

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
	<p>Sabri Boubaker, <i>Professor of Finance, ESC Troyes, Conference Co-Chair</i> Damien Chaney, <i>Professor of Marketing, ESC Troyes, Conference Co-Chair</i> Asli Kozan, <i>Professor of Strategic Management, IPAG Business School, Conference Co-Chair</i> Duc Khuong Nguyen, <i>Professor of Finance, IPAG Business School, France, Conference Co-Chair</i></p>	

09:00 – 09:45 Keynote Address

09:00 – 09:45	Topic: Social Capital and Firm Performance	Amphitheatre New York
	<p>Professor Agnès Cheng, <i>The Hong Kong Polytechnic University, Hong Kong</i></p>	

09:45 – 10:00	Coffee Break	Ground Floor & 4 th Floor
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10:00 – 11:30 Parallel Sessions (A)

10:00 – 11:30	A1: Accounting & Financial Accounting I Chair: Robert Cairns , <i>McGill University, Canada</i>	Berlin, 3rd Floor
10:00 – 11:30	A2: Banking and Finance I Chair: Chee Yoong Liew , <i>SEGi University, Malaysia</i>	London, 3rd Floor
10:00 – 11:30	A3: CSR, Diversity, Gender and Inclusion I <i>Myths & Facts</i> Chair: Tristan Boyer , <i>IPAG Business School, France</i> & Rey Dang , <i>ICN Business School, France</i>	Paris, 2nd Floor
10:00 – 11:30	A4: Strategic Management I <i>International expansion</i> Chair: Hachemi Aliouche , <i>University of New</i>	Kopenhag, 3rd Floor

	<i>Hampshire, United States</i>	
10:00 – 11:30	A5: Marketing I Branding I Chair: Damien Chaney , <i>ESC Troyes, France</i>	Oslo, 4th Floor
10:00 – 11:30	A6: Logistics, SCM and Circular Economy I Environmental Issues Chair: Dominique Bonet , <i>IPAG Business School and University of Aix-Marseille 3, France</i>	Budapest, 2nd Floor
10:00 – 11:30	A7: Theoretical and Applied Economics I Debt, Tax and Pensions Chair: Mariam Mamedli , <i>National Research University, Russia</i>	Warszawa, 3rd Floor
10:00 – 11:30	A8: Subconference in Environmental Economics I Invited speakers Chair: Cees Withagen , <i>IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands</i>	Stockholm, 4th Floor
10:00 – 11:30	A9: Geopolitics I* <i>Quelle recomposition stratégique pour le Moyen Orient et le Monde arabe ?</i> <i>* This session will be held in French</i> Chair: Guillaume Bigot , <i>IPAG Business School, France</i>	Amsterdam, 3rd Floor
11:30 – 11:45	Coffee Break	Ground Floor & 4 th Floor

11:45 – 13:15 Parallel sessions (B)

11:45 – 13:15	B1: Accounting & Finance Accounting II Lamia Chourou , <i>University of Ottawa, Canada</i>	Berlin, 3rd Floor
11:45 – 13:15	B2: Banking & Finance II Thorsten Lehnert , <i>Luxembourg School of Finance, Luxembourg</i>	London, 3rd Floor
11:45 – 13:15	B3: CSR, Diversity, Gender and Inclusion II* RSE, GRH & Innovation <i>* This session will be held in French</i> Chair: André Boyer , <i>University of Nice Sophia-Antipolis, France</i> & Marie-José Scotto , <i>IPAG</i>	Paris, 2nd Floor

	<i>Business School, France</i>	
11:45 – 13:15	B4: Strategic Management II <i>Politics and Business</i> Asli Kozan, IPAG Business School, France	Kopenhag, 3rd Floor
11:45 – 13:15	B5: Marketing II <i>International Marketing</i> Abdul Zahid, University of Aix-Marseille, France	Oslo, 4th Floor
11:45 – 13:15	B6: Logistics, SCM and Circular Economy II* <i>Impacts sur la performance</i> * This session will be held in French Alexandre Levillain, IPAG Business School, France	Budapest, 2nd Floor
11:45 – 13:15	B7: Theoretical and Applied Economics II <i>Oil Economics</i> Zuzana Lajdovao, Slovak University of Agriculture in Nitra, Slovakia	Warszawa, 3rd Floor
11:45 – 13:15	B8: Subconference in Environmental Economics II <i>The Climate Changes and What Do We Do?</i> Iddo Kan, Hebrew University of Jerusalem, Israel	Stockholm, 4th Floor
11:45 – 13:15	B9: Geopolitics II* <i>Le nouveau Moyen Orient après les secousses du printemps arabe</i> * This session will be held in French 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	Amsterdam, 3rd Floor

13:15 – 14:30 Lunch Break

14:30 – 15:15 Keynote Address

14:30 – 15:15	Topic: Assessing the Relevance of Marketing Scholarship to Practice Kamel Jedidi, Professor of Business, Chair of the Marketing Division, Columbia Business School, United States	Amphitheatre New York
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15:15 – 15:30	Coffee Break	Ground Floor & 4 th Floor
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15:30 – 17:00 Parallel Sessions (C)

15:30 – 17:00	C1: Accounting & Finance Accounting III* <i>* This session will be held in French</i>	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* <i>Stratégie & RSE: de l'individu au collectif</i> <i>* This session will be held in French</i>	Paris, 2nd Floor
	Chair: Zahir Yanat , KEDGE Business School, France & Institut International de l'Audit Social, France	

15:30 – 17:00	C4: Entrepreneurship I <i>Entrepreneurial innovation & growth</i>	Praha, 2nd Floor
	Chair: Sophie Boutillier , University of Littoral, France	

15:30 – 17:00	C5: Strategic Management III* <i>Structures et diversité en management stratégique</i> <i>* This session will be held in French</i>	Kopenhag, 3rd Floor
	Chair: Pascale Lambert , University of Reims Champagne-Ardenne, France	

15:30 – 17:00	C6: Marketing III* <i>Branding II</i> <i>* This session will be held in French</i>	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 <i>Household Economics</i>	Warszawa, 3rd Floor
	Chair: Sarlota Smutná , Charles University, Czech	

	<i>Republic</i>	
15:30 – 17:00	C9: Subconference in Environmental Economics III <i>Empirics Strike Back</i>	Stockholm, 4th Floor
	Chair: Kongjoo Shin, <i>Kyushu University, Japan</i>	
15:30 – 17:00	C10: Geopolitics III* <i>Constantes et variables des conflits moyen-orientaux</i> <i>* This session will be held in French</i>	Amsterdam, 3rd Floor
	Chair: Rolland Lombardi, <i>University of Aix-Marseille & IREMAM, France</i>	
17:00 – 17:15	Coffee Break	Ground Floor & 4 th Floor
17:15 – 18:45 Parallel Sessions (D)		
17:15 – 18:45	D1: Accounting & Financial Accounting IV	Berlin, 3rd Floor
	Chair: Claude Alavoine, <i>IPAG Business School, France</i>	
17:15 – 18:45	D2: Banking & Finance IV	London, 3rd Floor
	Chair: Khaled Guesmi, <i>IPAG Business School, France</i>	
17:15 – 18:45	D3: CSR, Diversity, Gender and Inclusion IV <i>Gender Studies and Equality Issues at Work</i>	Paris, 2nd Floor
	Chair: Joana Vassilopoulou, <i>Brunel Business School, United Kingdom</i>	
17:15 – 18:45	D4: Entrepreneurship II <i>Diversity in Entrepreneurship</i>	Praha, 2nd Floor
	Chair: Marina Van Geenhuizen, <i>Delft University of Technology, Netherlands</i>	
17:15 – 18:45	D5: Marketing IV <i>Decision making</i>	Oslo, 4th Floor
	Chair: Chike Okechuku, <i>University of Windsor, Canada</i>	
17:15 – 18:45	D6: Theoretical and Applied Economics IV <i>Theoretical issues</i>	Warszawa, 3rd Floor
	Chair: Gwenaël Piaser, <i>IPAG Business School, France</i>	

17:15 – 18:45	D7: Subconference in Environmental Economics IV <i>The Return of the Instruments</i>	Budapest, 2nd Floor
	Chair: Eric Strobl, University of Bern, Switzerland & IPAG Business School, France	
17:15 – 18:45	D8: Subconference in Environmental Economics V <i>It's All about the Dark Gold</i>	Stockholm, 4th Floor
	Chair: Cees Withagen, IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands	
17:15 – 18:45	D9: Geopolitics IV* <i>Les minorités du Monde arabe à l'épreuve de la radicalisation confessionnelle et de la montée de l'islamisme</i> * 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	

