think tank, Susan Madsen presented her book, « Women and Leadership in Higher Education » and provided access to ICN, students and ICN staff members via the knowledge hub :

<https://fr.knowledgehub.icn-artem.com/>

## PRESENTATION DURING BROWN BAG SEMINARS

The Brown Bag Seminar (BBS) is a regularly schedule, informal research presentation steered by Matthew HAWKINS & Sandrine JACOB LEAL. 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.

December 5, 2018

« **Food Prices Dynamics: What Fundamental and Uncertainty Factors Matter?** », AVOUYI-DOVI Sanvi

November 8, 2018

« **Embedded in Two Countries: A Psychological Approach to Remaining a Cross-Border Commuter** », STICH Jean-François (co-author RETHORE Christophe)

October 16, 2018

« **Planetary Boundaries Textile Project – A structured review of the literature** », MURPHY Eileen

# 7 | PROFESSIONAL CONFERENCES, MAGAZINES & INTERVIEWS

## PROFESSIONAL CONFERENCES

**A. CECCARELLI (2018).** « Les enjeux de l'image de soi dans la vie professionnelle ». 2018, Nancy, France.

**A. CECCARELLI (2018).** « L'impact du dress code dans le recrutement » Jobinco. 2018, Metz, France.

**A. CECCARELLI (2018).** « Personal branding : fantasy or reality ? » HROne Luxembourg. 2018, Luxembourg.

**K. FINSTAD-MILION (2018).** « Do you have a local and a global strategy? What are the benefits of being a GLOCAL player? » EST'elles Executive Women's Business Lunch. 2018, Strasbourg, France.

**K. FINSTAD-MILION (2018).** « Le pouvoir des femmes dans les sociétés et au travail » Participation à la table ronde « Les rendez-vous de l'Égalité » organisée par le Conseil Départemental 54, Faculté Lettres et Sciences Humaines. 2018, Nancy, France.

**K. FINSTAD-MILION (2018).** « Parcours de femmes » Invitée à une table ronde pour le Congrès national du Centre des Jeunes Dirigeants. 2018, Nancy, France.

**C. MORIN-ESTEVEES (2018).** « Retour d'expérience sur l'évaluation Engagé RSE » AFNOR, journée RSE. 2018, Paris, France.

**PERSSON S (2018).** « Le droit à l'erreur », Cercle Prospective RH & Observatoire Digital et Innovations RH, 2018, Paris, France.

**C. STALLA-BOURDILLON (2018).** « Le complotisme : enjeux et vérités » IHEDN-ANAJ Grand Est. 2018, Nancy, France.

**C. STALLA-BOURDILLON (2018).** « Mondialisation et démondialisation » NANCY (Lions Club Commanderie). 2018, Nancy, France.

**C. STALLA-BOURDILLON (2018).** « Les Réseaux d'Influence et de Connaissance en France » IHEDN-ANAJ Grand Est. 2018, Nancy, France.

## PROFESSIONAL ARTICLES & INTERVIEWS

**A. CECCARELLI (2018).** « Un slow Dating à ICN Business School » - 2018, Est Républicain, Nancy, France.

**A. CECCARELLI (2018).** « EMBA, l'atout charme des petits ! » - 2018, Le monde.fr, Paris, France.

**A. CECCARELLI (2018).** « Parité dans les MBA : où sont les femmes ? » - 2018, Le Nouvel Economiste, Paris, France.

**E. EBERHARDT-TOTH (2018).** « Qu'est-ce que la recherche académique ? Pourquoi faire de la recherche académique ? »

**E. EBERHARDT-TOTH (2018).** « Qu'est-ce que la recherche aca », What is research in a business school?

**E. EBERHARDT-TOTH (2018).** « Intervention aux premières assises départementales du développement durable, organisées par le Département de la Moselle le 19 avril 2018 en qualité de Grand Témoin de l'atelier Economie et Insertion », 2018, Metz, France.

