8th International Research Meeting in Business and Management

(IRMBAM - IPAG Nice - 5/6 July 2017)

http://ipag-irm.sciencesconf.org

Welcoming Note

It is our great pleasure to cordially welcome you to the 8th International Research Meeting in Business and Management (IRMBAM-2017), which is jointly organized by the Groupe ESC Troyes, the IPAG Business School, and the University of Nice Sophia Antipolis.

As it becomes a tradition, this conference aims at bringing together international scholars, practitioners and policymakers sharing interests in the broad fields of management, including banking and finance, entrepreneurship, strategic management, marketing, accounting, and applied economics. It also provides, through special sessions and regular tracks of academic research, a forum for presenting new research results as well as discussing current and challenging issues of the world economy that scholars are trying to solve.

For this year's conference, we are very much honored to have three outstanding Guest Keynote Speakers: Professor Agnes Cheng *(The Hong Kong Polytechnic University, Hong Kong)*, Professor Kamel Jedidi *(Columbia Business School, United States)*, and Professor Stelios Zyglidopoulos *(The University of Glasgow, United Kingdom)*. They are three of the world's leading researchers in the area of Financial Accounting, Marketing and Business Ethics.

We also have the opportunity to welcome two Guest Speakers : 1/ for the Subconference in Environmental Economics: Professor Kjell Arne Brekke *(University of Oslo, Norway)* and Professor Lint Barrage *(Brown University, United States; 2/* for the special session "CSR, Diversity, Gender and Inclusion": Professor Mustafa Ozbilgin *(Brunel University London, United Kingdom, Editor-in-Chief of the European Management Review)*, Professor Jean-Marie Peretti *(ESSEC Business School & Professor Emeritus in HRM at the University of Corte, France)*, and Professor Joana Vassilopoulou *(Brunel University London, United Kingdom)*. We would like to express our sincere thanks to all of them for participating in and supporting this scientific event.

This year, we host the 35th Summer University on Social Audit, organized by the International Institute for Social Audit (IAS) in partnership with the Chair IPAG "Towards an Inclusive Company".

We would like also extend our appreciation to all those who submitted, reviewed competitive papers, and who participated in the program as paper presenters, session chairs, discussants, and attendees. Special thanks also go to scientific committee members whose contribution is significant to the profile and merit of the conference. Our special thanks go to the Editors-in-Chief of the journals associated with the conference, who have agreed either to publish special issues of research papers presented at the conference or to publish a number of selected conference papers in the regular issues of their journals.

We are finally grateful to the organizing committee members at the IPAG Business School, the Groupe ESC Troyes and the University of Nice Sophia Antipolis for their excellent work and efforts.

We firmly believe that you all will have an intellectually stimulating and productive conference.

On behalf of the Conference Co-Chairs and Co-organizers

Frederic Teulon
Executive Director for Research
IPAG Business School

Conference Overview

This 8th International Research Meeting in Business and Management welcomes submissions in Accounting, Management, Banking & Finance, Marketing and Economics areas for presentation. Accepted papers are scheduled in regular tracks of academic research according to the following tracks:

- Track 1: Accounting/Financial Accounting
- Track 2: Banking, Insurance and Finance
- Track 3: Entrepreneurship
- Track 4: Strategic Management
- Track 5: Marketing
- Track 6: Business Ethics
- Track 7: Logistics, Sustainable Development, and Circular Economy
- Track 8: Information Systems & Operations Research
- Track 9: Theoretical and Applied Economics
- Track 10: Economic and Management Issues in Southern Europe and Maghreb
- Special Sessions 1: CSR, Diversity, Gender and Inclusion
- Special Sessions 2: Innovation Economics and Management
- Special Sessions 3: Geopolitics: Moyen-Orient/Monde Arabe: Bilan d'une Recomposition Géostratégique
- Subconference in Environmental Economics

Keynote Speakers

Professor Agnes Cheng

The Hong Kong Polytechnic University, Hong Kong

Professor Agnes Cheng obtained a Master of Science degree in Accounting from National Chengchi University, Taiwan and a Ph.D in Accountancy from University of Illinois at Urbana-Champaign in the USA.

Professor Cheng's current research interest focuses on empirical financial accounting research. She has published articles in journals such as Journal of Accounting Research, The Accounting Review, Journal of Financial Economics, Review of Economics and Statistics, Journal of International Business Studies, Journal of Business, Finance and Accounting, Auditing, A Journal of Practice and Theory, Accounting and Business Research, Journal of Management Accounting Research and many others.

Professor Cheng is Co-Editor of Journal of Contemporary Accounting and Economics; and Associate Editor of Journal of International Accounting Research and Journal of Accounting, Auditing & Finance; she also serves on the editorial board of Management Accounting Research (MAR) and Review of Pacific Basin Financial Markets and Policies (RPBFMP).

Professor Cheng also held some executive positions in professional organizations. She is a member of the Asia Society Houston's Advisory Board. She was the President of Chinese Accounting Professors Association of North America (CAPANA) from 1994 to 1995, Vice President, International, of American Accounting Association (AAA) from 1999 to 2001 and Vice President of International Association for Accounting Education and Research (IAAER) from 2002 to 2009. Professor Cheng won the KPMG Research Award in 2010 and Louisiana State University 100 Rainmaker Award in 2009.

Keynote Speakers

Professor Kamel Jedidi

John A. Howard Professor of Business, Chair of the Marketing Division, Columbia Business School, United States

Professor Kamel Jedidi is the John Howard Professor of Business and the Chair of the Marketing Division at Columbia Business School, New York. He holds a bachelor's degree in Economics from University of Tunis and Master and Ph.D. degrees in Marketing and Statistics from the Wharton School, University of Pennsylvania. Dr. Jedidi has extensively published in leading marketing and statistical journals.

His research interests include pricing, product positioning, and market segmentation. He was awarded the 1998 IJRM Best Article Award and the Marketing Science Institute 2000 Best Paper Award. He was also finalist for 2009 Paul Green Award for the *Journal of Marketing Research* and for the 2009 Long-term Impact Paper Award for *Marketing/Management Science*.

Professor Jedidi is senior Editor for the Consumer Needs and Solutions Journal and serves on the editorial board for the *Journal of Business-to-Business Marketing*. Professor Jedidi has conducted seminars at several business conferences and universities and also spoken at and consulted with several multinational companies.

He is a Founding Trustee of the Marketing Accountability Standards Board (MASB), a member of the Faculty Steering Committee, Columbia Global Centers (Amman), a Senior Editor for Rutgers Business Review, and a member of the Academic Council of ENPC's School of International Management.

Keynote Speakers

Professor Stelios Zygdopoulos

The University of Glasgow, United Kingdom

Professor Stelios Zyglidopoulos joined the University of Glasgow Adam Smith Business School as a Reader in Strategy in 2014. He is an Associate Fellow of Homerton College, University of Cambridge and holds a PhD in Strategy and Organisation and an MBA from McGill University, a MA (Cantab) from the University of Cambridge, an MA in Philosophy from Birkbeck College, University of London, and an MSc from the University of Piraeus, Greece. Prior to joining the University of Glasgow, he held academic positions at the Cambridge Judge Business School, the Rochester Institute of Technology in the United States and Erasmus University in the Netherlands. Stelios has extensive executive education experience and has taught in many executive education programs, both open and custom.

Professor Stelios Zyglidopoulos is currently Section Editor for the *Journal of Business Ethics* and serves as an Editorial Board Member of *Business & Society*, *Corporate Reputation Review*, and *Organization Studies*.

Professor Zyglidopoulos's current research interest focuses on Corporate Social Responsibility (CSR), Internationalisation and CSR, Organisational Corruption, Stakeholder Theory, Ancient Philosophy and Business Ethics.

He has published articles in journals such as *MIT Sloan Management Review, Business and Society, Journal of Management Inquiry, Business Ethics Quarterly* and many others.

Guest Speakers

The IRMBAM-2017 is the occasion to have a Subconference in Environmental Economics, which is organized by Ingmar Schumacher *(IPAG Business School)*, Eric Strobl *(University of Bern & IPAG Business School)* and Cees Withagen *(IPAG Business School & VU University)*. We are honoured to have two guest speakers for the subconference:

July 5th 10:00 – 11:30	A8: Subconference in Environmental Economics I	Stockholm, 4th Floor

Lint Barrage

Assistant Professor of Economics & Environmental Studies
Brown University, United States

Dr. Lint Barrage's research specialization is macro-public and environmental economics, with a strong interest in the intersection of macroeconomic and environmental considerations in policy design and analysis.

Kjell Arne Brekke

Professor at the Department of Economics
University of Oslo, Norway

Professor Kjell Arne Brekke's research interests stay in the fields of Economics, more specifically in Behaviroal Economics, Experimental Economics, Resource and Environmental Economics, Real options and stochastic analysis

Guest Speakers

IRMBAM-2017 has the pleasure to have three guest speakers for a special session on CSR, Diversity, Gender and Inclusion, which is organized by Maria Giuseppina Bruna *(IPAG Business School & Ecole des Mines d'Albi-Carmaux)*.

July 6th 11:15 – 12:45	F3: CSR, Diversity, Gender and Inclusion VI ***Diversity Issues and Foresight of Management***	Paris, 2nd Floor

Mustafa Ozbilgin

Director of Research and Professor of Human Resource Management, Brunel University London, United Kingdom

Professor Mustafa Ozbilgin conducts his research and publishes on equality, diversity and inclusion at work from comparative and international perspectives. He is the chief editor of the European Academy of Management, and serves at the Editorial Boards of journals such as Academy of Management Learning and Education, British Journal of Management and Gender Work and Organization.

Jean-Marie Peretti

Professor of Management, ESSEC Business School & Professor Emeritus in HRM at the University of Corte, France

Professor Jean-Marie Peretti is specialized in several fields of research: human resource management, social audit, career prospects and remuneration grades. He is member of the Editorial Board of journals such as Revue Management des Organisations, Management Development International Institute, Revue Management & Avenir, Gestion des Ressources Humaines.

Joana Vassilopoulou

Senior Lecturer in HRM and HRM & Employment Relations, Brunel University London, United Kingdom

Dr. Joana Vassilopoulou's research focuses on race and gender equality at work, highly skilled migrants, diversity management and talent management, from a critical and international comparative perspective.

Scientific Committee

Akram Al Ariss, *Toulouse Business School, France*
Fouad Ben Abdelaziz, *NEOMA Business School, France*
Karim Ben Slimane, *ISC Paris, France*
Adel Ben Youssef, *University Nice Sophia Antipolis, France*
Marco Bigelli, *University of Bologna, Italy*
Sabri Boubaker, *Groupe ESC Troyes, France*
Tristan Boyer, *IPAG Business School, France*
Maria Giuseppina Bruna, *IPAG Business School & Ecole des Mines d'Albi-Carmaux, France*
Sandra Camus, *University of Angers, France*
Ines Chaieb, *Swiss Finance Institute, Switzerland*
Chia-Lin Chang, *National Chung Hsing University, Taiwan*
Raphaël Chiappini, *University Nice Sophia Antipolis, France*
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Ephraim Clark, *Middlesex University, United Kingdom*
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René Díaz-Pichardo, *Groupe ESC Troyes, France*
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Sadok El Ghoul, *University of Alberta, Canada*
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Dimitrios Gounopoulos, *Sussex University, United Kingdom*
Georgios P. Kouretas, *Athens University of Economics and Business, Greece*
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Thomas Lagoarde-Segot, *Kedge Business School, France*
Renaud Lunardo, *Kedge Business School, France*
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Michael McAleer, *Erasmus University Rotterdam, Netherlands*
Rémi Mencarelli, *University of Savoie-Mont Blanc, France*
Jean-Yves Moisseron, *IRD, France*
Jean-Marie Peretti, *ESSEC Business School, France*
Gwenael Piaser, *IPAG Business School, France*
Mustafa Ozbilgin, *Brunel University London, United Kingdom*
Samir Saadi, *University of Ottawa, Canada*
Jean-Michel Sahut, *IDRAC Business School, France*
Ingmar Schumacher, *IPAG Business School, France*
Benoît Sévi, *Grenoble University, France*
Eric Strobl, *University of Bern, Switzerland & IPAG Business School, France*
Carolyn Strong, *Cardiff University Business School, United Kingdom*
Ariane Szafarz, *Université Libre de Bruxelles, Belgium*
Frédéric Teulon, *IPAG Business School, France*
Loredana Ureche-Rangau, *University of Picardy, France*
Joana Vassilopoulou, *Brunel University London, United Kingdom*
Janis Zaima, *Menlo College, Atherton, United States*

Conference Co-chairs

Damien Chaney, *Groupe ESC Troyes en Champagne, France*
Asli Kozan, *IPAG Business School, France*
Patrick Musso, *GREDEG, University Nice Sophia Antipolis, France*

Organizing Committee

Serge Amabile, *CERGAM, Aix-Marseille University*
Dominique Bonet, *IPAG Business School*
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David Moroz, *Groupe ESC Troyes*
Patrick Musso (co-chair), *GREDEG, University Nice Sophia Antipolis*
Bruno Pecchioli, *Groupe ESC Troyes*
Marie-José Scotto, *IPAG Business School*
Sophie Pommet, *GREDEG, University Nice Sophia Antipolis*
Frédéric Teulon, *IPAG Business School*
Phuong Tra Tran, *IPAG Business School*

Publication Opportunities

The IRMBAM-2017 is organized in partnership with nine internationally established journals that will publish either special issues of conference papers or a selection of high-quality papers presented at the conference.