20:00 – 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
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08:30 – 10:00 Parallel Sessions (E)

08:30 – 10:00	E1: Accounting & Financial Accounting V Chair: Richard Fisher, University of Canterbury, New Zealand	Berlin, 3rd Floor
08:30 – 10:00	E2: Banking & Finance V Chair: Ramón Bermejo Climent, University of Pontificia Comillas, Spain	London, 3rd Floor
08:30 – 10:00	E3: CSR, Diversity, Gender and Inclusion V* <i>Ethique, agilité & inclusion : défis et pratiques</i>	Paris, 2nd Floor

	<i>* This session will be held in French</i>	
	Chair: Charles-Henri Besseyre des Horts , HEC Paris, France	
08:30 – 10:00	E4: CSR, Diversity, Gender and Inclusion VII <i>Diversity Management, Gender and Performance</i>	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* <i>Becoming an Entrepreneur</i> <i>* This session will be held in French</i>	Budapest, 2nd Floor
	Chair: Kosseila Oudihat , University of Angers, France	
08:30 – 10:00	E6: Marketing V <i>Co-creation</i>	Oslo, 4th Floor
	Chair: Alexander J. Kull , University of San Diego, United States	
08:30 – 10:00	E7: Theoretical and Applied Economics V <i>Empirical Issues</i>	Warszawa, 3rd Floor
	Chair: Christoph Wegener , IPAG Business School, France & Hannover University, Germany	
08:30 – 10:00	E8: Subconference in Environmental Economics VI <i>Sustainability Saves the Day</i>	Stockholm, 4th Floor
	Chair: Emeline Bezin , Paris School of Economics, France	
08:30 – 10:00	E9: Geopolitics V* <i>Mutations institutionnelles et confessionnelles</i> <i>* This session will be held in French</i>	Amsterdam, 3rd Floor
	Chair: Jean-Yves Moisseron , Institut de Recherche pour le Développement, Morocco	
10:00 – 10:15	Coffee Break	Ground Floor & 4 th Floor
10:15 – 11:00 Keynote Address		
10:15 – 11:00	Business Ethics	Amphitheatre

		New York
	Professor Stelios Zyglidopoulos, <i>University of Glasgow, United Kingdom</i>	
11:00 – 11:15	Coffee Break	Ground Floor & 4 th Floor
11:15 – 12:45 Parallel Sessions (F)		
11:15 – 12:45	F1: Accounting & Financial Accounting VI Chair: Van Son Lai, <i>Laval University, Canada & IPAG Business School, France</i>	Berlin, 3rd Floor
11:15 – 12:45	F2: Corporate Finance I Chair: Dorra Najjar, <i>IPAG Business School, France</i>	London, 3rd Floor
11:15 – 12:45	F3: CSR, Diversity, Gender and Inclusion VI <i>Special Session on Diversity Issues and Foresight of Management</i> Chair: Maria Giuseppina Bruna, <i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>	Paris, 2nd Floor
11:15 – 12:45	F4: Entrepreneurship IV <i>Fast growing and developing firms</i> Chair: Tristan Boyer, <i>IPAG Business School, France</i>	Praha, 2nd Floor
11:15 – 12:45	F5: Strategic Management IV <i>Cross Cultural Issues</i> Chair: Muriel Durand, <i>ESC Troyes, France & University of Aarhus, Denmark</i>	Kopenhag, 3rd Floor
11:15 – 12:45	F6: Marketing VI Chair: John Wilson, <i>Ivey School of Management, Canada</i>	Oslo, 4th Floor
11:15 – 12:45	F7: Special Session in Innovation Economics and Management Chair: Sophie Boutillier, <i>University of Littoral, France</i>	Amsterdam, 3rd Floor
11:15 – 12:45	F8: Subconference in Environmental Economics VII <i>Here You'll Get Alpha/Beta/Gamma Burns</i> Chair: Fabien Prieur, <i>University of Nanterre, France</i>	Stockholm, 4th Floor

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, <i>IDRAC Business School, France</i>	

14:00 – 15:30	G2: CSR, Diversity, Gender and Inclusion VIII: Diversity and Inclusion in Higher Education	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, <i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>	

14:00 – 15:30	G3: Strategic Management V Stakeholders' Role in Firms' Strategy	Kopenhag, 3rd Floor
	Chair: Rita Henriques, <i>University of Lisboa, Portugal</i>	

14:00 – 15:30	G4: Marketing VII	Oslo, 4th Floor
	Chair: Salem Ben Brahim, <i>University of Tunis, Tunisia</i>	

14:00 – 15:30	G5: Business Ethics I	Berlin, 3rd Floor
	Chair: Mohamed Akli Achabou, <i>IPAG Business School, France</i>	

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, <i>University of Lille Nord de France, France & UVHC, France</i>	

14:00 – 15:30	G7: Subconference in Environmental Economics VIII You Change, I Change, Climate Change	Stockholm, 4th Floor
	Chair: Geir Asheim, <i>University of Oslo, Norway</i>	

15:30 – 15:45 Coffee Break

15:45 – 17:15 Parallel Sessions (H)

11:15 – 12:45	H1: Banking & Finance VI Chair: <i>Maria Elisabete Duarte Neves, Coimbra Business School, Portugal & CETRAD-UTAD, Portugal</i>	London, 3rd Floor
15:45 – 17:15	H2: CSR, Diversity, Gender and Inclusion IX: Diversity Management, CSR and performance Chair: <i>Sabri Boubaker, ESC Troyes, France</i>	Paris, 2nd Floor
15:45 – 17:15	H3: Marketing VIII Chair: <i>Hédia El Ourabi, University of Quebec, Canada</i>	Oslo, 4th Floor
15:45 – 17:15	H4: Business Ethics II Chair: <i>Jeanette Mcdonald, IPAG Business School, France & University of Nice Sophia Antipolis, France</i>	Berlin, 3rd Floor
15:45 – 17:15	H5: Management Issues in Asia, Southern Europe, Middle East and Maghreb II*: Management of Human and Financial Resources <i>* This session will be held in French</i> Chair: <i>Boungab Souad, University of Abdelmalek Essaâdi, Morocco</i>	Amsterdam, 3rd Floor
15:45 – 17:15	H6: Subconference in Environmental Economics IX Die Hard Public Goods Chair: <i>Cees Withagen, IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands</i>	Stockholm, 4th Floor

The Program in Detail

Wednesday, July 5, 2017

08:00 – 08:45	Registration & Coffee	Ground Floor & 4 th Floor
08:45 – 09:00	Welcome and Opening Remarks	Amphitheatre New York
	<p>Damien Chaney, <i>Professor of Marketing, ESC Troyes, Conference Co-Chair</i> Asli Kozan, <i>Professor of Management Strategy, IPAG Business School, Conference Co-Chair</i> Patrick Musso, <i>Professor of Economics, University of Nice Sophia Antipolis, Conference Co-Chair</i> Duc Khuong Nguyen, <i>Professor of Finance, IPAG Business School, France, Conference Co-Chair</i></p>	

09:00 – 09:45 Keynote Address

09:00 – 09:45	Topic: Social Capital and Firm Performance	Amphitheatre New York
	<p>Professor Agnès Cheng, <i>The Hong Kong Polytechnic University, Hong Kong</i></p>	

09:45 – 10:00	Coffee Break	Ground Floor & 4 th Floor
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10:00 – 11:30 Parallel Sessions (A)

10:00 – 11:30	A1: Accounting & Financial Accounting I	Berlin, 3rd Floor
	Chair: Robert Cairns , <i>McGill University, Canada</i>	Discussant
	<p>Voluntary IFRS adoption and earnings quality among unlisted firms in the EU: the impact of institutional factors and firm-level reporting incentives</p> <p>Mara Cameran (<i>Bocconi University, Italy</i>), Domenico Campa (<i>International University of Monaco, Monaco</i>)</p>	<p>Robert Cairns (<i>McGill University, Canada</i>)</p>
	Earnings management indicators as predictors of bankruptcy	Domenico Campa (<i>International</i>)

	Carlos Serrano-Cinca (<i>University of Zaragoza, Spain</i>), Begona Gutiérrez-Nieto (<i>University of Zaragoza, Spain</i>), Martha Bernate-Valbuena (<i>University of Bucaramanga, Colombia</i>)	<i>University of Monaco, Monaco</i>
	Economic accounting for diverse, irreversible capital Robert Cairns (<i>McGill University, Canada</i>)	Begona Gutiérrez-Nieto (<i>University of Zaragoza, Spain</i>)