**D. FILALI (2018).** « NPS & optimisation du parcours client », Article dans le dossier « Méthodes et outils de mesure et d'optimisation de l'expérience client », Survey Magazine, 2018

**K. FINSTAD-MILION (2018).** « Krista Finstad-Milion lance un think tank au féminin - Portrait par Pascale Braun » - 2018, Les Echos.fr, Paris, France.

**K. FINSTAD-MILION (2018).** « Nous avons besoin de plus de leaders féminins dans toutes les entreprises » - 2018, Entreprises et Carrières. - 2018, Les Echos.fr, Paris, France.

**T. HOUE (2018).** « Les spécificités de l'activité e-commerce : De la création aux solutions logistiques. Réunion Maîtres d'apprentissage » - 2018, ICN Business School, Metz, France.

**T. HOUE (2018).** « Un master en supply chain avec la caution d'une grande école » - 2018, Supply Chain Magazine, Paris, France.

## PROFESSIONAL ARTICLES & INTERVIEWS

**S. JACOB LEAL, M. NAPOLETANO (2018).** « High-frequency trading and regulatory policies. A tale of market stability vs. market resilience » - 2018, Blog de l'OFCE - Observatoire Français des Conjonctures Economiques.

**F. LEGROS (2018).** « Retraites : La nécessité d'une réforme équitable, lisible et durable » - 2018, Le Monde.fr.

**C. MORIN-ESTEVEES (2018).** « Le handmanager à ICN » - 2018, France 3, Nancy, France.

**C. MORIN-ESTEVEES (2018).** « Le développement durable et la RSE à ICN » - 2018, Durablement Vôtre.fr, Nancy, France.

**S. PERSSON (2018).** « Les besoins et l'avenir des métiers de l'accompagnement, des hommes et des organisations » - 2018, La culture Coach & Team, Paris, France.

**S. PERSSON (2018).** « Penser autrement pour innover réellement » - 2018, Revue RH&M, n°71, p. 18-19.

## 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 2018

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

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

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

**Hicham Ismail FAWAZ, Lebanon** " The micro-finance ", Francesc RELANO

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

**Wassim HAMIEH, Lebanon**, " Impact of CSR on brand loyalty ", Insaf KHELLADI

**Ulrick 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.

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

**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

**Huiwen 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 GUIMARÃES 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 & Stéphanie THIERY DUBUISSON

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

**Anicet TCHIBOZO, 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 ", Stanislas D'EYRAMES & Maxime KOROMYSLOV

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



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

## PhD universa in progress supervised by icn faculty

**Fares FARES, Lebanon**, PhD Universa. " Organizational behavior aspects that must be taken by HRM Department in Islamic banks ", Nuno GUIMARÃES DA COSTA

**Fairooz HAMD, Iraq**, PhD Universa. " To Establish a Conceptual Framework around Communicative Leadership Contributing to Future Research and Development of Leaders ", Nuno GUIMARÃES DA COSTA

**Adel YAZBEK, Lebanon**, PhD Universa. " The effectiveness of Lebanese business schools morals teaching ", Tamym ABDESSEMED & Nuno GUIMARÃES DA COSTA

## 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 ", Wajdi TRABELSI & Nathalie SAUER, LGIPM

**Rémy NAZIN, France**, Université de Lorraine. " Human machine modelling: What epistemological foundations for safe design? ", Didier FASS.

**Jonas TAREKEGNE, Germany**, PhD Universität Stuttgart. " Playfulness in innovation processes ", Klaus-Peter SCHULZ

# DOCTORAL ACTIVITIES



**Junmei QI, China**, Université de Lorraine. " Inclusion of corporate environmental performance indicators in bank lending covenants ", Elisabeth PAULET, Edina EBERHARDT-TOTH,

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

**Carla VIDINHA, Portugal**, Université de Lorraine. "Impact of social movements in corporations. An agenda building perspective", Sybille PERSSON, David WASIELESKI

**Rana ZANTOUT, Lebanon**, Université de Lorraine. " Organizational Energy and Performance: perspectives of a conceptual model and an empirical research ", Elisabeth PAULET, David WASIELESKI