- Special Issue of **Small Business Economics** on the theme *"The age of digital entrepreneurship: digital tools and online collaboration to support knowledge sharing and opportunity recognition"*
  - Contact: Jean-Michel Sahut, *IDRAC Business School, France (jmsahut@gmail.com)* and Frédéric Teulon, *IPAG Business School (f.teulon@ipag.fr)*
- Special Issue of **Revue de l'Entrepreneuriat** on the theme *"Les start-up et PME à forte ou hyper croissance: comprendre les enjeux et les raisons de leur performance"*
  - Contact: Jean-Michel Sahut, *IDRAC Business School, France (jmsahut@gmail.com)*
- Special Issue of **Journal of Management & Governance** on the theme *"Corporate Social Responsibility & Governance"*
  - Contact: Jean-Michel Sahut, *IDRAC Business School, France (jmsahut@gmail.com)*
- Special Issue of **Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels**
  - Contact: Maria Giuseppina Bruna, *IPAG Business School & Ecole des Mines d'Albi-Carmaux, France (maria-giuseppina.bruna@ipag.fr)*
- Special Issue of the theme "Innovations": **Revue d'Economie et de Management de l'Innovation** and **Journal of Innovation Economics & Management**.
  - Contact: Sophie Boutillier, *University of Littoral, France (Sophie.Boutillier@univ-littoral.fr)*

Authors of the papers accepted for presentation at the conference are encouraged to submit their work to the following supporting journals:

- **Economic Modelling**
  - Contact: Jean-Michel Sahut, *IDRAC Business School, France (jmsahut@gmail.com)*
- **European Management Journal**
  - Contact: Duc Khuong Nguyen, *IPAG Business School, France (duc.nguyen@ipag.fr)*
- **Question(s) de Management**
  - Contact: Maria Giuseppina Bruna, *IPAG Business School & Ecole des Mines d'Albi-Carmaux, France (maria-giuseppina.bruna@ipag.fr)*
- **Management & Sciences Sociales**
  - Contact: Maria Giuseppina Bruna, *IPAG Business School & Ecole des Mines d'Albi-Carmaux, France (maria-giuseppina.bruna@ipag.fr)*

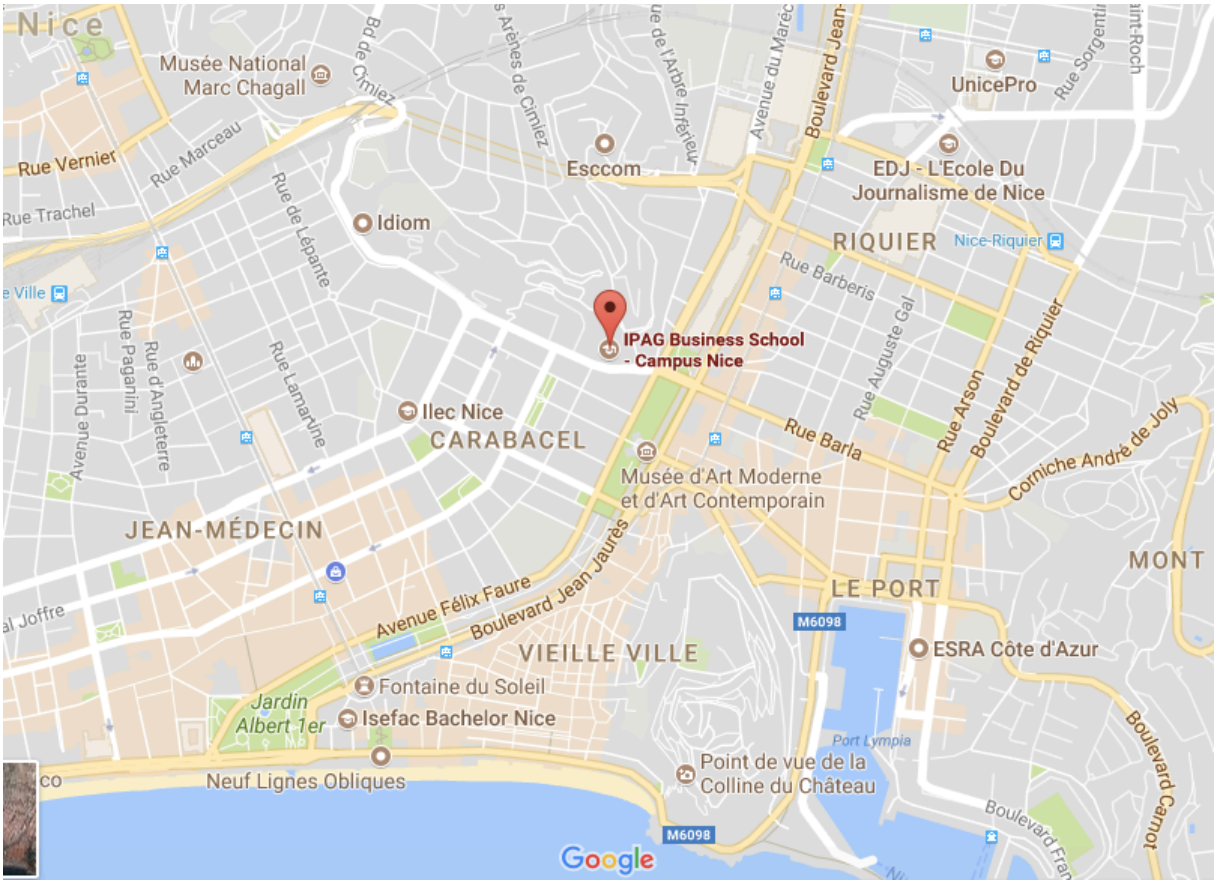
Conference Venue

Address
IPAG Business School, Campus Nice
4 Boulevard Carabacel, 06000 Nice, France
Phone: 04.93.13.39.00

Practical Information

How to come to IPAG Business School Nice Campus:

- By tram: Line T1, station Garibaldi
- By bus:
    - Ligne d'Azur 17, station Défly
    - Ligne d'Azur 15, station Carabacel



Registration and information desk

The registration and information desk is open throughout the entire Conference.

Badges

The name badge given to you when you registered ensures your admission to the Conference. Please make sure you wear it all times. It is important to wear your name badge also at the lunch and at the social events.

Wi-Fi connection

Wi-Fi connection is available at the symposium from July 5th morning to July 6th until the closing.

Program changes

General announcements, changes and updates to the programme will be displayed at the registration desk.

Useful IPAG contacts

Conference organisers: tra.tran@ipag.fr - asli.kozan@ipag.fr
IRMBAM secretariat: m.dimova@ipag.fr

Taxis

Taxi Riviera: 04 93 13 78 78

Taxi G7: 08 99 86 51 27

Instructions for presentations

Time available for each presentation is around 15-20 minutes.

The suggested time allocation is: 15-20 minutes for presentation, 5 minutes for discussion. Chairs are invited to uses any residual time for allowing further discussion from the floor. They make sure that the time available is divided equally over the papers to be presented.

Each parallel session lasts 90 minutes.

The Program at a Glance

Wednesday, July 5, 2017

08:00 – 08:45	Registration & Coffee	Ground Floor
08:45 – 09:00	Welcome and Opening Remarks	Amphitheatre New York
	Damien Chaney, *Professor of Marketing, ESC Troyes, France (Conference Co-Chair)* **Asli Kozan**, *Professor of Strategic Management, IPAG Business School, France (Conference Co-Chair)* **Duc Khuong Nguyen**, *Professor of Finance & Deputy Director for Research, IPAG Business School, France*	

09:00 – 09:45 Keynote Address I		
9:00 – 9:45	Topic: Social Capital and Firm Performance	Amphitheatre New York
	Professor Agnès Cheng, *The Hong Kong Polytechnic University, Hong Kong*	

09:45 – 10:00	Coffee Break	Ground Floor & 4th Floor

10:00 – 11:30 Parallel Sessions (A)

10:00 – 11:30	A1: Accounting & Financial Accounting I	Berlin, 3rd Floor
	Chair: Robert Cairns, *McGill University, Canada*	

10:00 – 11:30	A2: Banking and Finance I	London, 3rd Floor
	Chair: Chee Yoong Liew, *SEGi University, Malaysia*	
10:00 – 11:30	A3: CSR, Diversity, Gender and Inclusion I ***Myths & Facts***	Paris, 2nd Floor
	Chair: Tristan Boyer, *IPAG Business School*, France & Rey Dang, *ICN Business School, France & CEREFIGE (University of Lorraine), France*	

10:00 – 11:30	A4: Strategic Management I ***International expansion***	Kopenhag, 3rd Floor
	Chair: Hachemi Aliouche, *University of New Hampshire, United States*	
10:00 – 11:30	A5: Marketing I ***Branding I***	Oslo, 4th Floor
	Chair: Damien Chaney, *ESC Troyes, France*	

10:00 – 11:30	A6: Logistics, SCM and Circular Economy I	Budapest, 2nd Floor

	Environmental Issues	
	Chair: Dominique Bonet, *IPAG Business School and University of Aix-Marseille 3, France*	
10:00 – 11:30	A7: Theoretical and Applied Economics I ***Debt, Tax and Pensions***	Warszawa, 3rd Floor
	Chair: Mariam Mamedli, *Bank of Russia & Higher School of Economics, Russia*	
10:00 – 11:30	A8: Subconference in Environmental Economics I ***Special Session with Invited Speakers***	Stockholm, 4th Floor
	Chair: Cees Withagen, *IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*	
10:00 – 11:30	A9: Geopolitics I* ***Quelle recomposition stratégique pour le Moyen Orient et le Monde arabe ?*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Guillaume Bigot, *IPAG Business School, France*	
11:30 – 11:45	Coffee Break	Ground Floor & 4th Floor

11:45 – 13:15 Parallel sessions (B)

11:45 – 13:15	B1: Accounting & Financial Accounting II	Berlin, 3rd Floor
	Lamia Chourou, *University of Ottawa, Canada*	
11:45 – 13:15	B2: Banking & Finance II	London, 3rd Floor
	Thorsten Lehnert, *Luxembourg School of Finance, Luxembourg*	
11:45 – 13:15	B3: CSR, Diversity, Gender and Inclusion II* ***RSE, GRH & Innovation*** ** This session will be held in French*	Paris, 2nd Floor
	Chair: André Boyer, *University of Nice Sophia-Antipolis, France* & Marie-José Scotto, *IPAG Business School, France*	
11:45 – 13:15	B4: Strategic Management II ***Politics and Business***	Kopenhag, 3rd Floor
	Asli Kozan, *IPAG Business School, France*	
11:45 – 13:15	B5: Marketing II ***International Marketing***	Oslo, 4th Floor
	Abdul Zahid, *University of Aix-Marseille, France*	

11:45 – 13:15	B6: Logistics, SCM and Circular Economy II* ***Impacts sur la Performance*** ** This session will be held in French*	Budapest, 2nd Floor
	Alexandre Levillain, *IPAG Business School, France*	

11:45 – 13:15	B7: Theoretical and Applied Economics II ***Oil Economics***	Warszawa, 3rd Floor
	Zuzana Lajdova, *Slovak University of Agriculture in Nitra, Slovakia*	

11:45 – 13:15	B8: Subconference in Environmental Economics II ***The Climate Changes and What Do We Do?***	Stockholm, 4th Floor
	Iddo Kan, *Hebrew University of Jerusalem, Israel*	

11:45 – 13:15	B9: Geopolitics II* ***Le nouveau Moyen Orient après les secousses du printemps arabe*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Pierre Conesa, *Paris Institute of Political Studies (Sciences Po), France* & Frédéric Encel, *University of Paris 8, France & Paris Institute of Politicial Studies (Sciences Po), France*	

13:15 – 14:30	Lunch Break

14:30 – 15:15 Keynote Address II		
14:30 – 15:15	Topic: Between Corporate Social Responsibility and Corporate Corruption	Amphitheatre New York
	Professor Stelios Zyglidopoulos, *University of Glasgow, United Kingdom*	

15:15 – 15:30	Coffee Break	Ground Floor & 4th Floor

15:30 – 17:00 Parallel Sessions (C)

15:30 – 17:00	C1: Accounting & Financial Accounting III* ** This session will be held in French*	Berlin, 3rd Floor
	Chair: Bruno Pecchioli, *ESC Troyes, France*	

15:30 – 17:00	C2: Banking & Finance III	London, 3rd Floor
	Chair: Duc Khuong Nguyen, *IPAG Business School, France & Indiana University, United States*	

15:30 – 17:00	C3: CSR, Diversity, Gender and Inclusion III* ***Stratégie & RSE: de l'individu au collectif***	Paris, 2nd Floor

	** This session will be held in French*	
	Chair: Zahir Yanat, *KEDGE Business School, France & Institut International de l'Audit Social, France*	
15:30 – 17:00	C4: Entrepreneurship I ***Entrepreneurial innovation & growth***	Praha, 2nd Floor
	Chair: Sophie Boutillier, *University of Littoral, France*	
15:30 – 17:00	C5: Strategic Management III* ***Structures et diversité en management stratégique*** ** This session will be held in French*	Kopenhag, 3rd Floor
	Chair: Pascale Lambert, *University of Reims Champagne-Ardenne, France*	
15:30 – 17:00	C6: Marketing III* ***Branding II*** ** This session will be held in French*	Oslo, 4th Floor
	Chair: Andria Andriuzzi, *IPAG Business School, France & Sorbonne Business School, France*	
15:30 – 17:00	C7: Information Systems and Operations Management	Budapest, 2nd Floor
	Chair: Nabila Jawadi, *IPAG Business School, France*	
15:30 – 17:00	C8: Theoretical and Applied Economics III ***Household Economics***	Warszawa, 3rd Floor
	Chair: Sarlota Smutná, *Charles University, Czech Republic*	
15:30 – 17:00	C9: Subconference in Environmental Economics III ***Empirics Strike Back***	Stockholm, 4th Floor
	Chair: Kongjoo Shin, *Kyushu University, Japan*	
15:30 – 17:00	C10: Geopolitics III* ***Constantes et variables des conflits moyen-orientaux*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Rolland Lombardi, *University of Aix-Marseille & IREMAM, France*	
17:00 – 17:15	Coffee Break	Ground Floor & 4th Floor

17:15 – 18:45 Parallel Sessions (D)

17:15 – 18:45	D1: Accounting & Financial Accounting IV	Berlin, 3rd Floor
	Chair: Claude Alavoine, *IPAG Business School, France*	

17:15 – 18:45	D2: Banking & Finance IV	London, 3rd Floor
	Chair: Khaled Guesmi, *IPAG Business School, France*	
17:15 – 18:45	D3: CSR, Diversity, Gender and Inclusion IV ***Gender Studies and Equality Issues at Work***	Paris, 2nd Floor
	Chair: Joana Vassilopoulou, *Brunel Business School, United Kingdom*	
17:15 – 18:45	D4: Entrepreneurship II ***Diversity in Entrepreneurship***	Praha, 2nd Floor
	Chair: Marina Van Geenhuizen, *Delft University of Technology, Netherlands*	
17:15 – 18:45	D5: Marketing IV ***Decision making***	Oslo, 4th Floor
	Chair: Chike Okechuku, *University of Windsor, Canada*	
17:15 – 18:45	D6: Theoretical and Applied Economics IV ***Theoretical issues***	Warszawa, 3rd Floor
	Chair: Gwenaël Piaser, *IPAG Business School, France*	
17:15 – 18:45	D7: Subconference in Environmental Economics IV ***The Return of the Instruments***	Budapest, 2nd Floor
	Chair: Eric Strobl, *University of Bern, Switzerland & IPAG Business School, France*	
17:15 – 18:45	D8: Subconference in Environmental Economics V ***It's All about the Dark Gold***	Stockholm, 4th Floor
	Chair: Cees Withagen, *IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*	
17:15 – 18:45	D9: Geopolitics IV* ***Les minorités du Monde arabe à l'épreuve de la radicalisation confessionnelle et de la montée de l'islamisme*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Jean-Sylvestre Montgrenier, *University of Paris VII, France* & Christian Vallar, *University of Nice Sophia-Antipolis, France*	

19:30 – 23:00 Gala Dinner

ASTON LA SCALA Nice

12 Avenue Felix Faure, 06000 Nice

http://www.hotel-aston.com/

Thursday, July 6, 2017

08:00 – 08:30	Registration & Coffee	Ground Floor

08:30 – 10:00 Parallel Sessions (E)

08:30 – 10:00	E1: Accounting & Financial Accounting V	Berlin, 3rd Floor
	Chair: Richard Fisher, *University of Canterbury, New Zealand*	
08:30 – 10:00	E2: Banking & Finance V	London, 3rd Floor
	Chair: Ramón Bermejo Climent, *University of Pontificia Comillas, Spain*	
08:30 – 10:00	E3: CSR, Diversity, Gender and Inclusion V* ***Ethique, agilité & inclusion : défis et pratiques*** ** This session will be held in French*	Paris, 2nd Floor
	Chair: Charles-Henri Besseyre des Horts, *HEC Paris, France*	
08:30 – 10:00	E4: CSR, Diversity, Gender and Inclusion VII ***Diversity Management, Gender and Performance***	Budapest, 2nd Floor
	Chair: Joana Vassilopoulou, *Brunel Business School, United Kingdom* & Mustafa Ozbilgin, *Brunel Business School, United Kingdom*	
08:30 – 10:00	E5: Entrepreneurship III* ***Becoming an Entrepreneur*** ** This session will be held in French*	Budapest, 2nd Floor
	Chair: Kosseila Oudihat, *University of Angers, France*	
08:30 – 10:00	E6: Marketing V ***Co-creation***	Oslo, 4th Floor
	Chair: Alexander J. Kull, *University of San Diego, United States*	
08:30 – 10:00	E7: Theoretical and Applied Economics V ***Empirical Issues***	Warszawa, 3rd Floor
	Chair: Christoph Wegener, *IPAG Business School, France & Hannover University, Germany*	
08:30 – 10:00	E8: Subconference in Environmental Economics VI ***Sustainability Saves the Day***	Stockholm, 4th Floor
	Chair: Emeline Bezin, *Paris School of Economics, France*	

