

International Week 2013

LIST OF INTERNATIONAL SEMINARS 2013

Part 1: January 7-8-9, 2013 / Part 2: January 10-11-12, 2013

CORPORATE SOCIAL RESPONSIBILITY



Canan MADRAN - Cukurova University, Turkey -
Green Marketing – Part 1 –



Lorella PIGNET-FALL – Consultante, France -
Diversity in work teams – Part 1 & 2 -



Darren HOAD– Edge Hill University, UK -
Business and Sustainability – Part 1 & 2 -

FINANCE



Rania AZMI – Sovereign Wealth Fund in the Middle East – Kuwait –
**Post-crisis International Investment Decision-making: Highlighting
Risks, Financial Markets and Behavioral Finance – Part 2 -**



Lies BOUKRAMI – Regents College, London, UK -
Introduction to Financial Markets – Part 2 –



Charbel SALLOUM – Holy Spirit University of Kaslik, Lebanon –
Applied Technical Analysis – Part 1 & 2 –



Josef TAUSER – University of Economics, Prague, Czech Republic –
International Financial Management – Part 2 -

HUMAN RESOURCE MANAGEMENT



Caroline COULOMBE – IAE Lyon, France –
Crisis Management – Part 2 –



Keith COOK – Edge Hill University, UK –
Human Resource Managers can be leaders too – Part 1 & 2 -



Allen Scott DUNCAN – Consultant, France –
The Importance of Crisis Communication Management – Part 2 –



Diane-Gabrielle TREMBLAY - Teluq Université du Québec, Montréal – Canada
Contemporary Issues in HRM – Part 1 –



Mathias WALTER – Otto-Friedrich Universität-Bamberg (Germany)
**Expatriation in an International Human Resource Management Context -
Part 1 & 2**

INTERNATIONAL



Per AMAN - Linköping University, Sweden –
**Contemporary Globalization: a Scandinavian and National Perspective –
Part 1 & 2–**



Bonnie CANZIANI - University of North Carolina Greensboro, USA -
Organizational Strategies for Managing Cultural Capital - Part 1 -



Stefano DENICOLAI – University of Pavia, Italy –
Innovation Management for International Business – Part 1 –



Silvia DIDIER- Consultante, France -
Interkulturelles Management – in German - Part 2 –



Annalena FAJEN – Otto Friedrich University, Bamberg, Germany –
Multicultural Team Management – Part 1 & 2 –



Diana KWOK – Consultante, Malaysia –
Doing Business in Asia, Working effectively with Asians – Part 2 -



Jörgen LJUNG – Linköping University – Sweden –
Intercultural Management – Part 1 & 2



Anita PELLE – University of Szeged, Hungary –
The Euro-zone Crisis – Part 1 –
Two-speed Europe – a Reality already? - Part 2 -



Thierry SAVATIER - Consultant, France –
Introduction to Intercultural Relationships – Part 1 & 2 –



Ludmila STERBOVA – University of Economics, Prague, Czech Republic
Business Environment – Trading and Investment Rules – Part 1 & 2



Diane-Gabrielle TREMBLAY – Teluq Université du Québec, Montréal,
Canada -
Cluster and Innovation Issues – Part 2 –



Christopher WAGNER – Western Kentucky University, USA –
Assessing and Improving Organizational Culture – Why it Matters? –
Part 1 –

LEADERSHIP & ENTREPRENEURSHIP



Rania AZMI – Sovereign Wealth Fund in the Middle East, Kuwait –
Leadership and Teamwork Dynamics: Conflict Resolution Perspective
in International Organizations – Part 1 –



Nehme AZOURY – Holy Spirit University of Kaslik, Lebanon –
Corporate Governance: Case Analyses- Part 1 & 2 –



John BRINKMAN - Liverpool Hope University, UK -
A History of Management – Part 2 -



Alan CABELLY – Portland State University, USA –
Leadership for the Twenty-first Century: What is your Style? – Part 1 & 2 -



Randy CAPPS – Western Kentucky University, USA –
Strategic Leadership – Part 1 -



Alma HALL – Georgetown College, Kentucky, USA –
Developing Women Leaders – Part 1 –



Bob HATFIELD – Western Kentucky University, USA –
Leadership and Collegiality: Working with Both Collegial and Difficult Employees – Part 2 –



Alejandro ZUNIGA FONSECA – Iberoamerican University Leon, Mexico –
Entrepreneurship: Innovation as a Key to Success – Part 1 & 2 –

MANAGEMENT & HUMANITIES



Carme FIGUEROLA – Lleida University, Spain-
Identidad, espacio y comunicación. – Part 2 –



Eddy SOUFFRANT - University of North Carolina Charlotte, USA -
The Empire of Cash: an Exploration of the Morality of Capitalism – Part 1 & 2 –

MARKETING



David BUISSON – University of Otago, New Zealand –
Innovation and Design Thinking – Part 1 & 2 –



Silvia DIDIER – Consultante, France –
European Marketing – Part 1 -



Tomasz DOMANSKI- University of Lodz, Poland –
International Marketing Strategies of International Retailers – Part 2 –



Jorge FLORES GOMEZ – Iberoamerican University Leon, Mexico –
Social Media Marketing and the Internet Media Plan – Part 1 & 2 –



Thomas GUEDJ - Consultant, France –
**Negotiation Workshop: Strategic, Psychological and Cognitive aspects –
Part 1 & 2 –**



Birgit HAGEN - University of Pavia, Italy –
International Marketing – Part 1 –



Aino HALINEN- HAIKA – University of Turku, Finland –
Customer Relationship Management – Part 1 –



Petr KRAL – University of Economics, Prague, Czech Republic –
**International Marketing Communication with the Emphasis on Central
Europe- Part 1 & 2 –**



Jorge Alberto NAVARRO DE LA PIEDRA – Iberoamerican University Leon,
Mexico **Content Marketing Strategies for B2B, Service Marketing and
Social Marketing – Part 2 –**

INFORMATION SYSTEMS



Vladlena BENSON – Kingston Business School, London, UK –
IT Governance and Project Management across Borders – Part 1 & 2 –