## DOCTORAL THESES SUPERVISED BY icn FACULTY AND DEFENDED IN 2018

**Nadia NDHAIEF**, LGIPM, Université de Lorraine. " Hub localization problem for sustainable logistic under urban environment constraint ", Olivier BISTORIN, Nidhal REZG,

## DOCTORAL THESES IN PROGRESS - icn FACULTY

**Silvester IVANAJ**



**Title** : Adoption du SIRH dans les organisations : tests méta-analytiques de modèles théoriques concurrents

**Thesis Directors** :

Prof. Patrice LAROCHE, Université de Lorraine

Prof. Christine CACHET-VIVIER, Université Paris Est Créteil

**University** : Paris Est Créteil

Silvester IVANAJ is one of the first members of the FNEGE programme to support the Doctorate in Management Sciences by the VAE (Validation of the Acquisition of Experience).

He holds a PhD in engineering sciences from the « Ecole Nationale supérieure de Géologie », INPL.

For more than 20 years, he has been teaching in management science and publishing intensively in the Humanities and Social Sciences.

The defense is planned for the first semester of 2019.

## DOCTORAL THESES DEFENDED AT icn FACULTY

**Insaf KHELLADI**



**Title** : The determinants of the individual investor's share purchase decision: an analysis under the prism of perceived value

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

**Jury** :

- Carine GIRARD, HDR Professor at Audencia Business School, Nantes campus

- Jean-François LEMOINE, Professor at the University of Paris I Panthéon-Sorbonne

- Bernard OLIVERO, Professor at the University of Nice-Sophia Antipolis

- Nadine TOURNOIS, Professor at the University of Nice-Sophia Antipolis

The thesis defence took place in Nice at the " Institut d'Administration des Entreprises " on May 18, 2018.

## COMMUNICATIONS IN DOCTORAL SEMINARS

NEESHAM Cristina, **PERSSON Sybille**, TEESHANKEE Benito, Phd Webinar, moderated by **WASIELESKI David**, Humanistic Management PhD Network, sponsored by Duquesne University, November 5, 2018.

GRAMAIN Agnès, **PERSSON Sybille**, PY Bruno, Le positionnement disciplinaire du chercheur: quels enjeux ? Table ronde animée par Jean-Noël ORY, Xe Journée des doctorants de l'Ecole Doctorale SJPEG, Inter, pluri, trans... quels échanges disciplinaires dans les recherches en SJPEG ? Université de Lorraine, June 6, 2018.

## pedagogical development axis dipe

Marie France CLERC-GIRARD, and Rossella SORIO, presented the Artem experience and the concept of Creative Business Days at the best case presentation day organized by the CCMP (Central de cas et de médias pédagogiques) on June 5, 2018

What are Creative Business Days?

Every year since 2013, 450 students from the 3 schools of the Artem Alliance (ENSAD, ICN Business School and Mines Nancy), form heterogeneous teams and work together on a given problem with the aim of proposing a prototype, a product or a service that is both innovative and feasible. Thus, CB Days contextualize Artem by allowing students to work with different profiles and challenge their thinking. This raises their awareness and prepares them for the professional world and the diversity of profiles in companies.

At the end of the seminar, students present their ideas to a jury for a final defense. The originality of CB Days does not stop with the mix of students since the jury itself is composed of teachers from Artem schools but also representatives of large companies, local authorities and external experts. Seduced by the concept of CB Days, the CCMP proposed to make this experience a CCMP case, in the form of an educational mechanism.



## icn business school PRESENTS AT THE NORTH AMERICAN CASE RESEARCH ASSOCIATION ANNUAL CONFERENCE

October 2018

Christine KRATZ, Deputy Director of Programmes at ICN Business School, participated in the « North American Case Research Association (NACRA) annual conference » which took place from 3 to 6 October in Orlando. NACRA is an association that includes many researchers, case authors and teachers from different countries in the field of management.