08:30 – 10:00	E9: Geopolitics V* ***Mutations institutionnelles et confessionnelles*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Jean-Yves Moisseron, *Institut de Recherche pour le Développement, Morocco*	
10:00 – 10:15	Coffee Break	Ground Floor & 4th Floor
10:15 – 11:00 Keynote Address III		
10:15 – 11:00	Topic: Assessing the Relevance of Marketing Scholarship to Practice	Amphitheatre New York
	Professor Kamel Jedidi, *Professor of Business, Chair of the Marketing Division, Columbia Business School, United States*	
11:00 – 11:15	Coffee Break	Ground Floor & 4th Floor
11:15 – 12:45 Parallel Sessions (F)		
11:15 – 12:45	F1: Accounting & Financial Accounting VI	Berlin, 3rd Floor
	Chair: Van Son Lai, *Laval University, Canada & IPAG Business School, France*	
11:15 – 12:45	F2: Corporate Finance I	London, 3rd Floor
	Chair: Miloud Tarek, *INSEEC Business School, France*	
11:15 – 12:45	F3: CSR, Diversity, Gender and Inclusion VI ***Special Session with Invited Speakers on Diversity Issues and Foresight of Management***	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, *IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*	
11:15 – 12:45	F4: Entrepreneurship IV ***Fast growing and developing firms***	Praha, 2nd Floor
	Chair: Tristan Boyer, *IPAG Business School, France*	
11:15 – 12:45	F5: Strategic Management IV ***Cross Cultural Issues***	Kopenhag, 3rd Floor
	Chair: Muriel Durand, *ESC Troyes, France & University of Aarhus, Denmark*	
11:15 – 12:45	F6: Marketing VI	Oslo, 4th Floor
	Chair: John Wilson, *Ivey School of Management,*	

	Canada	
11:15 – 12:45	F7: Special Session in Innovation Economics and Management	Amsterdam, 3rd Floor
	Chair: Sophie Boutillier, *University of Littoral, France*	
11:15 – 12:45	F8: Subconference in Environmental Economics VII ***Here You'll Get Alpha/Beta/Gamma Burns***	Stockholm, 4th Floor
	Chair: Fabien Prieur, *University of Nanterre, France*	

12:45 – 14:00	Lunch Break	

14:00 – 15:30 Parallel Sessions (G)

14:00 – 15:30	G1: Corporate Finance II	London, 3rd Floor
	Chair: Jean-Michel Sahut, *IDRAC Business School, France*	
14:00 – 15:30	G2: CSR, Diversity, Gender and Inclusion VIII ***Diversity and Inclusion in Higher Education***	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, *IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*	
14:00 – 15:30	G3: Strategic Management V ***Stakeholders' Role in Firms' Strategy***	Kopenhag, 3rd Floor
	Chair: Rita Henriques, *University of Lisboa, Portugal*	
14:00 – 15:30	G4: Marketing VII	Oslo, 4th Floor
	Chair: Salem Ben Brahim, *University of Tunis, Tunisia*	
14:00 – 15:30	G5: Business Ethics I	Berlin, 3rd Floor
	Chair: Mohamed Akli Achabou, *IPAG Business School, France*	
14:00 – 15:30	G6: Management Issues in Asia, Southern Europe, Middle East and Maghreb I ***Management of Small and Medium Enterprises***	Amsterdam, 3rd Floor
	Chair: Maher Hushaysh, *University of Lille Nord de France, France & UVHC, France*	
14:00 – 15:30	G7: Subconference in Environmental Economics VIII ***You Change, I Change, Climate Change***	Stockholm, 4th Floor
	Chair: Geir Asheim, *University of Oslo, Norway*	

15:30 – 15:45	Coffee Break	

15:45 – 17:15 Parallel Sessions (H)

11:15 – 12:45	H1: Banking & Finance VI	London, 3rd Floor
	Chair: Maria Elisabete Duarte Neves, *Coimbra Business School, Portugal & CETRAD-UTAD, Portugal*	

15:45 – 17:15	H2: CSR, Diversity, Gender and Inclusion IX ***Diversity Management, CSR and performance***	Paris, 2nd Floor
	Chair: Sabri Boubaker, *ESC Troyes, France*	

15:45 – 17:15	H3: Marketing VIII	Oslo, 4th Floor
	Chair: Hédia El Ourabi, *University of Quebec, Canada*	

15:45 – 17:15	H4: Business Ethics II	Berlin, 3rd Floor
	Chair: Jeanette Mcdonald, *IPAG Business School, France & University of Nice Sophia Antipolis, France*	

15:45 – 17:15	H5: Management Issues in Asia, Southern Europe, Middle East and Maghreb II* ***Management of Human and Financial Resources*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Boungab Souad, *University of Abdelmalek Essaâdi, Morocco*	

15:45 – 17:15	H6: Subconference in Environmental Economics IX ***Die Hard Public Goods***	Stockholm, 4th Floor
	Chair: Cees Withagen, *IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*	

The Program in Detail

Wednesday, July 5, 2017

08:00 – 08:45	Registration & Coffee	Ground Floor & 4th Floor
08:45 – 09:00	Welcome and Opening Remarks	Amphitheatre New York
	Damien Chaney, *Professor of Marketing, ESC Troyes, France (Conference Co-Chair)* **Asli Kozan**, *Professor of Management Strategy, IPAG Business School, France (Conference Co-Chair)* **Duc Khuong Nguyen**, *Professor of Finance & Deputy Director for Research, IPAG Business School, France*	

09:00 – 09:45 Keynote Address I		
9:00 – 9:45	Topic: Social Capital and Firm Performance	Amphitheatre New York
	Professor Agnès Cheng, *The Hong Kong Polytechnic University, Hong Kong*	

09:45 – 10:00	Coffee Break	Ground Floor & 4th Floor

10:00 – 11:30 Parallel Sessions (A)		
10:00 – 11:30	A1: Accounting & Financial Accounting I	Berlin, 3rd Floor
	Chair: Robert Cairns, *McGill University, Canada*	Discussant
	Voluntary IFRS adoption and earnings quality among unlisted firms in the EU: the impact of institutional factors and firm-level reporting incentives Mara Cameran (*Bocconi University, Italy*), **Domenico Campa** (*International University of Monaco, Monaco*)	**Robert Cairns** (*McGill University, Canada*)
	Earnings management indicators as predictors of bankruptcy Carlos Serrano-Cinca *(University of Zaragoza, Spain)*, **Begona Gutiérrez-Nieto** (*University of Zaragoza, Spain*), Martha Bernate-Valbuena *(University of Bucaramanga, Colombia)*	**Domenico Campa** (*International University of Monaco, Monaco*)
	Economic accounting for diverse, irreversible capital **Robert Cairns** (*McGill University, Canada*)	**Begona Gutiérrez-Nieto** (*University of Zaragoza, Spain*)

10:00 – 11:30	A2: Banking and Finance I	London, 3rd Floor
	Chair: Chee Yoong Liew, *SEGi University, Malaysia*	Discussant
	Family firms, expropriation and firm value: Evidence of the role of banks in Malaysia **Chee Yoong Liew** (*SEGi University, Malaysia*), Ervina Alfan (*University of Malaya, Malaysia*), S. Susela Devi (*Unitar International University, Malaysia*)	**Asma Abidi** (*University of Picardie Jules Verne, France*)
	Performance of Islamic banks: Does corporate governance really matter in GCC region? **Asma Abidi** (*University of Picardie Jules Verne, France*)	**Janine Hobeika** (*University of Paris-Dauphine, France*)
	The banker stereotype and expected relational benefits, an empirical study about private and retail bankers **Janine Hobeika** (*University of Paris-Dauphine, France*)	**Chee Yoong Liew** (*SEGi University, Malaysia*)

10:00 – 11:30	A3: CSR, Diversity, Gender and Inclusion I ***Myths & Facts***	Paris, 2nd Floor
	Chair: Tristan Boyer, *IPAG Business School*, France & Rey Dang, *ICN Business School, France & CEREFIGE (University of Lorraine), France*	Discussant
	Institutionnalisation des technologies de l'information et mythes **Miguel Liottier** (*ISC Paris, France*), Virginie Bilet (*ISC Paris, France*).	**Mohamed Meri Meri** *(Gaziantep University, Turkey)*
	The impact of gender diversity on TMTs on R&D intensity: Evidence from a field experiment Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*), Mahamadou Biga Diambeidou (*ICN Business School, France*), **Rey Dang** (*ICN Business School, France & CEREFIGE (University of Lorraine), France*), L'Hocine Houanti (*La Rochelle Business School, France*)	**Miguel Liottier** (*ISC Paris, France*)
	Beyond corporate social responsibility: the social entrepreneurship culture? **Mohamed Meri Meri** *(Gaziantep University, Turkey)*	**Maria Giuseppina Bruna** (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*)

10:00 – 11:30	A4: Strategic Management I ***International Expansion***	Kopenhag, 3rd Floor

	Chair: Hachemi Aliouche, *University of New Hampshire, United States*	Discussant
	Local institutions, local market orientation, and the performance of foreign SMEs operating in emerging economies, **Tsai-Ju Liao** (*National Taichung University of Science and Technology, Taiwan*), Sheng-Hung Yu (*National Yunlin University of Science and Technology, Taiwan*), I-Chien Liu (*National Taichung University of Science and Technology, Taiwan*), Tai-Ying Chiou (*National Taichung University of Science and Technology, Taiwan*)	**Hachemi Aliouche** (*University of New Hampshire, United States*)
	Venture capitalist's intervention and the internationalization of international new ventures (INVs): Portuguese Case Study **Paulo Ribeiro** (*University of Porto, Portugal*), *Raquel Meneses (University of Porto, Portugal)*	**Tsai-Ju Liao** (*National Taichung University of Science and Technology, Taiwan*)
	Selecting optimal expansion markets in international franchising **Hachemi Aliouche** *(University of New Hampshire, United States)*	**Paulo Ribeiro** (*University of Porto, Portugal*)

10:00 – 11:30	A5: Marketing I ***Branding I***	Oslo, 4th Floor
	Chair: Damien Chaney, *ESC Troyes, France*	Discussant
	The brand quest for heritage: Heritage-making and social obligation in brand museums Mathilde Pulh (*University of Burgundy, France*), Rémi Mencarelli (*University of Savoie Mont - Blanc, France*), **Damien Chaney** (*ESC Troyes, France*)	**Isabelle Aime** (*IPAG Business School, France*)
	Does the past still matter? Generation Y and their attitudes towards nostalgic brands **Jensen Stefanie** (*Hochschule für Technik und Wirtschaft des Saarlandes, Germany*), Martin Ohlwein (*International School of Management, Germany*), D. Fischer (*Hochschule für Technik und Wirtschaft des Saarlandes, Germany*)	**Damien Chaney** (*ESC Troyes, France*)
	Impact of different naming strategies on consumer's evaluation of mixed-target brands Salim Azar (*University of Cergy-Pontoise, France*), **Isabelle Aime** (*IPAG Business School, France*), Isabelle Ulrich (*NEOMA Business School, France*)	**Jensen Stefanie** (*Hochschule für Technik und Wirtschaft des Saarlandes, Germany*)

10:00 – 11:30	A6: Logistics, SCM and Circular Economy I ***Environmental Issues***	Budapest, 2nd Floor
	Chair: Dominique Bonet, *IPAG Business School and University of Aix-Marseille 3, France*	Discussant
	Circular economy & waste management comparative study between Japan and France **Alexandre Levillain** (*IPAG Business School, France*), Shigeru Matsumoto *(Aoyama Gakuin University, Japan)*	**Amir Afsar** *(Tarbiat Modares University, Iran)*
	The impact of logistics management on supply chain capabilities, strategies and performance: a resource-based view **Amir Afsar** *(Tarbiat Modares University, Iran)*, Hosein Rahmanseresht *(Tarbiat Modares University, Iran)*, Mahboubeh Ostad Zadeh *(Ferdowsi University of Mashhad, Iran)*	**Tatiana Svetlanska** *(Slovak university of Agriculture in Nitra, Slovakia)*
	Economic and environmental aspects of crop production in Slovakia **Tatiana Svetlanska** *(Slovak university of Agriculture in Nitra, Slovakia)*, NataliaTurčekova *(Slovak University of Agriculture in Nitra, Slovakia)*, Izabela Adamičkova *(Slovak University of Agriculture in Nitra, Slovakia)*	**Alexandre Levillain** (*IPAG Business School, France*)

10:00 – 11:30	A7: Theoretical and Applied Economics I ***Debt, Tax and Pensions***	Warszawa, 3rd Floor
	Chair: Mariam Mamedli, *Bank of Russia & Higher School of Economics, Russia*	Discussant
	Sustainability of debt and exchange rate policies in MENA: an empirical investigation **Simon Neaime** (*American University of Beirut, Lebanon*), Isabelle Gaysset (*American University of Beirut, Lebanon*)	**Mariam Mamedli** (*Bank of Russia & Higher School of Economics, Russia*)
	Identifying tax implicit equivalence scales Justin van de Ven (*University of Melbourne, Australia*), **Nicolas Hérault** (*University of Melbourne, Australia*), Francisco Azpitarte (*University of Melbourne, Australia*)	**Simon Neaime** (*American University of Beirut, Lebanon*)
	Optimal fiscal policy under the unbalanced pension system **Mariam Mamedli** (*Bank of Russia & Higher School of Economics, Russia*)	**Nicolas Hérault** (*University of Melbourne, Australia*)

10:00 – 11:30	A8: Subconference in Environmental Economics I ***Special Session with Invited Speakers***	Stockholm, 4th Floor
	Chair: Cees Withagen, *IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*	

	Do environmentally responsible firms attract more productive workers? Kjell Arne Brekke (*University of Oslo, Norway*)	
	From micro to macro: Mapping empirical estimates into structural models of climate change impacts Lint Barrage (*Brown University, USA*)	

10:00 – 11:30	A9: Geopolitics I* ***Quelle recomposition stratégique pour le Moyen Orient et le Monde arabe ?*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Guillaume Bigot, *IPAG Business School, France*	Discussant
	Quelle recomposition stratégique pour le Moyen Orient et le Monde arabe? **Alexandre Del Valle** *(IPAG Business School, France)*, **Viatcheslav Avioutskii** *(ESSCA Business School, France)*, Qatar, Iran, la nouvelle donne **Emmanuel Ravazi** *(BEW Media Group, Qatar)*	**Guillaume Bigot** *(IPAG Business School, France)*, **Frédéric Teulon** *(IPAG Business School, France)*

11:30 – 11:45	Coffee Break	Ground Floor & 4th Floor

11:45 – 13:15 Parallel sessions (B)

11:45 – 13:15	B1: Accounting & Financial Accounting II	Berlin, 3rd Floor
	Chair: Lamia Chourou (*University of Ottawa, Canada*)	Discussant
	The sensitivity of investment to cash flow: An explanation based on the growth-type-aligned financing hierarchy **Xueping Wu** (*City University of Hong Kong, China*), Chau Kin Au Yeung (City University of Hong Kong, China)	**Najah Attig** (*Saint Mary's University, Canada*)
	Effect of economic policy uncertainty on analysts' forecasts **Lamia Chourou** (*University of Ottawa, Canada*), Samir Saadi (*University of Ottawa, Canada*), Lynnette Purda (*Queen's University, Canada*)	**Xueping Wu** (*City University of Hong Kong, China*)
	Organization capital and the cost of equity financing in mid-sized manufacturing firms **Najah Attig** (*Saint Mary's University, Canada*), Sadok El Ghoul (*University of Alberta*)	**Lamia Chourou** (*University of Ottawa, Canada*)