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

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

	<p>Beyond corporate social responsibility: the social entrepreneurship culture? Mohamed Meri Meri (<i>Gaziantep University, Turkey</i>)</p>	<p>Maria Giuseppina Bruna <i>(IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France)</i></p>
10:00 – 11:30	A4: Strategic Management I <i>International expansion</i>	Kopenhag, 3rd Floor
	Chair: Hachemi Aliouche , <i>University of New Hampshire, United States</i>	Discussant
	<p>Local institutions, local market orientation, and the performance of foreign SMEs operating in emerging economies, Tsai-Ju Liao (<i>National Taichung University of Science and Technology, Taiwan</i>), Sheng-Hung Yu (<i>National Yunlin University of Science and Technology, Taiwan</i>), I-Chien Liu (<i>National Taichung University of Science and Technology, Taiwan</i>), Tai-Ying Chiou (<i>National Taichung University of Science and Technology, Taiwan</i>)</p>	Hachemi Aliouche <i>(University of New Hampshire, United States)</i>
	<p>Venture capitalist's intervention and the internationalization of international new ventures (INVs) ? Portuguese Case Study Paulo Ribeiro (<i>University of Porto, Portugal</i>), Raquel Meneses (<i>University of Porto, Portugal</i>)</p>	Tsai-Ju Liao <i>(National Taichung University of Science and Technology, Taiwan)</i>
	<p>Selecting optimal expansion markets in international franchising Hachemi Aliouche (<i>University of New Hampshire, United States</i>)</p>	Paulo Ribeiro <i>(University of Porto, Portugal)</i>
10:00 – 11:30	A5: Marketing I <i>Branding I</i>	Oslo, 4th Floor
	Chair: Damien Chaney , <i>ESC Troyes, France</i>	Discussant
	<p>The brand quest for heritage: Heritage-making and social obligation in brand museums Mathilde Pulh (<i>University of Burgundy, France</i>), Rémi Mencarelli (<i>University of Savoie Mont - Blanc, France</i>), Damien Chaney (<i>ESC Troyes, France</i>)</p>	Isabelle Aime <i>(IPAG Business School, France)</i>
	<p>Does the past still matter? Generation Y and their attitudes towards nostalgic brands Jensen Stefanie (<i>Hochschule für Technik und</i></p>	Damien Chaney <i>(ESC Troyes, France)</i>

	<i>Wirtschaft des Saarlandes, Germany</i>), Martin Ohlwein (<i>International School of Management, Germany</i>), D. Fischer (<i>Hochschule für Technik und Wirtschaft des Saarlandes, Germany</i>)	
	Impact of different naming strategies on consumer's evaluation of mixed-target brands Salim Azar (<i>University of Cergy-Pontoise, France</i>), Isabelle Aime (<i>IPAG Business School, France</i>), Isabelle Ulrich (<i>NEOMA Business School, France</i>)	Jensen Stefanie (<i>Hochschule für Technik und Wirtschaft des Saarlandes, Germany</i>)
10:00 – 11:30	A6: Logistics, SCM and Circular Economy I Environmental Issues	Budapest, 2nd Floor
	Chair: Dominique Bonet , <i>IPAG Business School and University of Aix-Marseille 3, France</i>	Discussant
	Circular economy & waste management comparative study between Japan and France Alexandre Levillain (<i>IPAG Business School, France</i>), Shigeru Matsumoto (<i>Aoyama Gakuin University, Japan</i>)	Amir Afsar (<i>Tarbiat Modares University, Iran</i>)
	The impact of logistics management on supply chain capabilities, strategies and performance: a resource-based view Amir Afsar (<i>Tarbiat Modares University, Iran</i>), Hosein Rahmancesht (<i>Tarbiat Modares University, Iran</i>), Mahboubeh Ostad Zadeh (<i>Ferdowsi University of Mashhad, Iran</i>)	Tatiana Svetlanska (<i>Slovak university of Agriculture in Nitra, Slovakia</i>)
	Economic and environmental aspects of crop production in Slovakia Tatiana Svetlanska (<i>Slovak university of Agriculture in Nitra, Slovakia</i>), Natalia Turčeková (<i>Slovak University of Agriculture in Nitra, Slovakia</i>), Izabela Adamičková (<i>Slovak University of Agriculture in Nitra, Slovakia</i>)	Alexandre Levillain (<i>IPAG Business School, France</i>)
10:00 – 11:30	A7: Theoretical and Applied Economics I Debt, Tax and Pensions	Warszawa, 3rd Floor
	Chair: Mariam Mamedli , <i>National Research University, Russia</i>	Discussant
	Sustainability of debt and exchange rate policies in MENA: an empirical investigation Simon Neaime (<i>American University of Beirut, Lebanon</i>), Isabelle Gaysset (<i>American University of Beirut, Lebanon</i>)	Mariam Mamedli (<i>National Research University, Russia</i>)
	Identifying tax implicit equivalence scales Justin van de Ven (<i>University of Melbourne, Australia</i>), Nicolas Hérault (<i>University of Melbourne, Australia</i>),	Simon Neaime (<i>American University of Beirut, Lebanon</i>)

	Francisco Azpitarte (<i>University of Melbourne, Australia</i>)	
	Optimal fiscal policy under the unbalanced pension system Mariam Mamedli (<i>National Research University, Russia</i>)	Nicolas Hérault (<i>University of Melbourne, Australia</i>)

10:00 – 11:30	A8: Subconference in Environmental Economics I <i>Invited speakers</i>	Stockholm, 4th Floor
	Chair: Cees Withagen , <i>IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands</i>	
	Do environmentally responsible firms attract more productive workers? Kjell Arne Brekke (<i>University of Oslo, Norway</i>)	
	From micro to macro: Mapping empirical estimates into structural models of climate change impacts Lint Barrage (<i>Brown University, USA</i>)	

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

11:30 – 11:45	Coffee Break	Ground Floor & 4th Floor
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11:45 – 13:15 Parallel sessions (B)

11:45 – 13:15	B1: Accounting & Finance Accounting II	Berlin, 3rd Floor
	Chair: Lamia Chourou (<i>University of Ottawa, Canada</i>)	Discussant
	The sensitivity of investment to cash flow: An explanation based on the growth-type-aligned financing hierarchy	Najah Attig (<i>Saint Mary's University, Canada</i>)

	Xueping Wu (<i>City University of Hong Kong, China</i>), Chau Kin Au Yeung (<i>City University of Hong Kong, China</i>)	
	Effect of economic policy uncertainty on analysts' forecasts Lamia Chourou (<i>University of Ottawa, Canada</i>), Samir Saadi (<i>University of Ottawa, Canada</i>), Lynnette Purda (<i>Queen's University, Canada</i>)	Xueping Wu (<i>City University of Hong Kong, China</i>)
	Organization capital and the cost of equity financing in mid-sized manufacturing firms Najah Attig (<i>Saint Mary's University, Canada</i>), Sadok El Ghouli (<i>University of Alberta</i>)	Lamia Chourou (<i>University of Ottawa, Canada</i>)

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

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

	<p>approche exploratoire au sein des salariés du secteur du Fast Food en France.</p> <p>Julien Dunet (<i>Eurochange Antibes, France</i>), André Boyer (<i>University of Nice Sophia-Antipolis, France</i>), Marie-José Scotto (<i>IPAG Business School, France</i>).</p>	(<i>IPAG Business School, France</i>)
11:45 – 13:15	<p>B4: Strategic Management II <i>Politics and Business</i></p>	Kopenhag, 3rd Floor
	<p>Chair: Asli Kozan, <i>IPAG Business School, France</i></p>	Discussant
	<p>Do bondholders prefer Republican governors? Dario Cestau (<i>IE Business School, Spain</i>)</p>	Phuong Tra Tran (<i>IPAG Business School, France</i>)
	<p>Public private partnerships as innovation adoption: Does the process count? Phuong Tra Tran (<i>IPAG Business School, France</i>), Michael Klien (<i>WIFO, Austria</i>)</p>	Asli Kozan (<i>IPAG Business School, France</i>)
	<p>Political ties and M&A approvals by anti-trust bodies Asli Kozan (<i>IPAG Business School, France</i>), Birgul Arslan (<i>Koc University, Turkey</i>)</p>	Dario Cestau (<i>IE Business School, Spain</i>)
11:45 – 13:15	<p>B5: Marketing II <i>International Marketing</i></p>	Oslo, 4th Floor
	<p>Chair: Abdul Zahid, <i>University of Aix-Marseille, France</i></p>	Discussant
	<p>An exploratory study on consumer perceptions of luxury brands: a cross-cultural & gender perspective Abdul Zahid (<i>University of Aix-Marseille, France</i>)</p>	Asim Shabir (<i>University of Aix-Marseille, France</i>)
	<p>Culture and conduct of international trade negotiations: Identification of determining variables Hanéne Hammami (<i>University of Manouba, Tunisia</i>), Mohsen Debabi (<i>University of Manouba, Tunisia</i>)</p>	Abdul Zahid (<i>University of Aix-Marseille, France</i>)
	<p>An exploration of consumer perception of food wellbeing, a cross cultural study Asim Shabir (<i>University of Aix-Marseille, France</i>)</p>	Hanéne Hammami (<i>University of Manouba, Tunisia</i>)
11:45 – 13:15	<p>B6: Logistics, SCM and Circular Economy II* <i>Impacts sur la performance</i> * This session will be held in French</p>	Budapest, 2nd Floor
	<p>Chair: Alexandre Levillain, <i>IPAG Business School, France</i></p>	Discussant
	<p>Les circuits courts : Quels impacts sur la</p>	Raji Hajar (<i>Ecole</i>

	logistique et la distribution? Dominique Bonet (IPAG Business School, France & University of Aix-Marseille 3, France), Alexandre Simonnet (IPAG Business School, France)	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 Lajdovao , Slovak University of Agriculture in Nitra, Slovakia	Discussant
	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	