Christine KRATZ was track chair of the « cases written in French » sessions and presented 2 cases:

- « Cora Nancy, le challenge des produits locaux » that she wrote with Michel MAKIELA, associate professor in the Marketing department of ICN  
- « Les biscuits de Mr LAURENT » written with Jeanine BOTUHA-BILLET, teacher-researcher at the ESP Pau.

## list of the CASES published by icn faculty

**J. JACQUET, J. KOEHL, C. MORIN-ESTEVEES, A. TOSELLO** - « La papeterie de Docelles: l'impossible résurrection ? » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**M.-F. CLERC-GIRARD, D. DUCHAMP** - « Walliks.fr: le mur de compétences s'est fissuré » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**C. SONNTAG, M.-F. CLERC-GIRARD** - « Valopneu, l'économie circulaire en action » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**G. DUFFING** - « TravelNice: voyager demain différemment grâce aux technologies de l'information ? » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**C. KRATZ, J. KOEHL** - « Moustache Bikes: comment rester en tête de peloton ? » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**P. REBIERE** - « Botox: un deal aux mains d'un activiste » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**C. BENETTI, C. SONNTAG** - « Growth in fund industry, you should manage! » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**N. DAGORN** - « Airbnb: From start-up to unicorn » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**N. DAGORN** - « Axa: Insurance reinvented by data » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**N. DAGORN** - « CHR Metz-Thionville: Showcase hospital 2.0 » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**N. DAGORN** - « Le Clos Lamartine: A residence for connected seniors! » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

**N. DAGORN** - « Smart: The little car bringing great innovations? » - 2018, Centrale des Cas et des Médias Pédagogiques (CCMP), Paris, France

## THE ICN RESEARCH TASK FORCE

February 2018

The ICN research task force was launched on 15<sup>th</sup> February, 2018; a meeting was held soon after to discuss its purpose and objectives. The initiative, proposed by ICN professors, aims to facilitate and encourage research, identify the intellectual and research interests of the faculty and inform participants on the availability of support for research and professional development. The task force is a working group overseeing research education, training and dissemination. It will meet once a month to discuss different research activities in the school. The participant professors are Pierpaolo PARROTTA, Wendelin KUEPERS, Matthew HAWKINS, Insaf KHELLADI, Nicolas BATTARD, Marianna MARINO, BIGA DIAMBEIDOU Mahamadou, Stefan STOECKL, Stéphanie THIERY DUBUISSON, Silvester IVANAJ, Thierry HOUE, Sandrine JACOB-LEAL, Didier FASS and Alejandra DUENAS.



**fnege labellisation**

April 2018 – the last book by Silvester Ivanaj and Daniel Caumont, entitled « Analyse de données », received the FNEGE Label in the teaching book category.

<http://www.fnege.org/colleges/college-labellisation-ouvrages/ouvrages-labellises-en-2018>


### «LE COMLOTISME : ENJEUX ET VÉRITÉS»

March 2018



Presented by Anaj-Ihedn Lorraine (First French Youth Association on Defence and Security Issues) and moderated by Christophe STALLA-BOURDILLON, specialist in international relations and economic intelligence.

Conspiracy theories, also referred to as conspiracy or conspiracy, propose to give a vision of history perceived as the product of the action of an occult group acting in the shadows. A theoretical narrative that claims to be coherent, this theme has never been so topical today, closely linked to the question of terrorism and the counter-discourses conveyed by these « ideologies ».



Contribution to the understanding of the Generation Y phenomenon in companies: Exploratory study of the organizational socialization process of young graduates enrolled in a graduate program


Aurélie Kléber, doctoral student at CEREFIGE, supervised by Sybille PERSSON, she defended her thesis at the University of Lorraine and received the AGRH Didier Retour thesis prize. This prize rewards theses which, have the richest and most relevant contributions in terms of managerial implications, while respecting academic requirements.

Aurélie was awarded during the AGRH Congress in Lyon at the end of October 2018.

### THE CONVERSATION

November 2018

Since this year, ICN Business School is affiliate member of The Conversation FR. The Conversation France, an online media for independent news and analysis, which publishes articles written by researchers and academics for the general public.