11:45 – 13:15	B2: Banking & Finance II	London, 3rd Floor
	Chair: Thorsten Lehnert, *Luxembourg School of Finance, Luxembourg*	Discussant
	Big moves of mutual funds **Thorsten Lehnert** (*Luxembourg School of Finance, Luxembourg*)	**Hery Razafitombo** (*University of Lorraine, France*)
	The impact of UCITS IV directive on European mutual funds performance **Hery Razafitombo** (*University of Lorraine, France*)	**Na Wang** (*Hofstra University, USA*)
	Trust and local bias of individual investors **Na Wang** (*Hofstra University, USA*), Ran Shao (*Yeshiva University, United States*)	**Thorsten Lehnert** (*Luxembourg School of Finance, Luxembourg*)

11:45 – 13:15	B3: CSR, Diversity, Gender and Inclusion II* ***RSE, GRH & Innovation*** ** This session will be held in French*	Paris, 2nd Floor
	Chair: André Boyer, *University of Nice Sophia-Antipolis, France* & Marie-José Scotto, *IPAG Business School, France*	Discussant
	Quel potentiel de contribution au développement soutenable pour les réseaux sociaux intra-organisationnels à vocation inclusive ? **Fabrice Périac** *(IPAG Business School, France)*, Julia Vincent-Ponroy (*IPAG Business School, France*), Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*)	**André Boyer** *(University of Nice Sophia-Antipolis, France)*
	Bien-être au travail et absentéisme : une approche exploratoire au sein des salariés du secteur du Fast Food en France. **Julien Dunet** *(Eurochange Antibes, France)*, **André Boyer** *(University of Nice Sophia-Antipolis, France)*, Marie-José Scotto *(IPAG Business School, France).*	**Fabrice Périac** *(IPAG Business School, France)*

11:45 – 13:15	B4: Strategic Management II ***Politics and Business***	Kopenhag, 3rd Floor
	Chair: Asli Kozan, *IPAG Business School, France*	Discussant
	Do bondholders prefer Republican governors? **Dario Cestau** (*IE Business School, Spain*)	**Phuong Tra Tran** (*IPAG Business School, France*)
	Public private partnerships as innovation adoption: Does the process count?	**Asli Kozan** (*IPAG Business School,*

	Phuong Tra Tran (*IPAG Business School, France*), Michael Klien (*WIFO, Austria*)	*France*)
	Political ties and M&A approvals by anti-trust bodies **Asli Kozan** (*IPAG Business School, France*), Birgul Arslan (*Koc University, Turkey*)	**Dario Cestau** (*IE Business School, Spain)*

11:45 – 13:15	B5: Marketing II ***International Marketing***	Oslo, 4th Floor
	Chair: Abdul Zahid, *University of Aix-Marseille, France*	Discussant
	An exploratory study on consumer perceptions of luxury brands: a cross-cultural & gender perspective **Abdul Zahid** (*University of Aix-Marseille, France*)	**Asim Shabir** (*University of Aix-Marseille, France*)
	Culture and conduct of international trade negotiations: Identification of determining variables **Hanéne Hammami** (*University of Manouba, Tunisia*), Mohsen Debabi *(University of Manouba, Tunisia)*	**Abdul Zahid** (*University of Aix-Marseille, France*)
	An exploration of consumer perception of food wellbeing, a cross cultural study **Asim Shabir** (*University of Aix-Marseille, France*)	**Hanéne Hammami** (*University of Manouba, Tunisia)*

11:45 – 13:15	B6: Logistics, SCM and Circular Economy II* ***Impacts sur la performance*** ** This session will be held in French*	Budapest, 2nd Floor
	Chair: Alexandre Levillain, *IPAG Business School, France*	Discussant
	Les circuits courts : Quels impacts sur la logistique et la distribution? **Dominique Bonet** *(IPAG Business School, France & University of Aix-Marseille 3, France),* Alexandre Simonnet (*IPAG Business School, France)*	**Raji Hajar** (*Ecole Nationale de Commerce et de Gestion Settat, Morocco)*
	La proposition d'un modèle de mesure de la performance portuaire **Raji Hajar** (*Ecole Nationale de Commerce et de Gestion Settat, Morocco)*	**Bruno Urli** *(University of Quebec at Rimouski (UQAR), Canada)*
	Approche multicritère et multipériode en situation d'incertitude pour la sélection de projets durables. **Bruno Urli** *(University of Quebec at Rimouski (UQAR), Canada)*, Anissa Frini (*University of Quebec, Canada*), Sarah Benamor (*University of Ottawa, Canada*)	**Dominique Bonet** *(IPAG Business School, France & University of Aix-Marseille 3, France)*

11:45 – 13:15	B7: Theoretical and Applied Economics II ***Oil Economics***	Warszawa, 3rd Floor
	Chair: Zuzana Lajdova, *Slovak University of Agriculture*	Discussant

	in Nitra, Slovakia	
	OPEC's impact on oil price volatility: the role of spare capacity, Axel Pierru (*King Abdullah Petroleum Studies and Research Center, Saudi Arabia*), **James L. Smith** (*Southern Methodist University, United States*), Tamim Zamrik (*King Abdullah Petroleum Studies and Research Center, Saudi Arabia*)	**Zuzana Lajdova** (*Slovak University of Agriculture in Nitra, Slovakia*)
	The determinants of long-term correlation between crude oil and stock markets **Lu Yang** (*Zhongnan University of Economics and Law, China*)	**James L. Smith** (*Southern Methodist University, United States*)
	Food-biofuels interactions: the case of the U.S. biofuels market **Zuzana Lajdova** (*Slovak University of Agriculture in Nitra, Slovakia*), Jaroslav Kapusta (*Slovak University of Agriculture in Nitra, Slovakia*), Peter Bielik *Slovak University of Agriculture in Nitra, Slovakia*), Dominika Ceryová (*Slovak University of Agriculture in Nitra, Slovakia*)	**Lu Yang** (*Zhongnan University of Economics and Law, China*)

11:45 – 13:15	B8: Subconference in Environmental Economics II ***The Climate Changes and What Do We Do?***	Stockholm, 4th Floor
	Chair: Iddo Kan, *Hebrew University of Jerusalem, Israel*	
	Long-term development perspectives of Sub-Saharan Africa under climate policies **Marian Leimbach** (*Potsdam Institute for Climate Impact Research (PIK), Germany)*, Niklas Roming (Potsdam Institute for Climate Impact Research (PIK), Germany), Anselm Schultes (Potsdam Institute for Climate Impact Research (PIK), Germany), Gregor Schwerhoff (Potsdam Institute for Climate Impact Research (PIK), Germany)	
	Public and private bargaining for the realization of adaptation investment **Marco Buso** (*University of Padova, Italy*), Anne Stenger (*INRA, France & University of Strasbourg, France*)	
	Integrated micro-macro structural econometric framework for assessing climate-change impacts on agricultural production and food markets **Iddo Kan** *(Hebrew University of Jerusalem, Israel)*, Ayal Kimhi *(Hebrew University of Jerusalem, Israel)*, Ami Reznik *(Hebrew University of Jerusalem, Israel)*	

11:45 – 13:15	B9: Geopolitics II*	Amsterdam, 3rd

	Le nouveau Moyen Orient après les secousses du printemps arabe ** This session will be held in French*	Floor
	Chair: Pierre Conesa, *Paris Institute of Political Studies (Sciences Po), France* & Frédéric Encel, *University of Paris 8, France & Paris Institute of Political Studies (Sciences Po), France*	Discussant
	Comment penser un après Etat islamique au Moyen Orient Myriam Benraad *(University of Limerick, Ireland & Middle East Studies Association, United States)*	Jean-Yves Moisseron *(Institut de Recherche pour le Développement, Morocco)*
	Fragmentation en Libye et impact géopolitique sur le Sahel Jean-Yves Moisseron *(Institut de Recherche pour le Développement, Morocco)*	Mezri Haddad *(UNESCO & Centre International de Géopolitique et de Prospective Analytique, France)*
	Quelles solutions de sortie de crise pour la Syrie ? Randa Kassis *(Mouvement pour la Société Pluraliste, Syrie)*	Alexandre del Valle *(IPAG Business School, France)* & Viatcheslav Avioutskii *(ESSCA Business School, France)*
13:15 – 14:30	Lunch Break	

14:30 – 15:15 Keynote Address II		
14:30 – 15:15	Topic: Between Corporate Social Responsibility and Corporate Corruption	Amphitheatre New York
	Professor Stelios Zyglidopoulos, *University of Glasgow, United Kingdom*	

15:15 – 15:30	Coffee Break	Ground Floor & 4th Floor

15:30 – 17:00 Parallel Sessions (C)		
15:30 – 17:00	C1: Accounting & Financial Accounting III* ** This session will be held in French*	Berlin, 3rd Floor
	Chair: Bruno Pecchioli, *ESC Troyes, France*	
	Les déterminants d'accès au top management des grands cabinets d'audit	Bruno Pecchioli (*ESC Troyes, France*)

	Riadh Manita (*NEOMA Business School, France*), Najoua Elommal (*De Vinci Business Lab, France*), Michel Dalmas (*De Vinci Business Lab, France*)	
	Fukushima, quel impact sur les entreprises françaises cotées de la filière de production d'électricité d'origine nucléaire ? Sandrine Boulerne (*University François Rabelais Tours, France*), Jean-Philippe Lafontaine (*University François Rabelais Tours, France*), **Bruno Pecchioli** (*ESC Troyes, France*)	**Chafik Massane** (*University of Bordeaux, France*)
	LE PEA-PME a-t-il bénéficié aux entreprises éligibles? **Chafik Massane** (*University of Bordeaux, France*), Joanne Hamet (*University of Bordeaux, France*)	**Riadh Manita** (*NEOMA Business School, France*)

15:30 – 17:00	C2: Banking & Finance III	London, 3rd Floor
	Chair: Duc Khuong Nguyen, *IPAG Business School, France & Indiana University, United States*	Discussant
	Macroeconomic conditions, institutions and non-linear debt dynamics **Marco Botta** (*Catholic University of the Sacred Heart, Italy*), Luca Colombo (*Catholic University of the Sacred Heart, Italy*)	**Miguel Rodriguez** (*Gottfried Wilhelm Leibniz University Hannover, Germany*)
	International asset allocation in presence of systematic cojumps Mohamed Arouri (*University of Auvergne, France*), **Duc Khuong Nguyen** (*IPAG Business School, France*), Kuntara Pukthuanthong (*University of Missouri, United States*)	**Ilyes Abid** *(ISC Paris Business School, France)*
	The dividend policy of U.S. tire and rubber manufacturers: Empirical evidence from cointegration analysis Christoph Wegener (*IPAG Business School, France & Hannover University, Germany*), Tobias Basse (*Touro College, Germany*), Frederik Kunze (*NORD/LB, Germany*), **Miguel Rodriguez** (*Gottfried Wilhelm Leibniz University Hannover, Germany*)	**Duc Khuong Nguyen** (*IPAG Business School, France*)
	On the link between bitcoin and commodities' prices Olfa Kaabia *(INSEEC Business School, France)*, **Ilyes Abid** *(ISC Paris Business School, France)*, *Jean-Michel Sahut (IDRAC Business School, France)*, Khaled Guesmi *(IPAG Business School, France)*	**Marco Botta** (*Catholic University of the Sacred Heart, Italy*)

15:30 – 17:00	C3: CSR, Diversity, Gender and Inclusion III* ***Stratégie & RSE: de l'individu au collectif***	Paris, 2nd Floor

	** This session will be held in French*	
	Chair: Zahir Yanat, *KEDGE Business School, France & Institut International de l'Audit Social, France*	
	Leader du présent, leader du réel, leader rythmicien: repenser le leadership sous le prisme de l'agilité Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*), François Bellami (*IPAG Business School, France*)	Zahir Yanat (*KEDGE Business School & Institut International de l'Audit Social, France*)
	Le néo institutionnalisme sociologique: Une perspective d'analyse de la portée de la stratégie collective dans la diffusion de la RS-PME Boutheina Ben Nasr *(ISG, Tunisia)*, Ahmed Ben Hamouda *(ISG, Tunisia)*	Jean-Paul Tchankam *(KEDGE Business School, France)*
	SMEs as « transmitters » of CSR practice in domestic firm through foreign trade Quang Le Van *(University of Rouen, France)*	Ahmed Ben Hamouda *(ISG, Tunisia)*

15:30 – 17:00	C4: Entrepreneurship I ***Entrepreneurial innovation & growth***	Praha, 2nd Floor
	Chair: Sophie Boutillier, *University of Littoral, France*	Discussant
	The scientific entrepreneur before the theory, historical elements of analysis, Sophie Boutillier (*University of Littoral, France*), Liu Zeting (*University of Littoral, France*)	Rita G. Klapper (*Leuphana University, Germany*)
	A practice-based perspective of entrepreneurial growth: Lessons from the Finnish context Rita G. Klapper (*Leuphana University, Germany*), Paul Upham *(Institute of Environmental and Sustainability Communication, Germany)*	Issam Mejri (*University of Nice-Sophia Antipolis, France & EDHEC, France*)
	Internationalization of start-ups from emerging economies: the role of international entrepreneurial capabilities Issam Mejri (*University of Nice-Sophia Antipolis, France & EDHEC, France)*	Sophie Boutillier (*University of Littoral, France)*

15:30 – 17:00	C5: Strategic Management III* ***Structures et diversité en management stratégique*** ** This session will be held in French*	Kopenhag, 3rd Floor
	Chair: Pascale Lambert, *University of Reims Champagne-Ardenne, France*	Discussant
	Dans la diversité des modèles de management, existe-t-il un modèle de pratiques de MRH pour les entreprises	Pascale Lambert (*University of Reims*

	marocaines ? Étude prospective **Driss Ferar** (*University of Cadi Ayyad, Morocco*)	*Champagne-Ardenne, France)*
	Structuration et évolution des groupes champenois viti-vinicoles : une étude exploratoire **Pascale Lambert** (*University of Reims Champagne-Ardenne, France)*, Jean-Paul Méreaux *(University of Reims Champagne-Ardenne, France)*	**Driss Ferar** (*Universitey Cadi Ayyad, Morocco*)

15:30 – 17:00	C6: Marketing III* ***Branding II*** ** This session will be held in French*	Oslo, 4th Floor
	Chair: Andria Andriuzzi, *IPAG Business School, France & Sorbonne Business School, France*	Discussant
	Sponsoring sportif et Capital marque : le rôle médiateur de la gratitude **Amina Merabet** (*University of Tlemcen, Algeria)*, Abderrezzak Benhabib (*University of Tlemcen, Algeria*)	**Andria Andriuzzi** *(IPAG Business School, France & Sorbonne Business School, France)*
	Contenu de marque : Controverse sur la nature non-marchande de la pratique **Sandra Arrivé** (*Paris Dauphine University, France & IPAG Business School, France)*	**Amina Merabet** (*University of Tlemcen, Algeria)*
	Conversation de marque : impact de l'incitation et du sujet de la conversation **Andria Andriuzzi** (*IPAG Business School, France & Sorbonne Business School, France*)	**Sandra Arrivé** (*Paris Dauphine University, France & IPAG Business School, France)*