	<p>Long-term development perspectives of Sub-Saharan Africa under climate policies</p> <p>Marian Leimbach (<i>Potsdam Institute for Climate Impact Research (PIK), Germany</i>), Niklas Roming (<i>Potsdam Institute for Climate Impact Research (PIK), Germany</i>), Anselm Schultes (<i>Potsdam Institute for Climate Impact Research (PIK), Germany</i>), Gregor Schwerhoff (<i>Potsdam Institute for Climate Impact Research (PIK), Germany</i>)</p>	
	<p>Public and private bargaining for the realization of adaptation investment</p> <p>Marco Buso (<i>University of Padova, Italy</i>), Anne Stenger (<i>INRA, France & University of Strasbourg, France</i>)</p>	
	<p>Integrated micro-macro structural econometric framework for assessing climate-change impacts on agricultural production and food markets</p> <p>Iddo Kan (<i>Hebrew University of Jerusalem, Israel</i>), Ayal Kimhi (<i>Hebrew University of Jerusalem, Israel</i>), Ami Reznik (<i>Hebrew University of Jerusalem, Israel</i>)</p>	

11:45 – 13:15	<p>B9: Geopolitics II*</p> <p><i>Le nouveau Moyen Orient après les secousses du printemps arabe</i></p> <p><i>* This session will be held in French</i></p>	Amsterdam, 3rd Floor
	<p>Chair: Pierre Conesa, <i>Paris Institute of Political Studies (Sciences Po), France</i> & Frédéric Encel, <i>University of Paris 8, France & Paris Institute of Political Studies (Sciences Po), France</i></p>	Discussant
	<p>Moyen et Proche-Orient : mutations et recompositions</p> <p>Frédéric Encel (<i>University of Paris 8, France & Paris Institute of Political Studies (Sciences Po), France</i>)</p>	Jean-Yves Moisseron (<i>Institut de Recherche pour le Développement, Morocco</i>)
	<p>Fragmentation en Libye et impact géopolitique sur le Sahel</p> <p>Jean-Yves Moisseron (<i>Institut de Recherche pour le Développement, Morocco</i>)</p>	Mezri Haddad (<i>UNESCO & Centre International de Géopolitique et de Prospective Analytique, France</i>)
	<p>Quelles solutions de sortie de crise pour la Syrie ?</p> <p>Randa Kassis (<i>Mouvement pour la Société Pluraliste, Syrie</i>)</p>	Alexandre del Valle (<i>IPAG Business School, France</i>) & Viatcheslav

		Avioutskii (ESSCA Business School, France)
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13:15 – 14:30 Lunch Break

14:30 – 15:15 Keynote Address

14:30 – 15:15	Topic: Assessing the Relevance of Marketing Scholarship to Practice	Amphitheatre New York
	Kamel Jedidi, Professor of Business, Chair of the Marketing Division, Columbia Business School, United States	

15:15 – 15:30	Coffee Break	Ground Floor & 4th Floor
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15:30 – 17:00 Parallel Sessions (C)

15:30 – 17:00	C1: Accounting & Financial Accounting III* <i>* This session will be held in French</i>	Berlin, 3rd Floor
	Chair: Bruno Pecchioli, ESC Troyes, France	
	Les déterminants d'accès au top management des grands cabinets d'audit Riadh Manita (NEOMA Business School, France), Najoua Elommal (De Vinci Business Lab, France), Michel Dalmas (De Vinci Business Lab, France)	Bruno Pecchioli (ESC Troyes, 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	Discussant

	<i>School, France & Indiana University, United States</i>	
	<p>Macroeconomic conditions, institutions and non-linear debt dynamics Marco Botta (<i>University of Cattolica del Sacro Cuore, Italy</i>), Luca Colombo (<i>University of Cattolica del Sacro Cuore, Italy</i>)</p>	<p>Miguel Rodriguez (<i>Gottfried Wilhelm Leibniz University Hannover, Germany</i>)</p>
	<p>International asset allocation in presence of systematic cojumps Mohamed Arouri (<i>University of Auvergne, France</i>), Duc Khuong Nguyen (<i>IPAG Business School, France</i>), Kuntara Pukthuanthong (<i>University of Missouri, United States</i>)</p>	<p>Ilyes Abid (<i>ISC Paris Business School, France</i>)</p>
	<p>The dividend policy of U.S. tire and rubber manufacturers: Empirical evidence from cointegration analysis Christoph Wegener (<i>IPAG Business School, France & Hannover University, Germany</i>), Tobias Basse (<i>Touro College, Germany</i>), Frederik Kunze (<i>NORD/LB, Germany</i>), Miguel Rodriguez (<i>Gottfried Wilhelm Leibniz University Hannover, Germany</i>)</p>	<p>Duc Khuong Nguyen (<i>IPAG Business School, France</i>)</p>
	<p>On the link between bitcoin and commodities' prices Olfa Kaabia (<i>INSEEC Business School, France</i>), Ilyes Abid (<i>ISC Paris Business School, France</i>), Jean-Michel Sahut (<i>IDRAC Business School, France</i>), Khaled Guesmi (<i>IPAG Business School, France</i>)</p>	<p>Marco Botta (<i>University of Cattolica del Sacro Cuore, Italy</i>)</p>

15:30 – 17:00	<p>C3: CSR, Diversity, Gender and Inclusion III* Stratégie & RSE: de l'individu au collectif <i>* This session will be held in French</i></p>	Paris, 2nd Floor
	<p>Chair: Zahir Yanat, <i>KEDGE Business School, France & Institut International de l'Audit Social, France</i></p>	
	<p>Leader du présent, leader du réel, leader rythmicien: repenser le leadership sous le prisme de l'agilité Maria Giuseppina Bruna (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>), François Bellami (<i>IPAG Business School, France</i>)</p>	<p>Zahir Yanat (<i>KEDGE Business School & Institut International de l'Audit Social, France</i>)</p>
	<p>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 (<i>ISG, Tunisia</i>), Ahmed Ben Hamouda (<i>ISG, Tunisia</i>)</p>	<p>Jean-Paul Tchankam (<i>KEDGE Business School, France</i>)</p>

	SMEs as « transmitters » of CSR practice in domestic firm through foreign trade Quang Le Van (<i>University of Rouen, France</i>)	Ahmed Ben Hamouda (<i>ISG, Tunisia</i>)
15:30 – 17:00	C4: Entrepreneurship I <i>Entrepreneurial innovation & growth</i>	Praha, 2nd Floor
	Chair: Sophie Boutillier , <i>University of Littoral, France</i>	Discussant
	The scientific entrepreneur before the theory, historical elements of analysis, Sophie Boutillier (<i>University of Littoral, France</i>), Liu Zeting (<i>University of Littoral, France</i>)	Rita G. Klapper (<i>Leuphana University, Germany</i>)
	A practice-based perspective of entrepreneurial growth: Lessons from the Finnish context Rita G. Klapper (<i>Leuphana University, Germany</i>), Paul Upham (<i>Institute of Environmental and Sustainability Communication, Germany</i>)	Issam Mejri (<i>University of Nice-Sophia Antipolis, France & EDHEC, France</i>)
	Internationalization of start-ups from emerging economies: the role of international entrepreneurial capabilities Issam Mejri (<i>University of Nice-Sophia Antipolis, France & EDHEC, France</i>)	Sophie Boutillier (<i>University of Littoral, France</i>)
15:30 – 17:00	C5: Strategic Management III* <i>Structures et diversité en management stratégique</i> <i>* This session will be held in French</i>	Kopenhag, 3rd Floor
	Chair: Pascale Lambert , <i>University of Reims Champagne-Ardenne, France</i>	Discussant
	Dans la diversité des modèles de management, existe-t-il un modèle de pratiques de MRH pour les entreprises marocaines ? Étude prospective Driss Ferar (<i>University of Cadi Ayyad, Morocco</i>)	Pascale Lambert (<i>University of Reims Champagne-Ardenne, France</i>)
	Structuration et évolution des groupes champenois viti-vinicoles : une étude exploratoire Pascale Lambert (<i>University of Reims Champagne-Ardenne, France</i>), Jean-Paul Méreaux (<i>University of Reims Champagne-Ardenne, France</i>)	Driss Ferar (<i>University of Cadi Ayyad, Morocco</i>)
15:30 – 17:00	C6: Marketing III* <i>Branding II</i> <i>* This session will be held in French</i>	Oslo, 4th Floor
	Chair: Andria Andriuzzi , <i>IPAG Business School</i> ,	Discussant