Krista FINSTAD-MILION, professor in the Human Resources and Organizational Behavior Department, co-authored an article entitled « Grandes écoles: la parité des promotions, rempart aux inégalités? » with several colleagues from the gender equality working group of the Conférence des Grandes Ecoles.

<https://theconversation.com/grandes-ecoles-la-parite-des-promotions-rempart-aux-inegalites-103793>

# Also in 2018

## christian bourion appointed honorary member of the icn faculty



April 2018

After more than 30 years of career at the school, Christian BOURION was awarded the distinction of honorary member of the ICN faculty during the Research Day held on April 18 on the Artem campus. This award was presented to him by Nuno GUIMARÃES DA COSTA, Director of Academics and Research, on behalf of the entire faculty.

Associate Professor, Christian BOURION is a Doctor of State in Economics, qualified to direct research and a University Laureate. His research and teaching areas are Self Management, proximity management and decision-making processes. He has written and edited more than 30 books, some of which have been referenced in some 20 countries. He has created an observatory of life stories and directed two collections of books. He is co-editor of the International Review of Psychosociology and Organizational Behavior Management (RIPCO).



The French and international students of the MSC In International Management - MIEX program, as part of the international marketing module, organized an international fair around international products of their choice. Students, teachers and visitors were delighted by this activity based on experiential learning



## coaching : sybille persson at the 30 years of coach & team culture congress

September 2018

As part of the 30 years of the Coach & Team culture congress, Sybille PERSSON, professor at ICN Business School, deputy director of research and founder of the ICN Coaching School, participated on 15 September 2018 in the round table on « Les besoins et l'avenir des métiers de l'accompagnement, des hommes et des organisations ». She brought her original vision on the subject from her research work based on traditional Chinese thought alongside 3 major professional federations (SFCOACH, ICF and EMCC).



## « LA RÉGION GRAND EST » supports icn business school projects

October 2018

As part of the « Pacte Grandes Écoles » of the Grand Est region, the CybOrg « Cybersécurité et organisation » project led by Stéphanie THIERY DUBUISSON and Didier FASS, professors at ICN Business School, has been selected by the region as an attractiveness vector for the region and raising the education level.

This project is part of the creation of the « Cyber Grand Est » center of excellence with which ICN is associated. It aims to combine cyber-technological processes with organisational and managerial processes in innovative educational proposals to train and raise awareness among future managers and executives in order to strengthen the cyber-economic security of companies in the « Grand Est ».

This project was set up in collaboration with TRACIP, a regional reference company in IT expertise, and the « Institut de Lutte contre la Criminalité Economique » (ILCE) within the « Haute école de gestion Arc » at Neuchâtel in Switzerland.

On the other hand, the region also supports major school events such as the 17<sup>th</sup> Conference of the International Forum on Entrepreneurship, which took place on the Artem campus from 11 to 14 December on the theme « North-South Entrepreneurship: Emerging and Transformative Axes of Opportunity Development ».



In October, a fourth video research is added to the collection launched in April 2018.

Günter Schumacher, presents his article « Aesthetic Rationality in Organizations: Towards Developing a Sensibility for Sustainability » published in the peer reviewed journal "Journal of Applied Behavioral Science" available on youtube: <https://bit.ly/2ZzdqQ7>

# 11 | 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**
- **15,000 ALUMNI**
- **122 PARTNER UNIVERSITIES AROUND THE WORLD**
- **47 STUDENT ASSOCIATIONS**
- **30 YEARS OF SOFT SKILLS**
- **130 PARTNER COMPANIES**
- **30,000 HOURS OF CONTINUING EDUCATION**
- **31 VISITING PROFESSORS**
- **73 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**



# CREACTIVE business school

Contact

Estelle DURAND

+33 3 54 50 25 78

estelle.durand@icn-artem.com

 ICNBusinessSchool

 #icnbusinessschool

[icn-artem.com](http://icn-artem.com)