15:30 – 17:00	C7: Information Systems and Operations Management	Budapest, 2nd Floor
	Chair: Nabila Jawadi, *IPAG Business School, France*	
	Millennials knowledge sharing behaviour: Focusing on the moderating effect of trust and online reputation **Manelle Guechtouli** (*IPAG Business School, France)*, Widad Guechtouli (*HEC Alger, Algeria*), Alejandro Silva Aguirre (*IPAG Business School, France*)	**Nabila Jawadi** (*IPAG Business School, France*)
	Leadership complexity and leader-member exchange: the case of virtual teams **Nabila Jawadi** (*IPAG Business School, France*)	**David Veganzones** (*IAE Lille, France)*
	Forecasting corporate bankruptcy in imbalanced datasets **David Veganzones** (*IAE Lille, France)*, Eric Severin (*IAE Lille, France*)	**Manelle Guechtouli** (*IPAG Business School, France)*

15:30 – 17:00	C8: Theoretical and Applied Economics III ***Household Economics***	Warszawa, 3rd Floor
	Chair: Sarlota Smutná, *Charles University, Czech Republic*	
	Family welfare and the cost of policy failure **Julie Hotchkiss** (*Federal Reserve Bank of Atlanta, United States & Georgia State University, United States*), Robert E. Moore (*Georgia State University, United States*), Fernando Rios-Avila (*Levy Economics Institute of Bard College, United States*)	**Sarlota Smutná** (*Charles University, Czech Republic*)
	Matching in Marriage Markets with Parental Search: Data from China **Eva Raiber** (*Toulouse School of Economics, France*), Weiwei Ren (*Yunnan Normal University, China*), Jeanne Bovet (*Institute for Advanced Study in Toulouse, France*), Paul Seabright (*Toulouse School of Economics, France & Institute for Advanced Study in Toulouse, France*)	**Julie Hotchkiss** (*Federal Reserve Bank of Atlanta, United States & Georgia State University, United States*)
	Selectivity problem in demand analysis: Single equation approach **Sarlota Smutná** (*Charles University, Czech Republic*), Milan Sčasný (*Charles University, Czech Republic*)	**Eva Raiber** (*Toulouse School of Economics, France*)

15:30 – 17:00	C9: Subconference in Environmental Economics III ***Empirics Strike Back***	Stockholm, 4th Floor
	Chair: Kongjoo Shin, *Kyushu University, Japan*	
	Addressing intermittency with dispatchable solar and variable supply electric power services **Steven Kimbrough** (University of Pennsylvania, United States), Michael McElfresh (University of California at Santa Clara, United States), Frederic Murphy (King Abdullah Petroleum Studies and Research Center, Saudi Arabia), John Sullivan (Independent)	
	Structural analysis of irrigation-water substitutes to freshwater Iddo Kan (*Hebrew University of Jerusalem, Israel*), **Israel Finkelshtain** *(Hebrew University of Jerusalem, Israel)*, Mickey Rapaport-Rom *(University of Haifa, Israel)*	
	Environment and life satisfaction: Evaluating the effects of air pollution on subjective well-being in Beijing **Kongjoo Shin** *(Kyushu University, Japan)*, Guodong Du *(Kyushu University, Japan)*, Shunsuke Managi *(Kyushu University, Japan)*	

	Hedonic estimation of the green value of residential housing Catherine Baumont (*University of Bourgogne Franche-Comté, France*), **Masha Maslianskaia-Pautrel** (*University of Angers, France & University of Bourgogne Franche-Comté, France*), Pierre Voyé (*University of Bourgogne Franche-Comté, France*)	

15:30 – 17:00	C10: Geopolitics III* ***Constantes et variables des conflits moyen-orientaux*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Rolland Lombardi, *University of Aix-Marseille & IREMAM, France*	
	Du printemps arabe à l'hiver atlanto-islamiste **Mezri Haddad** *(UNESCO & Centre International de Géopolitique et de Prospective Analytique, France)*	**Saïd Benkhalyl** *(University of Nice Sophia-Antipolis, France)*, **Franck Dedieu** *(IPAG Business School, France)*
	Les relations Iran-Israël dans le contexte de la recomposition géopolitique du Moyen-Orient **Roland Lombardi** *(University of Aix-Marseille, France & IREMAM, France)*	**Mezri Haddad** *(UNESCO & Centre International de Géopolitique et de Prospective Analytique, France)*
	La diplomatie moyen-orientale et arabe de la Russie de Vladimir Poutine **Viatcheslav Avioutskii** *(ESSCA Business School, France)*	**Roland Lombardi** *(University of Aix-Marseille & IREMAM, France)*

17:00 – 17:15	Coffee Break	Ground Floor & 4th Floor

17:15 – 18:45 Parallel Sessions (D)

17:15 – 18:45	D1: Accounting & Financial Accounting IV	Berlin, 3rd Floor
	Chair: Claude Alavoine, *IPAG Business School, France*	Discussant
	Strategic oppositions in negotiation: A "tit for tat" revisited? **Claude Alavoine** (*IPAG Business School, France*)	**Mihai Mutascu** *(Le Studium & University of Orléans, France & West University of Timisoara, Romania)*

	A time-frequency analysis of globalization and environmental degradation in France **Mihai Mutascu** *(Le Studium & University of Orléans, France & West University of Timisoara, Romania)*	**Younes Ben Zaied** (*University of Paris Ouest Nanterre, France*)
	Long-run analysis of environmental Kuznets curve in the Middle East and North Africa Nidhaleddine Ben Cheikh (*ESSCA School of Management, France*), **Younes Ben Zaied** (*University of Paris Ouest Nanterre, France*)	**Claude Alavoine** (*IPAG Business School, France*)

17:15 – 18:45	D2: Banking & Finance IV	London, 3rd Floor
	Chair: Khaled Guesmi, *IPAG Business School, France*	Discussant
	Low carbon indexing and correlation indices: Implications for portfolio management **Julien Chevallier** (*University of Paris VIII - Vincennes Saint-Denis, France & IPAG Business School, France*)	**Khaled Guesmi** (*IPAG Business School, France*)
	Yield spreads and the exchange rate system: Denmark and the ERM II **Christoph Wegener** *(IPAG Business School, France & Hannover University, Germany)*, Tobias Basse *(Norddeutsche Landesbank Girozentrale, Germany & Touro College, Germany)*, Frederic Kunze *(Norddeutsche Landesbank Girozentrale, Germany & University of Goettingen, Germany)*, Hans-Jörg von Mettenheim *(Hannover University, Germany)*	**Duc Khuong Nguyen** (*IPAG Business School, France*)
	Globalization, financial instability and economic growth: an empirical view **Khaled Guesmi** (*IPAG Business School, France*), Brahim Gaiez (*Ipag Business School, France*), Frédéric Teulon (*Ipag Business School, France*)	**Julien Chevallier** (*University of Paris VIII - Vincennes Saint-Denis, France & IPAG Business School, France*)

17:15 – 18:45	D3: CSR, Diversity, Gender and Inclusion IV ***Gender Studies and Equality Issues at Work***	Paris, 2nd Floor
	Chair: Joana Vassilopoulou, *Brunel Business School, United Kingdom*	Discussant
	Women and non-traditional sectors: the always difficult access to the so-called protected labor market **Diane Gagné** (*University of Quebec at Trois-Rivières (UQTR), Canada*)	**Anne-Françoise Bender** (*Conservatoire National des Arts et Métiers (CNAM), France*)
	Women & networks. A crossed analysis of strategic challenges governing organizational creation and	**Diane Gagne** (*University of*

	individual affiliation to women's and pro-women networks in companies. Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*), **Anne-Françoise Bender** (*Conservatoire National des Arts et Métiers (CNAM), France*), Marie-José Scotto (*IPAG Business School, France*) & Julia Vincent-Ponroy (*IPAG Business School, France*)	*Quebec at Trois-Rivières (UQTR), Canada*)
	Does the share of female managers affect the firm's outward-looking behaviour? Evidence from the UK Federica D'Isanto (University of Naples, Italy), **Panos Fouskas** *(University of Birmingham, United Kingdom)*	**Joana Vassilopoulou** *(Brunel Business School, United Kingdom)*

17:15 – 18:45	D4: Entrepreneurship II ***Diversity in Entrepreneurship***	Praha, 2nd Floor
	Chair: Marina Van Geenhuizen, *Delft University of Technology, Netherlands*	Discussant
	The role of gender in firm innovation performance: Evidence from eleven Sub-Saharan Africa countries Mato Magobe (*Hull University, United Kingdom*), **Antonio Malfense-Fierro** *(Hull University, United Kingdom)*, Lily Li (*Liverpool University, United Kingdom*), David Noble *(University of Connecticut, United States)*	**Marina Van Geenhuizen** *(Delft University of Technology, Netherlands)*
	Team versus network diversity. University spin-off firms' determinants of early growth **Marina Van Geenhuizen** *(Delft University of Technology, Netherlands)*, Mozhdeh Taheri *(Delft University of Technology, Netherlands)*	**Antonio Malfense-Fierro** *(Hull University, United Kingdom)*

17:15 – 18:45	D5: Marketing IV ***Decision making***	Oslo, 4th Floor
	Chair: Chike Okechuku, *University of Windsor, Canada*	Discussant
	Prospects for Chinese automobiles in the American market **Chike Okechuku** (*University of Windsor, Canada*)	**Marie-José Scotto** (*IPAG Business School, France*)
	Effects of knowledge on auction price: Evidence from the Christie's sale of Chinese paintings **Jianxiang Bi** (*University of the West of England, United Kingdom)*	**Chike Okechuku** (*University of Windsor, Canada*)
	Factors influencing Turkish consumer attitudes towards counterfeits of luxury brands? Beyza Akin Karabulut (*Turkish Airlines, Turkey*), **Marie-José Scotto** (*IPAG Business School, France*), Philippe	**Jianxiang Bi** (*University of the West of England, United Kingdom)*

	Weiss (*IPAG Business School, France*), Mehmet Donmez (*Tilburg University, Netherlands*)	

17:15 – 18:45	D6: Theoretical and Applied Economics IV ***Theoretical issues***	Warszawa, 3rd Floor
	Chair: Gwenaël Piaser, *IPAG Business School, France*	Discussant
	Does entry pay off in a linear city with a center **Bernd Jost** (*Austrian National Bank (OeNB), Austria*)	**Gwenaël Piaser** (*IPAG Business School, France*)
	Shareholder activism and the timing of blockholder disclosure **Simon Gueguen** (*University of Paris-Dauphine, France*)	**Bernd Jost** (*Austrian National Bank (OeNB), Austria*)
	Communication in competing mechanism games: Contractible actions Andrea Attar (*University of Rome Tor Vergata, Italy & Toulouse School of Economics, France*), Eloisa Campioni (*University of Rome Tor Vergata, Italy*), **Gwenaël Piaser** (*IPAG Business School, France*)	**Simon Gueguen** (*University of Paris-Dauphine, France*)

17:15 – 18:45	D7: Subconference in Environmental Economics IV ***The Return of the Instruments***	Budapest, 2nd Floor
	Chair: Eric Strobl, *University of Bern, Switzerland & IPAG Business School, France*	
	International trade and carbon emissions: the role of Chinese institutional reforms **Fredrik N.G. Andersson** (*Lund University, Sweden)*	
	Temperature and interpersonal violence in Mexico **Francois Cohen** *(Graduate Institute of International and Development Studies, Switzerland)*, Fidel Gonzalez *(Sam Houston State University, Unites States)*	
	The Short-Term Economic Impact of Tropical Cyclone Pam: An Analysis using VIIRS Nightlight Satellite Imagery Eric Strobl (*University of Bern, Switzerland & IPAG Business School, France)*	

17:15 – 18:45	D8: Subconference in Environmental Economics V ***It's All about the Dark Gold***	Stockholm, 4th Floor
	Chair: Cees Withagen, *IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*	

	Alternative energy, oil production, and the macroeconomy: A simultaneous equation approach **Sarah Najm** (*University of Reading, United Kingdom*)	
	On OPEC's evaporating power **Cees Withagen** (*IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*), Hassan Benchekroun (McGill University, Canada), Gerard van der Meijden (Vrije Universiteit Amsterdam, Netherlands),	

17:15 – 18:45	D9: Geopolitics IV* ***Les minorités du Monde arabe à l'épreuve de la radicalisation confessionnelle et de la montée de l'islamisme*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Jean-Sylvestre Montgrenier, *University of Paris VII, France* & Christian Vallar, *University of Nice Sophia-Antipolis, France*	Discussant
	Le sunnisme et le chiisme dans les recompositions au Moyen-Orient **Christian Vallar** *(University of Nice Sophia-Antipolis, France)*	**Khattar Abou Diab** *(Centre géopolitique Perspectives, France)*
	L'évolution de la laïcité au Liban **Saïd Benkhalyl** *(University of Nice Sophia-Antipolis, France)*	**Christian Vallar** *(University of Nice Sophia-Antipolis, France)*
	La nouvelle question d'Orient, cent ans après Sykes-Picot **Khattar Abou Diab** *(Centre géopolitique Perspectives, France)*	**Alexandre Del Valle** *(IPAG Business School, France)*

Gala Dinner

Hotel Aston La Scala Nice

Address : 12 Avenue Félix Faure, 06000 Nice

Time : 19:30 – 23:00

(Walking distance from the conference venue: 800m)

HOTEL ASTON LA SCALA

Paul Déroulède
FLORENCE - Nice
146 €
Boscolo Exedra Nice, Autograph Collection
Rue Pastorelli
Rue Alfred Mortier
Parc
Église Saint Aug
Best Western Plus Hôtel Masséna Nice
184 €
Rue Gubernatis
Rue du Lycée
Lycée Masséna
du Maréchal Joffre
Rue de la Liberté
Hôtel Aston La Scala Nice
218 €
Boulevard Jean Jaurès
Galerie
Promenade du Paillon
L'Abbaye
B4 Plaza Nice
251 €
Caserna Rusca
Fontaine du Soleil
Jardin Albert 1er
Mercure Nice
e des Anglais
230 €
Opéra de Nice Côte d'Azur
Galerie de la Marine
M6098
d Rock Café
Hôtel Nice Beau Rivage
Cadre chic & chambres feutrées
Point de vue
Colline du Ch

Thursday, July 6, 2017

08:00 – 08:30	Registration & Coffee	Ground Floor

08:30 – 10:00 Parallel Sessions (E)

08:30 – 10:00	E1: Accounting & Financial Accounting V	Berlin, 3rd Floor
	Chair: Richard Fisher, *University of Canterbury, New Zealand*	Discussant
	Adoption and strategic impact of cloud technology: the case of small to medium accounting practices Darren Ma (*Deloitte, New Zealand*), **Richard Fisher** (*University of Canterbury, New Zealand*), Trevor Nesbit (*ARA Institute of Canterbury, New Zealand*)	**Mahmoud Hassan** (*University of Angers, France*)
	ERM and financial vulnerability **Dinh Tri Vo** (*IPAG Business School, France*)	**Richard Fisher** (*University of Canterbury, New Zealand*)
	Investigating the relationship between environmentally related taxes and economic growth **Mahmoud Hassan** (*University of Angers, France*), Walid Oueslati (*University of Angers, France*), Damien Rousselière (*University of Angers, France*)	**Dinh Tri Vo** (*IPAG Business School, France*)