	<i>France & Sorbonne Business School, France</i>	
	Sponsoring sportif via les médias sociaux et Capital marque. Cas de Mobilis, sponsor officiel de l'équipe nationale Algérienne Amina Merabet (<i>University of Tlemcen, Algeria</i>), Abderrezzak Benhabib (<i>University of Tlemcen, Algeria</i>)	Andria Andriuzzi (<i>IPAG Business School, France & Sorbonne Business School, France</i>)
	Contenu de marque : Controverse sur la nature non-marchande de la pratique Sandra Arrivé (<i>Paris Dauphine University, France & IPAG Business School, France</i>)	Amina Merabet (<i>University of Tlemcen, Algeria</i>)
	Conversation de marque : impact de l'incitation et du sujet de la conversation Andria Andriuzzi (<i>IPAG Business School, France & Sorbonne Business School, France</i>)	Sandra Arrivé (<i>Paris Dauphine University, France & IPAG Business School, France</i>)

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

15:30 – 17:00	C8: Theoretical and Applied Economics III Household Economics Chair: Sarlota Smutná , <i>Charles University, Czech Republic</i>	Warszawa, 3rd Floor
	Family welfare and the cost of policy failure Julie Hotchkiss (<i>Federal Reserve Bank of Atlanta, United States & Georgia State University, United States</i>), Robert E. Moore (<i>Georgia State University, United States</i>), Fernando Rios-Avila (<i>Levy Economics Institute of Bard College, United States</i>)	Sarlota Smutná (<i>Charles University, Czech Republic</i>)

	<p>Search for a spouse with active search decision: Theory and application to parents searching on behalf of their adult children in China Eva Raiber (University of Tübingen, Germany & 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)</p>	<p>Julie Hotchkiss (Federal Reserve Bank of Atlanta, United States & Georgia State University, United States)</p>
	<p>Selectivity problem in demand analysis: Single equation approach Sarlota Smutná (Charles University, Czech Republic), Milan Ščasný (Charles University, Czech Republic)</p>	<p>Eva Raiber (University of Tübingen, Germany & Toulouse School of Economics, France)</p>
15:30 – 17:00	<p>C9: Subconference in Environmental Economics III <i>Empirics Strike Back</i> Chair: Kongjoo Shin, Kyushu University, Japan</p>	Stockholm, 4th Floor
	<p>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)</p>	
	<p>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)</p>	
	<p>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)</p>	
15:30 – 17:00	<p>C10: Geopolitics III* <i>Constantes et variables des conflits moyen-orientaux</i> * This session will be held in French Chair: Rolland Lombardi, University of Aix-Marseille & IREMAM, France</p>	Amsterdam, 3rd Floor

	Du printemps arabe à l'hiver atlanto-islamiste Mezri Haddad (<i>UNESCO & Centre International de Géopolitique et de Prospective Analytique, France</i>)	Saïd Benkhaly (<i>University of Nice Sophia-Antipolis, France</i>), Franck Dedieu (<i>IPAG Business School, France</i>)
	Les relations Iran-Israël dans le contexte de la recomposition géopolitique du Moyen-Orient Roland Lombardi (<i>University of Aix-Marseille, France & IREMAM, France</i>)	Mezri Haddad (<i>UNESCO & Centre International de Géopolitique et de Prospective Analytique, France</i>)
	La diplomatie moyen-orientale et arabe de la Russie de Vladimir Poutine Viatcheslav Avioutskaa (<i>ESSCA Business School, France</i>)	Roland Lombardi (<i>University of Aix-Marseille & IREMAM, France</i>)

17:00 – 17:15	Coffee Break	Ground Floor & 4th Floor
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17:15 – 18:45 Parallel Sessions (D)

17:15 – 18:45	D1: Accounting & Financial Accounting IV	Berlin, 3rd Floor
	Chair: Claude Alavoine , <i>IPAG Business School, France</i>	Discussant
	Strategic oppositions in negotiation: A "tit for tat" revisited? Claude Alavoine (<i>IPAG Business School, France</i>)	Mihai Mutascu (<i>University of Orléans, France & West University of Timisoara, Romania</i>)
	A time-frequency analysis of globalization and environmental degradation in France Mihai Mutascu (<i>University of Orléans, France & West University of Timisoara, Romania</i>)	Younes Ben Zaïed (<i>University of Paris Ouest Nanterre, France</i>)
	Long-run analysis of environmental Kuznets curve in the Middle East and North Africa Nidhaleddine Ben Cheikh (<i>ESSCA School of Management, France</i>), Younes Ben Zaïed (<i>University of Paris Ouest Nanterre, France</i>)	Claude Alavoine (<i>IPAG Business School, France</i>)

17:15 – 18:45	D2: Banking & Finance IV	London, 3rd Floor
	Chair: Khaled Guesmi , <i>IPAG Business School, France</i>	Discussant
	Low carbon indexing and correlation indices: Implications for portfolio management Julien Chevallier (<i>University of Paris VIII - Vincennes Saint-Denis, France & IPAG Business School, France</i>)	Khaled Guesmi (<i>IPAG Business School, France</i>)
	Contagion versus interdependence: the case of the Asia-Pacific countries during the 2008-2011 stock market crashes Selma Jayech (<i>University of Sfax, Tunisia</i>)	Julien Chevallier (<i>University of Paris VIII - Vincennes Saint-Denis, France & IPAG Business School, France</i>)
	Globalization, financial instability and economic growth: an empirical view Khaled Guesmi (<i>IPAG Business School, France</i>), Brahim Gaiez (<i>IPAG Business School, France</i>), Frédéric Teulon (<i>IPAG Business School, France</i>)	Selma Jayech (<i>University of Sfax, Tunisia</i>)
17:15 – 18:45	D3: CSR, Diversity, Gender and Inclusion IV <i>Gender Studies and Equality Issues at Work</i>	Paris, 2nd Floor
	Chair: Joana Vassilopoulou , <i>Brunel Business School, United Kingdom</i>	Discussant
	Women and non-traditional sectors: the always difficult access to the so-called protected labor market Diane Gagné (<i>University of Quebec at Trois-Rivières (UQTR), Canada</i>)	Anne-Françoise Bender (<i>Conservatoire National des Arts et Métiers (CNAM), France</i>)
	Women & networks. A crossed analysis of strategic challenges governing organizational creation and individual affiliation to women's and pro-women networks in companies. Maria Giuseppina Bruna (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>), Anne-Françoise Bender (<i>Conservatoire National des Arts et Métiers (CNAM), France</i>), Marie-José Scotto (<i>IPAG Business School, France</i>) & Julia Vincent-Ponroy (<i>IPAG Business School, France</i>)	Diane Gagne (<i>University of Quebec at Trois-Rivières (UQTR), Canada</i>)
	Does the share of female managers affect the firm's outward-looking behaviour? Evidence from the UK Federica D'Isanto (<i>University of Naples, Italy</i>), Panos Fouskas (<i>University of Birmingham, United Kingdom</i>)	Joana Vassilopoulou (<i>Brunel Business School, United Kingdom</i>)