08:30 – 10:00	E2: Banking & Finance V	London, 3rd Floor
	Chair: Ramón Bermejo Climent, *University of Pontificia Comillas, Spain*	Discussant
	International capital asset pricing model: the case of asymmetric information and short-sale **Amine Dammak** (*Picardie Jules Verne University, France*), Makram Bellalah (*CRIISEA Amiens University, France*), Mondher Bellalah (*THEMA University of Cergy, France*)	**Jean-Charles Garibal** (*University of Orléans, France & CNRS (UMR7322), France*)
	Parsimonious economic modelling of an optimal sparse index of systemic risk measures **Jean-Charles Garibal** (*University of Orléans, France & CNRS (UMR7322), France*), Bertrand Maillet (*EMLyon Business School, France & Variances, France*)	**Ramón Bermejo Climent** (*University of Pontificia Comillas, Spain*)
	Quantitative investing: a stock selection system for Europe **Ramón Bermejo Climent** (*University of Pontificia Comillas, Spain*), Isabel Figuerola-Ferretti Garrigues	**Amine Dammak** (*Picardie Jules Verne University, France*)

	(*University of Pontificia Comillas, Spain*), Tomás Hevia Armengol (*Corporación Financiera Alba, Spain*), Álvaro Santos Moreno (*Bankia, Spain*)	

08:30 – 10:00	**E3: CSR, Diversity, Gender and Inclusion V* *Ethique, agilité & inclusion : défis et pratiques*** ** This session will be held in French*	Paris, 2nd Floor
	Chair: Charles-Henri Besseyre des Horts, *HEC Paris, France*	Discussant
	Contribution de l'entreprise à l'intérêt général par sa responsabilité morale et sa philanthropie **Aurélie Walas** *(University of Paul Cézanne - Aix-Marseille III, France)*, Emmanuelle Reynaud *(University of Paul Cézanne - Aix-Marseille III, France)*	**Nathalie Lemieux** *(ESG-UQAM, Canada)*
	Des principes éthiques au service de la conduite du changement **Nathalie Lemieux** *(ESG-UQAM, Canada)*, Benoit Cherre *(ESG-UQAM, Canada)*	**Jean-Paul Tchankam** *(KEDGE Business School*, France)
	Repenser la diversité au travail à l'ère post-moderne : de l'«arc-en-ciel des singularités» à une approche inter-sectionnelle et constellaire « de l'identité » **Maria Giuseppina Bruna** (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux)*, Luc Ducray *(IPAG Business School, France)*	**Zahir Yanat** *(KEDGE Business School*, France)

08:30 – 10:00	**E4: CSR, Diversity, Gender and Inclusion VII *Diversity Management, Gender and Performance***	Budapest, 2nd Floor
	Chair: Joana Vassilopoulou, *Brunel Business School, United Kingdom* & **Mustafa Ozbilgin**, *Brunel Business School, United Kingdom*	Discussant
	Board gender diversity and corporate social performance: is there really a link? **Sabri Boubaker** (*ESC Troyes, France*), Rey Dang (*ICN Business School, France & CEREFIGE (University of Lorraine), France*), Imen Derouiche (*University of Luxembourg, Luxembourg*), Nhu Tuyen Le (*Grenoble Ecole de Management, France*)	**Aymen Ammari** (*University of Manouba, Tunisia*)
	Does board gender diversity affect firm risk-taking? Evidence from the French stock market Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*), Rey Dang	**Joana Vassilopoulou** *(Brunel Business School, United Kingdom)*

	(*ICN Business School, France & CEREFIGE (University of Lorraine), France)*, Marie-José Scotto (*IPAG Business School, France)*, **Aymen Ammari** (*University of Manouba, Tunisia*)	
	Women on corporate boards and their impact on environmental, social and governance disclosure: Evidence from the S&P 500 Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France)*, **Rey Dang** (*ICN Business School, France & CEREFIGE (University of Lorraine), France)*, L'Hocine Houanti *(La Rochelle Business School, France)*, Riadh Manita *(Néoma Business School, France).*	**Sabri Boubaker** *(ESC Troyes, France)*

08:30 – 10:00	E5: Entrepreneurship III* ***Becoming an Entrepreneur*** ** This session will be held in French*	Praha, 2nd Floor
	Chair: Kosseila Oudihat, *University of Angers, France*	
	L'effectuation : l'art d'entreprendre par l'expertise entrepreneuriale. **Kosseila Oudihat** (*University of Angers, France)*	**Rym Bouderbala** (*University of Manouba, Tunisia*)
	Antecedents to entrepreneurial intention; role of anticipated regret **Rym Bouderbala** (*University of Manouba, Tunisia*)	**Michel Dalmas** (*De Vinci Business Lab, France*)
	Développement de l'activité des consultants: du marketing relationnel au concept d'obtenance **Michel Dalmas** (*De Vinci Business Lab, France*)	**Kosseila Oudihat** (*University of Angers, France)*

08:30 – 10:00	E6: Marketing V ***Co-creation***	Oslo, 4th Floor
	Chair: Alexander J. Kull, *University of San Diego, United States*	Discussant
	The past and future of co-creation **Alexander J. Kull** (*University of San Diego, United States*)	**Ilaria Dalla Pozza** (*IPAG Business School, France)*
	Value co-creation through the lens of cultural-historical activity theory **Paulo Sergio Altman Ferreira** (*Universidade Anhembi Morumbi, Brazil)*	**Alexander J. Kull** (*University of San Diego, United States*)
	Customer engagement in services: an organizing framework	**Paulo Sergio Altman Ferreira**

	Ilaria Dalla Pozza (*IPAG Business School, France*), V. Kumar (*Georgia State University, United States*), Bharath Rajan (*Georgia State University, United States*)	(*Universidade Anhembi Morumbi, Brazil)*

08:30 – 10:00	E7: Theoretical and Applied Economics V ***Empirical Issues***	Warszawa, 3rd Floor
	Chair: Christoph Wegener, *IPAG Business School, France & Hannover University, Germany*	Discussant
	Identifying industry shocks through non-negative matrix factorization **Juan Pineiro-Chousa** (*Universidade de Santiago de Compostela, Spain*), Marcos Vizcaíno-González (*Universidade da Coruña, Spain*), Belén Ribeiro-Navarrete (*University of North Carolina Wilmington, United States*)	**Christoph Wegener** (*IPAG Business School, France & Hannover University, Germany*)
	Favoring your in-group can harm both them and you: Trust and public goods provision in South-West China César Mantilla (*Institute for Advanced Study in Toulouse, France & Universidad del Rosario, Colombia*), **Ling Zhou** *(Toulouse School of Economics, France)*, Charlotte Wang (*IPAG Business School, France*), Donghui Yang (*Yunnan Normal University, China*)	**Juan Pineiro-Chousa** (*Universidade de Santiago de Compostela, Spain*)
	Fundamental uncertainty and unconventional monetary policy: an info-gap approach Yakov Ben-Haim (*Israel Institute of Technology, Israel*), Maria Demertzis (*Bruegel, Belgium*), **Jan Willem Van den End** (*De Nederlandsche Bank, Netherlands*)	**Ling Zhou** *(Toulouse School of Economics, France)*
	Bias-corrected estimation for speculative bubbles in stock prices Robinson Kruse *(Aarhus University, Denmark & Hendyplan, Luxembourg)*, Hendrik Kaufmann *(Quoniam Asset Management, Germany)*, **Christoph Wegener** *(IPAG Business School, France & Hannover University, Germany)*	**Jan Willem Van den End** *(De Nederlandsche Bank, Netherlands)*

08:30 – 10:00	E8: Subconference in Environmental Economics VI ***Sustainability Saves the Day***	Stockholm, 4th Floor
	Chair: Emeline Bezin, *Paris School of Economics, France*	
	Sustainability Narrowness **Arnaud Dragicevic** *(Istanbul Technical University, Turkey)*	
	An economic theory of green consumer culture and sustainable technological change **Emeline Bezin** *(Paris School of Economics, France)*	

08:30 – 10:00	**E9: Geopolitics V*** ***Mutations institutionnelles et confessionnelles*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Jean-Yves Moisseron, *Institut de Recherche pour le Développement, Morocco*	Discussant
	La Russie et la sortie de crise en Syrie **Randa Kassis** *(Mouvement pour la Société Pluraliste, Syrie)*	**Laurent Reverso** *(University of Toulon, France)*
	Syrie : Quel avenir pour les minorités et Chrétiens dans le monde arabe ? **Marc Fromager** *(AED, International NGO)*	**Randa Kassis** *(Mouvement pour la Société Pluraliste, Syrie)*
	La Turquie, le droit islamique et la liberté religieuse au miroir de la Cour Européenne des Droits de l'Homme **Laurent Reverso** *(University of Toulon, France)*	**Marc Fromager** *(AED, International NGO)*

10:00 – 10:15	Coffee Break	Ground Floor & 4th Floor

10:15 – 11:00 Keynote Address III		
10:15 – 11:00	Topic: Assessing the Relevance of Marketing Scholarship to Practice	Amphitheatre New York
	Professor Kamel Jedidi, *Professor of Business, Chair of the Marketing Division, Columbia Business School, United States*	

11:00 – 11:15	Coffee Break	Ground Floor & 4th Floor

11:15 – 12:45 Parallel Sessions (F)		
11:15 – 12:45	F1: Accounting & Financial Accounting VI	Berlin, 3rd Floor
	Chair: Van Son Lai, *Laval University, Canada & IPAG Business School, France*	Discussant
	Reinsurance or CAT bond? How to optimally combine both Denis-Alexandre Trottier (*Laval University, Canada*), **Van Son Lai** *(Laval University, Canada & IPAG Business School, France)*	**Christoph Wegener** *(IPAG Business School, France & Hannover University, Germany)*
	A multiobjective interval portfolio model for supporting the selection of energy efficient lighting technologies*	**Van Son Lai** *(Laval University, Canada &*

	Carla Henriques (*Coimbra Business School, Portugal & INESC, Portugal*), Dulce Coelho (*Coimbra Business School, Portugal & INESC, Portugal*) ** This paper will be presented by* **Maria Elisabete Duarte Neves** *(Coimbra Business School, Portugal & CETRAD-UTAD, Portugal)*	*IPAG Business School, France*)

11:15 – 12:45	F2: Corporate Finance I	London, 3rd Floor
	Chair: Miloud Tarek, *INSEEC Business School, France*	Discussant
	Board composition, ownership structure and firm performance **Miloud Tarek** (*INSEEC Business School, France*)	**Jie Dai** (*Saint Mary's University, Canada*)
	IPO timing an option to expand **Hanane Dakhli** (*ESC Troyes, France*)	**Miloud Tarek** (*INSEEC Business School, France*)
	Litigation risks and downward bias in earnings **Jie Dai** (*Saint Mary's University, Canada*)	**Hanane Dakhli** (*ESC Troyes, France*)

11:15 – 12:45	F3: CSR, Diversity, Gender and Inclusion VI ***Special Session with Invited Speakers on Diversity Issues and Foresight of Management***	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, *IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*	
	Invited Speakers • Mustafa Ozbilgin, Director of Research and Professor of Human Resource Management, Brunel University London, United Kingdom & Editor-in-Chief of European Management Review • Jean-Marie Peretti, Professor of Management, ESSEC Business School & Professor Emeritus in HRM at the University of Corte, President of the International Institute for Social Audit • Joana Vassilopoulou, Senior Lecturer in HRM and HRM & Employment Relations, Brunel University London, United Kingdom.	

11:15 – 12:45	F4: Entrepreneurship IV* ***Fast growing and developing firms*** ** This session will be held in French*	Praha, 2nd Floor
	Tristan Boyer, *IPAG Business School, France*	Discussant
	Le rôle des exportations et des politiques de rémunérations dans le développement des firmes à croissance rapide	**Tristan Boyer** (*IPAG Business School, France*)

	Adel Ben Youssef (*University of Nice Sophia-Antipolis, France*), Sabri Boubaker *(ESC Troyes, France)*, Hassan Arouri *(Institut National des Statistiques, Tunisia)*	
	Où sont passées les (très petites) gazelles? **Tristan Boyer** (*IPAG Business School, France*)	**Sandra Montchaud** (*Sciences Po Aix, France*)
	La confiance dans la relation entre l'acteur public et ses partenaires en matière de capital-investissement **Sandra Montchaud** (*Sciences Po Aix, France*)	**Adel Ben Youssef** (*University of Nice Sophia-Antipolis, France)*

11:15 – 12:45	F5: Strategic Management IV ***Cross Cultural Issues***	Kopenhag, 3rd Floor
	Chair: Muriel Durand, *ESC Troyes, France & University of Aarhus, Denmark*	Discussant
	Perceptions of middle managers in cross-border acquisitions: Effects of cultural friction and identification to the new organization on job motivation during post-merger integration **Muriel Durand** *(ESC Troyes, France & University of Aarhus, Denmark)*	**Rosana Reis** *(ISG – International Business School, France)*
	High performance work systems in a cross-cultural context: Comparing multinational plants in Sweden and Brazil **Rosana Reis** *(ISG – International Business School, France)*, Gislaine Baniski *(Positivo University, Brazil)*, Bruno Fernandes *(Pontifícia Universidade Católica do Paraná, Brazil)*, Fabricio Pupo *(Positivo University, Brazil)*	**Muriel Durand** *(ESC Troyes, France & University of Aarhus, Denmark)*

11:15 – 12:45	F6: Marketing VI	Oslo, 4th Floor
	Chair: John Wilson, *Ivey School of Management, Canada*	Discussant
	Optimal mix of "Name Your Own Price" channels with Fixed Price Channels **John Wilson** (*Ivey School of Management, Canada*)	**Elisa Conti** (*IPAG Business School, France*)
	The impact of website service quality on customer trust and purchase intentions in the hotel: Theoretical approach **Thinh Nguyen** (*University of Khanh Hoa, Vietnam*), Huy Le (*University of Economics - Da Nang University, Vietnam)*	**Andria Andriuzzi** *(IPAG Business School, France & Sorbonne Business School, France)*
	Measuring the economic impact of destination marketing campaigns. The visitlondon.com case study	**John Wilson** (*Ivey School of*

	Elisa Conti (*IPAG Business School, France*)	*Management, Canada*)

11:15 – 12:45	F7: Special Session in Innovation Economics and Management	Amsterdam, 3rd Floor
	Chair: Sophie Boutillier, *University of Littoral, France*	Discussant
	Intellectual Property law and Public sponsorship of research in a Schumpeterian Growth Model with Fundamental and Applied R&D **Elie Gray** *(Toulouse Business School, France)*	**Heli Koski**, *The research institute for the Finnish Economy and Aalto, Finland*
	Technology giants in patent wars: competition, litigations and innovation **Heli Koski** *(The research institute for the Finnish Economy and Aalto University, Finland),* Julia Luukkonen *(The research institute for the Finnish Economy, Finland)*	**Elie Gray**, *Toulouse Business School, France*
	Collaborating for innovation: the role of the firm's innovation orientation and use of external information in SMEs **Ouafa Sakka,** *(Carleton University, Canada)*, Josée Saint-Pierre *(UQTR, Canada)*, Moujib Bahri *(University of Québec, Canada)*	**Sophie Boutillier** *University of Littoral, France*

11:15 – 12:45	F8: Subconference in Environmental Economics VII ***Here You'll Get Alpha/Beta/Gamma Burns***	Stockholm, 4th Floor
	Chair: Fabien Prieur, University of Nanterre, France	
	A dynamic model of recycling with endogenous technical breakthrough **Gilles Lafforgue** (*Toulouse Business School, France*), Luc Rouge (Toulouse Business School, France)	
	Food waste Carmen Carmacho (PSE, France), Agustin Perez-Barahona (*University of Cergy-Pontoise, France & Ecole Polytechnique, France)*, Cagri Saglam (Bilkent University, Turkey)	
	Symmetric vs asymmetric equilibria and stochastic stability in a dynamic game of legislative lobbying Raouf Boucekkine (University of Aix-Marseille, France), **Fabien Prieur** (University of Nanterre, France), Benteng Zou (University of Luxembourg)	

12:45 – 14:00	Lunch Break	

14:00 – 15:30 Parallel Sessions (G)