17:15 – 18:45	D4: Entrepreneurship II <i>Diversity in Entrepreneurship</i>	Praha, 2nd Floor
	Chair: Marina Van Geenhuizen , <i>Delft University of Technology, Netherlands</i>	Discussant
	The role of gender in firm innovation performance: Evidence from eleven Sub-Saharan Africa countries Mato Magobe (<i>Hull University, United Kingdom</i>), Antonio Malfense-Fierro (<i>Hull University, United Kingdom</i>), Lily Li (<i>Liverpool University, United Kingdom</i>), David Noble (<i>University of Connecticut, United States</i>)	Marina Van Geenhuizen (<i>Delft University of Technology, Netherlands</i>)
	Team versus network diversity. University spin-off firms' determinants of early growth Marina Van Geenhuizen (<i>Delft University of Technology, Netherlands</i>), Mozhdeh Taheri (<i>Delft University of Technology, Netherlands</i>)	Antonio Malfense-Fierro (<i>Hull University, United Kingdom</i>)
17:15 – 18:45	D5: Marketing IV <i>Decision making</i>	Oslo, 4th Floor
	Chair: Chike Okechuku , <i>University of Windsor, Canada</i>	Discussant
	Prospects for Chinese automobiles in the American market Chike Okechuku (<i>University of Windsor, Canada</i>)	Marie-José Scotto (<i>IPAG Business School, France</i>)
	Effects of knowledge on auction price: Evidence from the Christie's sale of Chinese paintings Jianxiang Bi (<i>University of the West of England, United Kingdom</i>)	Chike Okechuku (<i>University of Windsor, Canada</i>)
	Factors influencing Turkish consumer attitudes towards counterfeits of luxury brands? Beyza Akin Karabulut (<i>Turkish Airlines, Turkey</i>), Marie-José Scotto (<i>IPAG Business School, France</i>), Philippe Weiss (<i>IPAG Business School, France</i>), Mehmet Donmez (<i>Tilburg University, Netherlands</i>)	Jianxiang Bi (<i>University of the West of England, United Kingdom</i>)
17:15 – 18:45	D6: Theoretical and Applied Economics IV <i>Theoretical issues</i>	Warszawa, 3rd Floor
	Chair: Gwenaël Piaser , <i>IPAG Business School, France</i>	Discussant
	Does entry pay off in a linear city with a center Bernd Jost (<i>Austrian National Bank (OeNB), Austria</i>)	Gwenaël Piaser (<i>IPAG Business School, France</i>)

	Identifying tax implicit equivalence scales Simon Gueguen (<i>University of Paris-Dauphine, France</i>)	Bernd Jost <i>(Austrian National Bank (OeNB), Austria)</i>
	Communication in competing mechanism games: Contractible actions Andrea Attar (<i>University of Rome Tor Vergata, Italy & Toulouse School of Economics, France</i>), Eloisa Campioni (<i>University of Rome Tor Vergata, Italy</i>), Gwenaël Piaser (<i>IPAG Business School, France</i>)	Simon Gueguen <i>(University of Paris-Dauphine, France)</i>
17:15 – 18:45	D7: Subconference in Environmental Economics IV <i>The Return of the Instruments</i>	Budapest, 2nd Floor
	Chair: Eric Strobl , <i>University of Bern, Switzerland & IPAG Business School, France</i>	
	International trade and carbon emissions: the role of Chinese institutional reforms Fredrik N.G. Andersson (<i>Lund University, Sweden</i>)	
	Temperature and interpersonal violence in Mexico Francois Cohen (<i>Graduate Institute of International and Development Studies, Switzerland</i>), Fidel Gonzalez (<i>Sam Houston State University, Unites States</i>)	
	The Short-Term Economic Impact of Tropical Cyclone Pam: An Analysis using VIIRS Nightlight Satellite Imagery Eric Strobl (<i>University of Bern, Switzerland & IPAG Business School, France</i>)	
17:15 – 18:45	D8: Subconference in Environmental Economics V <i>It's All about the Dark Gold</i>	Stockholm, 4th Floor
	Chair: Cees Withagen , <i>IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands</i>	
	Assessment of proxy-hedging in jet-fuel markets Rostislav Haliplii (<i>University Paris 1 Sorbonne, France</i>), Marius Cristian Frunza (<i>Ural Federal Univeristy (URFU), Russia</i>), Dominique Guegan (<i>University Paris 1 Sorbonne, France</i>)	
	Alternative energy, oil production, and the macroeconomy: a simultaneous equation approach	

	Sarah Najm (<i>University of Reading, United Kingdom</i>)	
	On OPEC's evaporating power Cees Withagen (<i>IPAG Business School, France & Vrije Universiteit Amsterdam, Netherlands</i>), Hassan Benchekroun (<i>McGill University, Canada</i>), Gerard van der Meijden (<i>Vrije Universiteit Amsterdam, Netherlands</i>),	
17:15 – 18:45	D9: Geopolitics IV* <i>Les minorités du Monde arabe à l'épreuve de la radicalisation confessionnelle et de la montée de l'islamisme</i> <i>* This session will be held in French</i>	Amsterdam, 3rd Floor
	Chair: Jean-Sylvestre Montgrenier , <i>University of Paris VII, France</i> & Christian Vallar , <i>University of Nice Sophia-Antipolis, France</i>	Discussant
	Le sunnisme et le chiisme dans les recompositions au Moyen-Orient Christian Vallar (<i>University of Nice Sophia-Antipolis, France</i>)	Khattar Abou Diab (<i>Centre géopolitique Perspectives, France</i>)
	L'évolution de la laïcité au Liban Saïd Benkhalyl (<i>University of Nice Sophia-Antipolis, France</i>)	Christian Vallar (<i>University of Nice Sophia-Antipolis, France</i>)
	La nouvelle question d'Orient, cent ans après Sykes-Picot Khattar Abou Diab (<i>Centre géopolitique Perspectives, France</i>)	Alexandre Del Valle (<i>IPAG Business School, France</i>)

20:00 – 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 , <i>University of Canterbury, New Zealand</i>	Discussant
	Adoption and strategic impact of cloud technology: the case of small to medium accounting practices Darren Ma (<i>Deloitte, New Zealand</i>), Richard Fisher (<i>University of Canterbury, New Zealand</i>), Trevor Nesbit (<i>ARA Institute of Canterbury, New Zealand</i>)	Mahmoud Hassan (<i>University of Angers, France</i>)
	ERM and financial vulnerability Dinh Tri Vo (<i>IPAG Business School, France</i>)	Richard Fisher (<i>University of Canterbury, New Zealand</i>)
	Investigating the relationship between environmentally related taxes and economic growth Mahmoud Hassan (<i>University of Angers, France</i>), Walid Oueslati (<i>University of Angers, France</i>), Damien Rousselière (<i>University of Angers, France</i>)	Dinh Tri Vo (<i>IPAG Business School, France</i>)
08:30 – 10:00	E2: Banking & Finance V	London, 3rd Floor
	Chair: Ramón Bermejo Climent , <i>University of Pontificia Comillas, Spain</i>	Discussant
	International capital asset pricing model: the case of asymmetric information and short-sale Amine Dammak (<i>Picardie Jules Verne University, France</i>), Makram Bellalah (<i>CRIISEA Amiens University, France</i>), Mondher Bellalah (<i>THEMA University of Cergy, France</i>)	Jean-Charles Garibal (<i>University of Orléans, France & CNRS (UMR7322), France</i>)
	Parsimonious economic modelling of an optimal sparse index of systemic risk measures Jean-Charles Garibal (<i>University of Orléans, France & CNRS (UMR7322), France</i>), Bertrand Maillet (<i>EMLyon Business School, France & Variances, France</i>)	Ramón Bermejo Climent (<i>University of Pontificia Comillas, Spain</i>)
	Quantitative investing: a stock selection system for Europe	Amine Dammak (<i>Picardie Jules Verne</i>)

	Ramón Bermejo Climent (<i>University of Pontificia Comillas, Spain</i>), Isabel Figuerola-Ferretti Garrigues (<i>University of Pontificia Comillas, Spain</i>), Tomás Hevia Armengol (<i>Corporación Financiera Alba, Spain</i>), Álvaro Santos Moreno (<i>Bankia, Spain</i>)	<i>University, France</i>
08:30 – 10:00	E3: CSR, Diversity, Gender and Inclusion V* Ethique, agilité & inclusion : défis et pratiques <i>* This session will be held in French</i>	Paris, 2nd Floor
	Chair: Charles-Henri Besseyre des Horts , <i>HEC Paris, France</i>	Discussant
	Contribution de l'entreprise à l'intérêt général par sa responsabilité morale et sa philanthropie Aurélié Walas (<i>University of Paul Cézanne - Aix-Marseille III, France</i>), Emmanuelle Reynaud (<i>University of Paul Cézanne - Aix-Marseille III, France</i>)	Nathalie Lemieux (<i>ESG-UQAM, Canada</i>)
	Des principes éthiques au service de la conduite du changement Nathalie Lemieux (<i>ESG-UQAM, Canada</i>), Benoit Cherre (<i>ESG-UQAM, Canada</i>)	Jean-Paul Tchankam (<i>KEDGE Business School, France</i>)
	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 (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux</i>), Luc Ducray (<i>IPAG Business School, France</i>)	Zahir Yanat (<i>KEDGE Business School, France</i>)
08:30 – 10:00	E4: CSR, Diversity, Gender and Inclusion VII Diversity Management, Gender and Performance	Budapest, 2nd Floor
	Chair: Joana Vassilopoulou , <i>Brunel Business School, United Kingdom</i> & Mustafa Ozbilgin , <i>Brunel Business School, United Kingdom</i>	
	Board gender diversity and corporate social performance: is there really a link? Sabri Boukaker (<i>ESC Troyes, France</i>), Rey Dang (<i>ICN Business School, France</i>), Imen Derouiche (<i>University of Luxembourg, Luxembourg</i>), Nhu Tuyen Le (<i>Grenoble Ecole de Management, France</i>)	Aymen Ammari (<i>University of Manouba, Tunisia</i>)

	<p>Does board gender diversity affect firm risk-taking? Evidence from the French stock market</p> <p>Maria Giuseppina Bruna (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>), Rey Dang (<i>ICN Business School, France</i>), Marie-José Scotto (<i>IPAG Business School, France</i>), Aymen Ammari (<i>University of Manouba, Tunisia</i>)</p>	<p>Joana Vassilopoulou (<i>Brunel Business School, United Kingdom</i>)</p>
	<p>Women on corporate boards and their impact on environmental, social and governance disclosure: Evidence from the S&P 500</p> <p>Maria Giuseppina Bruna (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>), Rey Dang (<i>ICN Business School, France</i>), L'Hocine Houanti (<i>La Rochelle Business School, France</i>), Riadh Manita (<i>Néoma Business School, France</i>).</p>	<p>Sabri Boukaker (<i>ESC Troyes, France</i>)</p>

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

08:30 – 10:00	<p>E6: Marketing V <i>Co-creation</i></p>	Oslo, 4th Floor
	<p>Chair: Alexander J. Kull, <i>University of San Diego, United States</i></p>	<p>Discussant</p>
	<p>The past and future of co-creation Alexander J. Kull (<i>University of San Diego, United States</i>)</p>	<p>Ilaria Dalla Pozza (<i>IPAG Business School, France</i>)</p>
	<p>Value co-creation through the lens of cultural-historical activity theory Paulo Sergio Altman Ferreira (<i>Universidade</i></p>	<p>Alexander J. Kull (<i>University of San Diego, United States</i>)</p>

	Anhembi Morumbi, Brazil)	
	<p>Customer engagement in services: an organizing framework Ilaria Dalla Pozza (IPAG Business School, France), V. Kumar (Georgia State University, United States), Bharath Rajan (Georgia State University, United States)</p>	<p>Paulo Sergio Altman Ferreira (Universidade Anhembi Morumbi, Brazil)</p>
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
	<p>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)</p>	<p>Christoph Wegener (IPAG Business School, France & Hannover University, Germany)</p>
	<p>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 (Wenzhou University, China & Toulouse School of Economics, France), Charlotte Wang (IPAG Business School, France), Donghui Yang (Yunnan Normal University, China)</p>	<p>Juan Pineiro-Chousa (Universidade de Santiago de Compostela, Spain)</p>
	<p>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)</p>	<p>Ling Zhou (Wenzhou University, China & Toulouse School of Economics, France)</p>
	<p>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)</p>	<p>Jan Willem Van den End (De Nederlandsche Bank, Netherlands)</p>
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 (<i>Istanbul Technical University, Turkey</i>)	
	An economic theory of green consumer culture and sustainable technological change Emeline Bezin (<i>Paris School of Economics, France</i>)	

08:30 – 10:00	E9: Geopolitics V* <i>Mutations institutionnelles et confessionnelles</i> <i>* This session will be held in French</i>	Amsterdam, 3rd Floor
	Chair: Jean-Yves Moisseron , <i>Institut de Recherche pour le Développement, Morocco</i>	Discussant
	La Russie et la sortie de crise en Syrie Randa Kassis (<i>Mouvement pour la Société Pluraliste, Syrie</i>)	Laurent Reverso (<i>University of Toulon, France</i>)

10:00 – 10:15	Coffee Break	Ground Floor & 4th Floor
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10:15 – 11:00 Keynote Address

10:15 – 11:00	Business Ethics	Amphitheatre New York
	Professor Stelios Zyglidopoulos , <i>University of Glasgow, United Kingdom</i>	

11:00 – 11:15	Coffee Break	Ground Floor & 4th Floor
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11:15 – 12:45 Parallel Sessions (F)

11:15 – 12:45	F1: Accounting & Financial Accounting VI	Berlin, 3rd Floor
	Chair: Van Son Lai , <i>Laval University, Canada & IPAG Business School, France</i>	Discussant
	Reinsurance or CAT bond? How to optimally combine both Denis-Alexandre Trottier (<i>Laval University, Canada</i>), Van Son Lai (<i>Laval University, Canada & IPAG Business School, France</i>)	Masha Maslianskaia-Pautrel (<i>University of Angers, France & University of Bourgogne Franche-Comté, France</i>)

	<p>Hedonic estimation of the green value of residential housing Catherine Baumont (<i>University of Bourgogne Franche-Comté, France</i>), Masha Maslianskaia-Pautrel (<i>University of Angers, France & University of Bourgogne Franche-Comté, France</i>), Pierre Voyé (<i>University of Bourgogne Franche-Comté, France</i>)</p>	<p>Carla Henriques (<i>Coimbra Business School, Portugal & INESC, Portugal</i>)</p>
	<p>A multiobjective interval portfolio model for supporting the selection of energy efficient lighting technologies Carla Henriques (<i>Coimbra Business School, Portugal & INESC, Portugal</i>), Dulce Coelho (<i>Coimbra Business School, Portugal & INESC, Portugal</i>)</p>	<p>Van Son Lai (<i>Laval University, Canada & IPAG Business School, France</i>)</p>

11:15 – 12:45	F2: Corporate Finance I	London, 3rd Floor
	<p>Chair: Dorra Najjar, <i>IPAG Business School, France</i></p>	Discussant
	<p>Board composition, ownership structure and firm performance Miloud Tarek (<i>INSEEC Business School, France</i>)</p>	Dorra Najjar (<i>IPAG Business School, France</i>)
	<p>IPO timing an option to expand Hanane Dakhli (<i>ESC Troyes, France</i>)</p>	Miloud Tarek (<i>INSEEC Business School, France</i>)
	<p>How to evaluate start-ups and SMEs ? A study of French analysts IPO reports Dorra Najjar (<i>IPAG Business School, France</i>), Jean Louis Pare (<i>Novancia Business School, France</i>)</p>	Hanane Dakhli (<i>ESC Troyes, France</i>)

11:15 – 12:45	F3: CSR, Diversity, Gender and Inclusion VI Special Session on Diversity Issues and Foresight of Management	Paris, 2nd Floor
	<p>Chair: Maria Giuseppina Bruna, <i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i></p>	
	<p>Invited Speakers</p> <ul style="list-style-type: none"> • 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* <i>Fast growing and developing firms</i> <i>* This session will be held in French</i>	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 Adel Ben Youssef (University of Nice Sophia-Antipolis, France), Sabri Boubaker (ESC Troyes, France), Hassan Arouri (Institut National des Statistiques, Tunisia)	Tristan Boyer (IPAG Business School, France)
	Où sont passées les (très petites) gazelles? Tristan Boyer (IPAG Business School, France)	Sandra Montchaud (Sciences Po Aix-en-Provence, France)
	La confiance dans la relation entre l'acteur public et ses partenaires en matière de capital-investissement Sandra Montchaud (Sciences Po Aix-en-Provence, France)	Adel Ben Youssef (University of Nice Sophia-Antipolis, France)
11:15 – 12:45	F5: Strategic Management IV <i>Cross Cultural Issues</i>	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 (International Business School, France)
	High performance work systems in a cross-cultural context: Comparing multinational plants in Sweden and Brazil Rosana Reis (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)	Think Nguyen (University of Khanh Hoa, Vietnam), Huy Le (University of Economics - Da Nang University, Vietnam)
	The impact of website service quality on customer trust and purchase intentions in the hotel: Theoretical approach Think Nguyen (University of Khanh Hoa, Vietnam), Huy Le (University of Economics - Da Nang University, Vietnam)	Elisa Conti (IPAG Business School, France)
	Measuring the economic impact of destination marketing campaigns. The visitlondon.com case study Elisa Conti (IPAG Business School, France)	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	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
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 (<i>Toulouse Business School, France</i>), Luc Rouge (<i>Toulouse Business School, France</i>)	
	Food waste Carmen Carmacho (PSE, France), Agustin Perez-Barahona (<i>University of Cergy-Pontoise, France & Ecole Polytechnique, France</i>), Cagri Saglam (<i>Bilkent University, Turkey</i>)	
	Symmetric vs asymmetric equilibria and stochastic stability in a dynamic game of legislative lobbying Raouf Boucekkine (<i>University of Aix-Marseille, France</i>), Fabien Prieur (<i>University of Nanterre, France</i>), Benteng Zou (<i>University of Luxembourg</i>)	