14:00 – 15:30	G1: Corporate Finance II	London, 3rd Floor
	Chair: Jean-Michel Sahut, *IDRAC Business School, France*	Discussant
	Impact of cross border mergers and acquisitions on shareholders' wealth, does idiosyncratic risk matter? **Jean-Michel Sahut** (*IDRAC Business School, France*)	**Christophe Volonte** (*University of Basel, Switzerland & University of Konstanz, Germany*)
	Family firms, minority investor protection and firm performance **Christophe Volonte** (*University of Basel, Switzerland & University of Konstanz, Germany*), Pascal Gantenbein (*University of Basel, Switzerland*)	**Imen Ghadhab** (*University of Tunis, Tunisia*)
	Additional cross-listing from the UK to the US: Motivations and effect on firm's performance **Imen Ghadhab** (*University of Tunis, Tunisia*), Mouna M'rad (*Institut des Hautes Etudes Commerciales de Sousse, Tunisia*)	**Jean-Michel Sahut** (*IDRAC Business School, France*)

14:00 – 15:30	G2: CSR, Diversity, Gender and Inclusion VIII ***Diversity and Inclusion in Higher Education***	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, *IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*	Discussant
	The commitment of a business school to advance professional equality and the diversity management in higher education **Christine Naschberger** *(Audencia Business School, France)*, Camilla Quental (*Audencia Business School, France)*	**Cédrine Joly** (*Montpellier Business School, France)*
	Awakening consciousnesses and training humanist engineers: the diversity and equal opportunities program of the Ecole des Mines d'Albi-Carmaux Maria Giuseppina Bruna (*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France)*, Jean-Paul Ramond *(Ecole des Mines d'Albi-Carmaux, France)*, **Marie-Christine Plantié** *(Ecole des Mines d'Albi-Carmaux, France)*	**Nathalie Montargot** (*ESC La Rochelle, France)*

	Entre mission et marché : La diversité nouvel enjeu stratégique des grandes écoles de management françaises Mélanie Jaeck *(Montpellier Business School, France)*, **Cédrine Joly** (*Montpellier Business School, France*), Magalie Marais (*Montpellier Business School, France*), Maryline Meyer (*Montpellier Business School, France)*	**Christine Naschberger** (*Audencia Business School, France*)

14:00 – 15:30	G3: Strategic Management V ***Stakeholders' Role in Firms' Strategy***	Kopenhag, 3rd Floor
	Chair: Rita Henriques (*University of Lisboa, Portugal)*	Discussant
	Why firms should care for all consumers **Lisa Planer-Friedrich** *(University of Bamberg, Germany)*, Marco Sahm *(University of Bamberg, Germany & CESifo, Germany)*	**Rita Henriques** (*University of Lisboa, Portugal)*
	A business association dynamics: Sub-networks and the capture of benefits- a Portuguese innovation network **Rita Henriques** (*University of Lisboa, Portugal), Raquel Meneses (University of Porto, Portugal)*	**Arbia Chatmi** *(SKEMA Business School, France & LR ECSTRA, Tunisia)*
	Product IoT and process IoT for product differentiation and process R&D in Cournot competition **Arbia Chatmi** *(SKEMA Business School, France & LR ECSTRA, Tunisia)*, Karim Elasri *(University of Aix-Marseille, France)*	**Lisa Planer-Friedrich** *(University of Bamberg, Germany)*

14:00 – 15:30	G4: Marketing VII* ** This session will be held in French*	Oslo, 4th Floor
	Chair: Salem Ben Brahim, *University of Tunis, Tunisia*	Discussant
	Impacts de la servuction palliative sur la perception des managers : une analyse des discours chez SNCF Transilien **Dominique Bonet** (*IPAG Business School, France & University of Aix-Marseille 3, France*), Baptiste Braquet (*University of Paris Saclay, France & SNCF Francilien, France*)	**Nihel Ziadi** (*Physical and Natural Sciences of Tunis, Tunisia)*
	La résistance à l'adoption domestique des panneaux solaires photovoltaïques dans le cadre tunisien Maroua Dridi (*University of Tunis, Tunisia*), **Salem Ben Brahim** (*University of Tunis, Tunisia*), Boughanmi Khouloud (*University of Tunis, Tunisia)*	**Djilali Chafik** (*University Ali Lunici Blida 2, Algeria)*
	Le rôle de la nouveauté perçue, la valeur perçue d'un design produit sur les réponses des consommateurs	**Salem Ben Brahim** (*University of Tunis,*

	Djilali Chafik (*University Ali Lunici Blida 2, Algeria*), Imène Belboula (*University Ali Lunici Blida 2, Algeria*)	*Tunisia*)
	Du transactionnel au relationnel dans la relation client-fournisseurs : Le cas des banques tunisiennes **Nihel Ziadi** (*Physical and Natural Sciences of Tunis, Tunisia*), Mohsen Debabi (*ESC Tunis, Tunisia*)	**Dominique Bonet** (*IPAG Business School, France & University of Aix-Marseille 3, France*)

14:00 – 15:30	G5: Business Ethics I	Berlin, 3rd Floor
	Chair: Mohamed Akli Achabou, *IPAG Business School, France*	Discussant
	Is being Islamic worth it? Jamil Jaballah (*IAE de Toulouse, France*), **Jonathan Peillex** (*De Vinci Business Lab, France*), Laurent Weill (*University of Strasbourg, France*)	**Mohamed Akli Achabou** (*IPAG Business School, France*)
	Pricing sin stocks: Ethical preference vs. risk aversion Stefano Colonnello (*Otto-von-Guericke University Magdeburg, Germany & Halle Institute for Economic Research, Germany*), Giuliano Curatola (*Goethe University Frankfurt, Germany*), **Alessandro Gioffré** (*Goethe University Frankfurt, Germany*)	**Jonathan Peillex** (*De Vinci Business Lab, France*)
	Do consumers prefer animal friendly fashion? An empirical study in Italy and Argentina **Mohamed Akli Achabou** (*IPAG Business School, France*), Sihem Dekhili (*EM Strasbourg, France*), Anna Codini (*Università degli Studi di Brescia, Italy*)	**Alessandro Gioffré** (*Goethe University Frankfurt, Germany*)

14:00 – 15:30	G6: Management Issues in Asia, Southern Europe, Middle East and Maghreb I ***Management of Small and Medium Enterprises***	Amsterdam, 3rd Floor
	Chair: Maher Hushaysh, *University of Lille Nord de France, France & UVHC, France*	Discussant
	Small and medium-sized enterprises' networks and their contribution to the territorial **Amina Omrane** (*FSEG-Sfax, Tunisia*)	**Maher Hushaysh**, (*University of Lille Nord de France, France & UVHC, France*)
	Information needs of stone and marble SMEs in Palestine: Towards a business intelligence approach *Michel Labour (University of Lille Nord de France, France & UVHC, France),* **Maher Hushaysh**, (*University of Lille Nord de France, France & UVHC, France), Igor Crévits (University of Lille Nord de France, France & UVHC, France)*	**Amina Omrane** (*FSEG-Sfax, Tunisia*)

14:00 – 15:30	G7: Subconference in Environmental Economics VIII ***You Change, I Change, Climate Change***	Stockholm, 4th Floor
	Chair: Geir Asheim, *University of Oslo, Norway*	
	Risk, inequality, and climate change Joshua Bernstein (*Princeton University, United States*), Francis Dennig (*Yale-National University of Singapore College, Singapore*), **Maddalena Ferranna** (*Princeton University, United States*), Marc Fleurbaey (*Princeton University, United States*)	
	Global economic growth and agricultural land conversion under uncertain productivity improvements in agriculture **Bruno Lanz** (*University of Neuchâtel, Switzerland*), Simon Dietz (*London School of Economics, United Kingdom*), Tim Swanson (*Graduate Institute of International and Development Studies, Switzerland*)	
	Adapting the concept of Pareto improvement to evaluate climate policies **Geir Asheim** (*University of Oslo, Norway*)	

15:30 – 15:45	Coffee Break	Ground Floor & 4th Floor

15:45 – 17:15 Parallel Sessions (H)

15:45 – 17:15	H1: Banking & Finance VI	London, 3rd Floor
	Chair: Maria Elisabete Duarte Neves, *Coimbra Business School, Portugal & CETRAD-UTAD, Portugal*	Discussant
	Migrant's remittances and financial development in Latin America and the Caribbean countries: a dynamic approach **Vincent Fromentin** (*University of Lorraine, France*)	**Guoxiang Song** (*University of Greenwich, United Kingdom*)
	Will both China and the US benefit from China's exchange rate reform? **Guoxiang Song** (*University of Greenwich, United Kingdom*)	**Maria Elisabete Duarte Neves** (*Coimbra Business School, Portugal & CETRAD-UTAD, Portugal*)
	A multiobjective interval portfolio framework for supporting investor's preferences under different risk assumptions	**Vincent Fromentin** (*University of Lorraine, France*)

	Carla Henriques (*Coimbra Business School, Portugal & INESC, Portugal*), **Maria Elisabete Duarte Neves** (*Coimbra Business School, Portugal & CETRAD-UTAD, Portugal*)	

15:45 – 17:15	H2: CSR, Diversity, Gender and Inclusion IX: ***Diversity Management, CSR and performance***	Paris, 2nd Floor
	Chair: Sabri Boubaker, *ESC Troyes, France*	
	Financial development as a tool for sustainability: Evidence from a modified environmental Kuznets curve **Adel Ben Youssef** (*University of Nice Sophia-Antipolis*), Sabri Boubaker (*ESC Troyes, France*), Anis Omri (*University of Nabeul, Tunisia*)	**Nazim Hussain** *(University of Groningen, Netherlands)*
	Opening the black box of relationship between sustainability performance and financial performance **Nazim Hussain** *(University of Groningen, Netherlands)*, Ugo Rigoni (*Università Ca' Foscari, Italy*), Elisa Cavezzali (*Università Ca' Foscari, Italy*)	**Adel Ben Youssef** *(University of Nice Sophia-Antipolis)*
15:45 – 17:15	H3: Marketing VIII	Oslo, 4th Floor
	Chair: Hédia El Ourabi, *University of Quebec, Canada*	Discussant
	The impact of traceability, health claim and verification of health claim on consumer evaluations of multiple functional food categories **Hédia El Ourabi** (*University of Quebec, Canada*), Marc-Alexandre Tomiuk (*HEC Montréal, Canada*)	**Nebojsa S. Davcik** *(Instituto Universitario de Lisboa, Portugal)*
	How an unequal intra-firm distribution of dynamic marketing capabilities affect market share **Nebojsa S. Davcik** *(Instituto Universitario de Lisboa, Portugal)*, Nicholas Grigoriou *(Monash University Malaysia Campus, Malaysia)*	**Hédia El Ourabi** (*University of Quebec, Canada*)
15:45 – 17:15	H4: Business Ethics II	Berlin, 3rd Floor
	Chair: Jeanette Mcdonald, *IPAG Business School, France & University of Nice Sophia Antipolis, France*	Discussant
	Ethics and tourism: a youth perspective Dominique Bonet (*IPAG Business School, France & University of Aix-Marseille 3, France*), **Jeanette Mcdonald** (*IPAG Business School, France & University of Nice Sophia Antipolis, France*)	**Fabrice Periac** (*IPAG Business School, France*)
	An innovative approach to business ethics formation based on an experimental action research	**Lubica Hikkerova** (*IPAG Business*

	Fabrice Periac (*IPAG Business School, France*)	*School, France*), Yousra Hallem (*IDRAC, France*)
	Valorisation d'une démarche de tourisme durable Jean-Michel Sahut (*IDRAC Business School, France & IPAG Business School, France*), **Lubica Hikkerova** (*IPAG Business School, France*), Yousra Hallem (*IDRAC, France*)	**Jeanette Mcdonald** (*IPAG Business School, France & University of Nice Sophia Antipolis, France*)
15:45 – 17:15	H5: Management Issues in Asia, Southern Europe, Middle East and Maghreb II* ***Management of Human and Financial Resources*** ** This session will be held in French*	Amsterdam, 3rd Floor
	Chair: Boungab Souad, *University of Abdelmalek Essaadi, Morocco*	Discussant
	Organisations par projets et développement de l'individualisation dans la GRH: à la recherche d'un compromis entre l'individuel et le collectif **Baccar Hela** (*Jendouba University, Tunisia*), Ahmed Ben Hamouda (*ISG, Tunisia*)	**Boungab Souad** (*University of Abdelmalek Essaâdi, Morocco*)
	Déterminants de la pratique du contrôle interne dans l'administration publique **Boungab Souad** (*University of Abdelmalek Essaâdi, Morocco*), Hafsa Bouchikhi (*University of Abdelmalek Essaâdi, Morocco*)	**Baccar Hela** (*Jendouba University, Tunisia*)
15:45 – 17:15	H6: Subconference in Environmental Economics IX ***Die Hard Public Goods***	Stockholm, 4th Floor
	Chair: Ingmar Schumacher, *IPAG Business School, France*	
	Assessment of proxy-hedging in jet-fuel markets **Rostislav Haliplii** (*University Paris 1 Sorbonne, France*), Marius Cristian Frunza *(Ural Federal Univeristy (URFU), Russia)*, Dominique Guegan *(University Paris 1 Sorbonne, France)*	
	The richest wins them all: Triggering the benevolent provision of public goods by federal transfers **Christina Roolfs** (*Potsdam Institute for Climate Impact Research, Germany*), Beatriz Gaitan (*Potsdam Institute for Climate Impact Research, Germany*), Ottmar Edenhofer (*Potsdam Institute for Climate Impact Research, Germany*)	
	The importance of considering optimal government policy when social norms matter for the private	

	provision of public goods **Ingmar Schumacher** (*IPAG Business School, France*), Guy Meunier (*INRA, France*)	

17:15 – 17:15	Closing

Round Tables

We are pleasured to invite all IRMBAM-2017 participants to attend the opening event of the 35th Summer University on Social Audit, organized by the International Institute for Social Audit (IAS) in partnership with the Chair IPAG "Towards an Inclusive Company".

This event includes two round tables that will be held in French, followed by a cocktail. Your participation requires a registration with entreprise-nice@ipag.fr.