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, <i>IDRAC Business School, France</i>	Discussant
	Impact of cross border mergers and acquisitions on shareholders' wealth, does idiosyncratic risk matter? Jean-Michel Sahut (<i>IDRAC Business School, France</i>)	Christophe Volonte (<i>University of Basel, Switzerland & University of Konstanz, Germany</i>)
	Family firms, minority investor protection and firm performance Christophe Volonte (<i>University of Basel, Switzerland & University of Konstanz, Germany</i>), Pascal Gantenbein (<i>University of Basel, Switzerland</i>)	Imen Ghadhab (<i>University of Tunis, Tunisia</i>)
	Additional cross-listing from the UK to the US: Motivations and effect on firm's performance Imen Ghadhab (<i>University of Tunis, Tunisia</i>), Mouna M'rad (<i>Institut des Hautes Etudes Commerciales de Sousse, Tunisia</i>)	Jean-Michel Sahut (<i>IDRAC Business School, France</i>)

14:00 – 15:30	G2: CSR, Diversity, Gender and Inclusion VIII: Diversity and Inclusion in Higher Education	Paris, 2nd Floor
	Chair: Maria Giuseppina Bruna, <i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux,</i>	

	France	
	<p>The commitment of a business school to advance professional equality and the diversity management in higher education</p> <p>Christine Naschberger (<i>Audencia Business School, France</i>), Camilla Quental (<i>Audencia Business School, France</i>)</p>	<p>Cédrine Joly (<i>Montpellier Business School, France</i>)</p>
	<p>Awakening consciences and training humanist engineers: the diversity and equal opportunities program of the Ecole des Mines d'Albi-Carmaux</p> <p>Maria Giuseppina Bruna (<i>IPAG Business School, France & Ecole des Mines d'Albi-Carmaux, France</i>), Jean-Paul Ramond (<i>Ecole des Mines d'Albi-Carmaux, France</i>), Marie-Christine Plantié (<i>Ecole des Mines d'Albi-Carmaux, France</i>)</p>	<p>Nathalie Montargot (<i>ESC La Rochelle, France</i>)</p>
	<p>Entre mission et marché : La diversité nouvel enjeu stratégique des grandes écoles de management françaises</p> <p>Mélanie Jaeck (<i>Montpellier Business School, France</i>), Cédrine Joly (<i>Montpellier Business School, France</i>), Magalie Marais (<i>Montpellier Business School, France</i>), Maryline Meyer (<i>Montpellier Business School, France</i>)</p>	<p>Christine Naschberger (<i>Audencia Business School, France</i>)</p>

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

	ECSTRA, Tunisia), Karim Elasri (University of Aix-Marseille, France)	
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 Djilali Chafik (University Ali Lunici Blida 2, Algeria), Imène Belboula (University Ali Lunici Blida 2, Algeria)	Salem Ben Brahim (University of Tunis, 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)	Baptiste Braquet (University of Paris Saclay, France & SNCF Francilien, 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	Jonathan Peillex (De Vinci Business Lab, France)

	University Frankfurt, Germany), Alessandro Gioffré (Goethe University Frankfurt, Germany)	
	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)	
	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 (<i>University of Oslo, Norway</i>)	
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15:30 – 15:45	Coffee Break	Ground Floor & 4 th Floor
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15:45 – 17:15 Parallel Sessions (H)

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

15:45 – 17:15	H2: CSR, Diversity, Gender and Inclusion IX: Diversity Management, CSR and performance	Paris, 2nd Floor
	Chair: Sabri Boubaker , <i>ESC Troyes, France</i>	
	Financial development as a tool for sustainability: Evidence from a modified environmental Kuznets curve Adel Ben Youssef (<i>University of Nice Sophia-Antipolis</i>), Sabri Boubaker (<i>ESC Troyes, France</i>), Anis Omri (<i>University of Nabeul, Tunisia</i>)	Nazim Hussain (<i>University of Groningen, Netherlands</i>)
	Opening the black box of relationship between sustainability performance and financial performance	Adel Ben Youssef (<i>University of Nice Sophia-Antipolis</i>)

	Nazim Hussain (<i>University of Groningen, Netherlands</i>), Ugo Rigoni (<i>Università Ca' Foscari, Italy</i>), Elisa Cavezzali (<i>Università Ca' Foscari, Italy</i>)	
15:45 – 17:15	H3: Marketing VIII	Oslo, 4th Floor
	Chair: Hédia El Ourabi , <i>University of Quebec, Canada</i>	Discussant
	The impact of traceability, health claim and verification of health claim on consumer evaluations of multiple functional food categories Hédia El Ourabi (<i>University of Quebec, Canada</i>), Marc-Alexandre Tomiuk (<i>HEC Montréal, Canada</i>)	Nebojsa S. Davcik (<i>Instituto Universitario de Lisboa, Portugal</i>)
	How an unequal intra-firm distribution of dynamic marketing capabilities affect market share Nebojsa S. Davcik (<i>Instituto Universitario de Lisboa, Portugal</i>), Nicholas Grigoriou (<i>Monash University Malaysia Campus, Malaysia</i>)	Hédia El Ourabi (<i>University of Quebec, Canada</i>)
15:45 – 17:15	H4: Business Ethics II	Berlin, 3rd Floor
	Chair: Jeanette Mcdonald , <i>IPAG Business School, France & University of Nice Sophia Antipolis, France</i>	Discussant
	Ethics and tourism: a youth perspective Dominique Bonet (<i>IPAG Business School, France & University of Aix-Marseille 3, France</i>), Jeanette Mcdonald (<i>IPAG Business School, France & University of Nice Sophia Antipolis, France</i>)	Fabrice Periac (<i>IPAG Business School, France</i>)
	An innovative approach to business ethics formation based on an experimental action research Fabrice Periac (<i>IPAG Business School, France</i>)	Lubica Hikkerova (<i>IPAG Business School, France</i>), Yusra Hallem (<i>IDRAC, France</i>)
	Valorisation d'une démarche de tourisme durable Jean-Michel Sahut (<i>IDRAC Business School, France & IPAG Business School, France</i>), Lubica Hikkerova (<i>IPAG Business School, France</i>), Yusra Hallem (<i>IDRAC, France</i>)	Jeanette Mcdonald (<i>IPAG Business School, France & University of Nice Sophia Antipolis, France</i>)
15:45 – 17:15	H5: Management Issues in Asia, Southern Europe, Middle East and Maghreb II*: Management of Human and Financial Resources	Amsterdam, 3rd Floor

	* <i>This session will be held in French</i>	
	Chair: Boungab Souad , <i>University of Abdelmalek Essaadi, Morocco</i>	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 (<i>Jendouba University, Tunisia</i>), Ahmed Ben Hamouda (<i>ISG, Tunisia</i>)	Boungab Souad (<i>University of Abdelmalek Essaâdi, Morocco</i>)
	Déterminants de la pratique du contrôle interne dans l'administration publique Boungab Souad (<i>University of Abdelmalek Essaâdi, Morocco</i>), Hafsa Bouchikhi (<i>University of Abdelmalek Essaâdi, Morocco</i>)	Baccar Hela (<i>Jendouba University, Tunisia</i>)

15:45 – 17:15	H6: Subconference in Environmental Economics IX <i>Die Hard Public Goods</i>	Stockholm, 4th Floor
	Chair: Ingmar Schumacher , <i>IPAG Business School, France</i>	
	The richest wins them all: Triggering the benevolent provision of public goods by federal transfers Christina Roolfs (<i>Potsdam Institute for Climate Impact Research, Germany</i>), Beatriz Gaitan (<i>Potsdam Institute for Climate Impact Research, Germany</i>), Ottmar Edenhofer (<i>Potsdam Institute for Climate Impact Research, Germany</i>)	
	The importance of considering optimal government policy when social norms matter for the private provision of public goods Ingmar Schumacher (<i>IPAG Business School, France</i>), Guy Meunier (<i>INRA, France</i>)	

List of Participants

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