18:00 – 19:00	La RSE : Une affaire rentable ?	Amphitheatre New York
	Chair: Maria Giuseppina Bruna, *IPAG Business School, France & Ecole des Mines d'Albi, France, Director of the IPAG chair "Towards an Inclusive Company"*	
	Claude Fontanive *(CEO EMEDIO & Vice-président, IEPM)* **Philippe De Gibon** *(Directeur Général, CONVERS TELEMARKETING)* **Yvon Grosso** *(Past Président de l'UPE 06, membre du Bureau des territoires du Medef)* **Jean-Marie Peretti** *(Président de l'Institut International de l'Audit Social, Professeur émérite des Universités, Titulaire de la Chaire ESSEC du Changement, ESSEC Business School)*	

19:00 – 20:00	L'économie circulaire et collaborative est-elle notre avenir ?	Amphitheatre New York
	Chair: Dominique Bonet, *IPAG Business School & University of Aix-Marseille 3, Director of the IPAG chair "Economie collaborative"*	
	Nathalie Ferrucci, *Présidente de l'ANDRH Côte-d'Azur, Trésorière nationale de l'ANDRH, Chef du service développement RH, Côte d'Azur Habitat* **Fanny Havas**, *Représentante régionale, KISS KISS BANK BANK* **Denis Jacquet**, *Président & Cofondateur, Observatoire de l'ubérisation* **Valéry Linÿer**, *CEO & Cofondateur, MAGICSTAY* **Anne-Marie De Vaivre**, *Vice-Présidente de l'IAS et Fondatrice du Cercle Entreprises et Santé, DA TITANE ITC WS.*	

20:00 – 21:30	Cocktail Reception

List of Participants

Surname	First name	Affiliation(s)
A		
Abid	Ilyes	*ISC Paris Business School, France*
Abidi	Asma	*University of Picardie Jules Verne, France*
Abou Diab	Khattar	*Centre géopolitique Perspectives, France*
Achabou	Mohamed Akli	*IPAG Business School, France*
Adamickova	Izabela	*Slovak University of Agriculture in Nitra, Slovakia*
Afsar	Amir	*Tarbiat Modares University, Iran*
Aime	Isabelle	*IPAG Business School, France*
Alavoine	Claude	*IPAG Business School, France*
Aliouche	Hachemi	*University of New Hampshire, United States*
Altman Ferreira	Paulo Sergio	*Universidade Anhembi Morumbi, Brazil*
Ammari	Aymen	*University of Manouba, Tunisia*
Anderson	Michael J.	*StressBusters, Inc., United States*
Andersson	Fredrik N.G.	*Lund University, Sweden*
Andriuzzi	Andria	*IPAG Business School, France & Sorbonne Business School, France*
Arrivé	Sandra	*Paris Dauphine University, France & IPAG Business School, France*
Asheim	Geir B.	*University of Oslo, Norway*
Attig	Najah	*Saint Mary's University, Canada*
Avioutskii	Viatcheslav	*ESSCA Business School, France*
B		
Bahri	Moujib	*University of Québec, Canada*
Ball	Ray	*University of Chicago, United States*
Barrage	Lint	*Brown University, United States*
Ben Brahim	Salem	*University of Tunis, Tunisia*
Ben Nasr	Boutheina	*ISG Tunis, Tunisia*
Ben Youssef	Adel	*University of Nice Sophia-Antipolis, France*
Ben Zaied	Younes	*University of Paris Ouest Nanterre, France*
Bender	Anne-Françoise	*Conservatoire National des Arts et Métiers (CNAM), France*
Benkhalyl	Saïd	*University of Nice Sophia-Antipolis, France*
Benraad	Myriam	*University of Limerick, Ireland & Middle East Studies Association, United States*
Bermejo Climent	Ramón	*University of Pontificia Comillas, Spain*

Besseyre Des Horts	Charles-Henri	*HEC Paris, France*
Bezin	Emeline	*Paris School of Economics, France*
Bi	Jianxiang	*University of the West of England, United Kingdom*
Bielik	Peter	*Slovak University of Agriculture in Nitra, Slovakia*
Bigot	Guillaume	*IPAG Business School, France*
Bonet	Dominique	*IPAG Business School, France & University of Aix-Marseille 3, France*
Botta	Marco	*Catholic University of the Sacred Heart, Italy*
Boubaker	Sabri	*ESC Troyes, France*
Bouderbala	Rym	*University of Manouba, Tunisia*
Boutillier	Sophie	*University of Littoral, France*
Boyer	André	*University of Nice Sophia-Antipolis & IPAG Business School, France*
Boyer	Tristan	*IPAG Business School, France*
Braquet	Baptiste	*IPAG Business School, Paris & SNCF, France*
Brekke	Kjell Arne	*University of Oslo, Norway*
Bruna	Maria Giuseppina	*IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France*
Buso	Marco	*University of Padova, Italy*

C

Cairns	Robert	*McGill University, Canada*
Calabrò	Andrea	*Witten/Herdecke University, Germany & IPAG Business School, France*
Campa	Domenico	*International University of Monaco, Monaco*
Cestau	Dario	*IE Business School, Spain*
Chaney	Damien	*ESC Troyes, France*
Chatmi	Arbia	*SKEMA Business School, France & LR ECSTRA, Tunisia*
Cheng	Agnès	*The Hong Kong Polytechnic University, Hong Kong*
Chevallier	Julien	*University of Paris VIII - Vincennes Saint-Denis, France & IPAG Business School, France*
Chourou	Lamia	*University of Ottawa, Canada*
Cohen	François	*Graduate Institute of International and Development Studies, Switzerland*
Conesa	Pierre	*Paris Institute of Political Studies (Sciences Po), France*
Conti	Elisa	*IPAG Business School, France*

D

Dai	Jie	*Saint Mary's University, Canada*
Dakhli	Hanane	*ESC Troyes, France*

Dalla Pozza	Ilaria	*IPAG Business School, France*
Dalmas	Michel	*De Vinci Business Lab, France*
Dammak	Amine	*University of Picardie Jules Verne, France*
Dang	Rey	*ICN Business School, France & CEREFIGE (University of Lorraine), France*
Davcik	Nebojsa	*Instituto Universitario de Lisboa, Portugal*
Dedieu	Franck	*IPAG Business School, France*
Del Valle	Alexandre	*IPAG Business School, France*
Diallo	Thierno	*University of Quebec at Chicoutimi (UQAC), Canada*
D'Isanto	Federica	*University of Naples, Italy*
Djilali	Chafik	*University Ali Lunici Blida 2, Algeria*
Dominika	Ceryova	*Slovak University of Agriculture in Nitra, Slovakia*
Dragicevic	Arnaud	*Istanbul Technical University, Turkey*
Duarte Neves	Maria Elisabete	*Coimbra Business School, Portugal & CETRAD-UTAD, Portugal*
Durand	Muriel	*ESC Troyes, France & University of Aarhus, Denmark*

E

El Ourabi	Hédia	*University of Quebec, Canada*
Elommal	Najoua	*Ecole de Management Léonard de Vinci, France*
Encel	Frédéric	*University of Paris 8, France & Paris Institute of Political Studies (Sciences Po), France*

F

Ferar	Driss	*University of Cadi Ayyad, Morocco*
Ferranna	Maddalena	*Princeton University, United States*
Finkelshtain	Israel	*Hebrew University of Jerusalem, Israel*
Fisher	Richard	*University of Canterbury, New Zealand*
Fouskas	Panos	*University of Birmingham, United Kingdom*
Fromager	Marc	*AED, International NGO*
Fromentin	Vincent	*University of Lorraine, France*

G

Gagne	Diane	*University of Quebec at Trois Rivières (UQTR), Canada*
Garibal	Jean-Charles	*University of Orléans, France & CNRS (UMR7322), France*
Ghadhab	Imen	*University of Tunis, Tunisia*
Gioffré	Alessandro	*Goethe University Frankfurt, Germany*
Gray	Elie	*Toulouse Business School, France*

Guechtouli	Manelle	*IPAG Business School, France*
Guechtouli	Widad	*HEC Algers, Algeria*
Guegan	Dominique	*University of Paris 1 Pantheon Sorbonne, France*
Gueguen	Simon	*University of Paris-Dauphine, France*
Guesmi	Khaled	*IPAG Business School, France*
Gutiérrez-Nieto	Begoña	*University of Zaragoza, Spain*

H

Haddad	Mezri	*UNESCO & Centre International de Géopolitique et de Prospective Analytique, France*
Hajar	Raji	*Ecole Nationale de Commerce et de Gestion Settat, Morocco*
Haliplii	Rostislav	*University Paris 1 Sorbonne, France*
Hammami	Hanéne	*University of Manouba, Tunisia*
Hassan	Mahmoud	*University of Angers, France & University of Bourgogne Franche-Comté, France*
Hela	Baccar	*Jendouba University, Tunisia*
Henriques	Carla	*Coimbra Business School, Portugal & INESC, Portugal*
Henriques	Rita	*University of Lisboa, Portugal*
Herault	Nicolas	*University of Melbourne, Australia*
Hikkerova	Lubica	*IPAG Business School, France*
Hobeika	Janine	*University of Paris-Dauphine, France*
Hoffmann	Sabine	*Macquarie University, Australia & IPAG Business School, France*
Hotchkiss	Julie	*Federal Reserve Bank of Atlanta & Georgia State University, United States*
Hushaysh	Maher	*University of Lille Nord de France, France & UVHC, France*
Hussain	Nazim	*University of Groningen, Netherlands*

J

Jawadi	Nabila	*IPAG Business School, France*
Jayech	Selma	*University of Sfax, Tunisia*
Jedidi	Kamel	*Columbia Business School, United States*
Jensen	Stefanie	*Hochschule für Technik und Wirtschaft des Saarlandes, Germany*
Jiang	Ruixiang	*City University of Hong Kong, China*
Joly	Cédrine	*Montpellier Business School, France*
Jost	Bernd	*Austrian National Bank (OeNB), Austria*

K

Kan	Iddo	*Hebrew University of Jerusalem, Israel*
Kapusta	Jaroslav	*Slovak University of Agriculture in Nitra, Slovakia*
Kassis	Randa	*Mouvement pour la Société Pluraliste, Syrie*
Kimbrough	Steven	*University of Pennsylvania, United States*
Klapper	Rita G.	*Leuphana University, Germany*
Koski	Heli	*The Research Institute of the Finnish Economy, Finland & Aalto University, Finland*
Kozan	Asli	*IPAG Business School, France*
Kull	Alexander J.	*University of San Diego, United States*

L

Lafforgue	Gilles	*Toulouse Business School, France*
Laflamme	Josée	*University of Quebec at Rimouski (UQAR), Canada*
Lajdova	Zuzana	*Slovak University of Agriculture in Nitra, Slovakia*
Lambert	Pascale	*University of Reims Champagne-Ardenne, France*
Lanz	Bruno	*University of Neuchatel, Switzerland & ETH Zurich, Switzerland & MIT, United States*
Le Van	Quang	*University of Rouen, France*
Lehnert	Thorsten	*Luxembourg School of Finance, Luxembourg*
Leimbach	Marian	*Potsdam Institute for Climate Impact Research (PIK), Germany*
Lemieux	Nathalie	*ESG-UQAM, Canada*
Levillain	Alexandre	*IPAG Business School, France*
Li	Lily	*Liverpool University, United Kingdom*
Liao	Tsai-Ju	*National Taichung University of Science and Technology, Taiwan*
Liottier	Miguel	*ISC Paris, France*
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M

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N

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Nguyen	Thinh	*University of Khanh Hoa, Vietnam*

O

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Oudihat	Kosseila	*University of Angers, France*
Ozbilgin	Mustafa	*Brunel University London, United Kingdom*

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Pecchioli	Bruno	*ESC Troyes, France*
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Peretti	Jean-Marie	*Essec Business School, France*
Perez-Barahona	Agustin	*University of Cergy-Pontoise & Ecole Polytechnique, France*
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Prieur	Fabien	*University Paris Nanterre, France*

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Ribeiro	Paulo	*University of Porto, Portugal*
Ribeiro Martinelli	Gislaine	*Institut Supérieur de Gestion, France*
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Rodriguez Gonzalez	Miguel	*Gottfried Wilhelm Leibniz University Hannover, Germany*
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Shabir	Asim	*University of Aix-Marseille, France*
Shin	Kongjoo	*Kyushu University, Japan*
Siau	Clement	*Rouen University, France*
Simon	Neaime	*American University of Beirut, Lebanon*
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Smith	Ian	*Manchester Metropolitan University, United Kingdom*
Smutná	Sarlota	*Charles University, Czech Republic*
Son Lai	Van	*Laval University, Canada & IPAG Business School, France*
Song	Guoxiang	*University of Greenwich, United Kingdom*
Souad	Boungab	*University of Abdelmalek Essaâdi, Morocco*
Strobl	Eric	*University of Bern, Switzerland & IPAG Business School, France*
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T

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Tchankam	Jean-Paul	*Kedge Business School, France*
Teulon	Frédéric	*IPAG Business School, France*
Tran	Phuong Tra	*IPAG Business School, France*

Turcekova	Natalia	*Slovak University of Agriculture in Nitra, Slovakia*

U

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Urli	Didier	*University of Quebec at Rimouski (UQAR), Canada*

V

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Van Geenhuizen	Marina	*Delft University of Technology, Netherlands*
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Voyé	Pierre	*University of Bourgogne Franche-Comté, France*

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Wegener	Christoph	*IPAG Business School, France & Hannover University, Germany*
Wilson	John	*Ivey School of Management, Canada*
Withagen	Cees	*IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands*
Wu	Xueping	*City University of Hong Kong, China*

Y

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Yang	Lu	*Zhongnan University of Economics and Law, China*
Yoong Liew	Chee	*SEGi University, Malaysia*

Z

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Zhou	Ling	*Toulouse School of Economics, France*
Ziadi	Nihel	*Physical and Natural Sciences of Tunis, Tunisia*
Zizi	Amine	*University of Paris 8, France*
Zyglidopoulos	Stelios	*University of Glasgow, United Kingdom*

List of Participants by Country

	Algeria	*3*
	Australia	*1*
	Austria	*1*
	Brazil	*1*
	Canada	*16*
	China	*5*
	Czech Republic	*1*
	Denmark	*1*
	Finland	*1*
	France	*106*
	Germany	*10*
	Hong Kong	*1*
	Iran	*2*
	Ireland	*1*
	Israel	*2*
	Italy	*3*
	Japan	*2*
	Lebanon	*2*
	Luxembourg	*1*
	Malaysia	*1*
	Monaco	*1*
	Morocco	*3*
	Netherlands	*4*
	New Zealand	*1*
	Norway	*2*
	Portugal	*5*
	Qatar	*1*
	Romania	*1*
	Russia	*1*
	Slovakia	*7*
	Spain	*7*
	Sweden	*2*
	Switzerland	*4*

	Syria	*1*
	Taiwan	*1*
	Tunisia	*10*
	Turkey	*2*
	United Kingdom	*10*
	United States	*13*
	Vietnam	*1*

Notes

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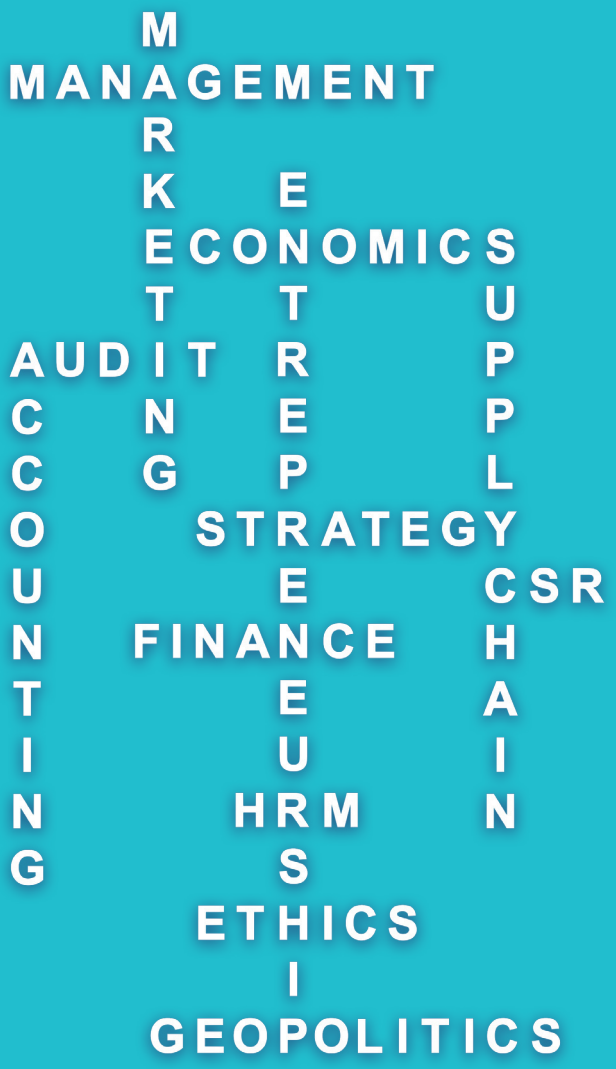

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