

**iaelyon INTERNATIONAL WEEK 2019 - 13<sup>th</sup> Edition**  
**January 7-8-9 (Period 1) - January 10-11-12 (Period 2)**

**47 international participants, 25 countries represented,  
75 seminars offered, 10 Business fields covered.**

**LIST OF SEMINARS**

*Please note that the flags represent the nationality of the participants  
Pour information, les drapeaux représentent la nationalité des intervenants.*

*The seminars are taught either **in English or in Spanish as indicated in their title**  
La langue utilisée dans le séminaire est **l'anglais ou l'espagnol comme l'indique l'intitulé de celui-ci.***

**CORPORATE SOCIAL RESPONSIBILITY**



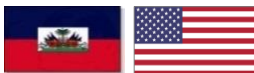
**Canan MADRAN** - Dokuz Eylül University (*Turkey*)  
**Sustainability Marketing** (Period 1&2)



**Lorella PIGNET-FALL** - iaelyon School of Management (*France*)  
**Corporate Social Responsibility and Managing Diversity** (Period 1)



**Carlos ROMERO USCANGA** - Tecnológico de Monterrey (*Mexico*)  
**Sustainable Development** (Period 1)



**Eddy SOUFFRANT** - University North Carolina at Charlotte (*USA*)  
**Developing an Ethical Business Culture** (Period 1)



**Tatiana GRISHCHENKO** - HSE (*Russia*)  
**Organizational Culture as a Sustainable Competitive Advantage**  
(Period 2)

## ENTREPRENEURSHIP

---



**Olli KUIVALAINEN** - Lappeenranta University of Technology (*Finland*)  
**Internationalization of SMEs and International Entrepreneurship**  
(Period 2)

---



**Alejandro ZUNIGA FONSECA** - Universidad Iberoamericana León  
(*Mexico*)  
**How to Stimulate Innovation Through Non-Linear Thinking and Lego Serious Play** (Period 1&2)

---

## FINANCE

---



**Elias BOUKRAMI** - Regent's College (*United Kingdom*)  
**Introduction to Financial Markets** (Period 2)

---



**Maria Elisa FARIAS** - Universidad Diego Portales (*Chile*)  
**Financial Markets and the Macroeconomy** (Period 1)  
**Financial Contagion: the Case of Latin America** (Period 2)

---



**Radek CAJKA** - University of Economics, Prague (*Czech Republic*)  
**International Financial Management** (Period 2)

---



**Bozena FRACZEK** - University of Economics (*Poland*)  
**Fundamentals of Finance for Individuals and Business** (Period 1)  
**Usage of the Financial Instruments in Currency Risk Management in International Environment** (Period 2)

---



**Jorge GUILLEN** - Universidad ESAN (*Peru*)  
**Managerial Economics: Opportunities to Invest in Emerging Countries**  
(Period 1&2)

---



**Dolly KING** - University of North Carolina at Charlotte (*USA*)  
**Corporate Valuation : How Much is a Company Worth?** (Period 1)

---



**Carlos RODRIGUEZ** - Universidad del País Vasco (*Spain*)  
**The Multinational Enterprise and the Global Economy** (Period 2)

---



**Charbel SALLOUM** - USEK School of Business, Holy Spirit University of Kaslik (*Lebanon*)  
**Trading over the Stock Market Using Technical and Fundamental Analysis** (Period 1)  
**Bitcoin and Cryptocurrencies** (Period 2)

---



**Ludmila STERBOVA** - University of Economics, Prague (*Czech Republic*)  
**World Trade and Investment Rules - Creating the Business Environment** (Period 1&2)

---

## HUMAN RESOURCE MANAGEMENT

---



**Paul CLERMONT** - Université du Québec à Montréal (*Canada*)  
**The Real Career Plan: Branding Yourself (a Workshop To Do it!)**  
(Period 1)  
**The Recipes to Personal Success in Management!** (Period 2)

---



**Natalie KOEPPE** - Toulouse School of Management (*France*)  
**Diversity in Business - Develop Bias Awareness to Drive your Career**  
(Period 1)  
**Talent Management or How to Become a Talent (and Succeed in Business)** (Period 2)

---



**Diane-Gabrielle TREMBLAY** - TÉLUQ - Université du Québec, Montréal (*Canada*)  
**HRM: Issues and Challenges** (Period 2)

---



**Ricardo VARELA** - Universidad Nacional Autónoma de México (*Mexico*)  
**Human Resource International Management for the 21st Century**  
(Period 1)

---



**Matthias WALTHER** - Consultant (*Belgium*)  
**The Intercultural Challenge of Expatriates** (Period 2)

---



**Patricia HARRISON** - Liverpool John Moores University  
(*United Kingdom*)  
**Strategic HRM - Professionalism, Ethics and Change Agents** (Period 1)

---

## INFORMATION SYSTEMS

---



**Vladlena BENSON** - Kingston Business School (*United Kingdom*)  
**Digital Transformation in Business Organizations** (Period 1)  
**Big Data Fundamentals** (Period 2)

---



**Wei-Lun CHANG** - Tamkang University (*Taiwan*)  
**Information and Communication in Management** (Period 1)  
**Technology Adaptation: Redirecting Business Models** (Period 2)

---



**Ali ELQUAMMAH** - HEM Business School (*Morocco*)  
**Information Systems for Managers and Organizations** (Period 1)

---



**Sirajul ISLAM** - Örebro University (*Sweden*)  
**Managing Information and Communication Technology for  
Development (ICT4D)** (Period 1)  
**Managing e-Government** (Period 2)

---

## INTERNATIONAL

---



**Annalena FAJEN** - Otto-Friedrich University Bamberg (*Germany*)  
**Multicultural Team Management** (Period 1&2)

---



**Helen COLLINS** - Liverpool John Moores University (*United Kingdom*)  
**International Organization Development (OD): Moving Beyond the OD Cycle** (Period 1)

---



**Myriam MARTINEZ** - Universidad de Granada (*Spain*)  
**Tendencias Mundiales del Consumidor: Oportunidades de Negocios** (Period 1)

---



**Tatiana GRISHCHENKO** - HSE (*Russia*)  
**International Business: Challenges and Perspective in a Turbulent World** (Period 1)

---



**Vladimir KOLCHANOV** - International Management Institute of St Petersburg (*Russia*)  
**Doing business in BRICS countries: a comparative analysis** (Period 1)  
**Doing business in Eurasian Economic Union countries** (Period 2)

---



**Anita PELLE** - University of Szeged (*Hungary*)  
**Doing business in Post-Brexit UK and EU** (Period 1&2)

---

## MANAGEMENT

---



**Raul AMIGO** - Universidad de San Andrés (*Argentina*)  
**Happiness Management** (Period 2)

---



**Beverley HONIG** - Monash University (*Australia*)  
**Blockchain Strategy Masterclass** (Period 1)  
**Project Management in a Disruptive Environment** (Period 2)

---



**Stefano DENICOLAI** - Università di Pavia (*Italy*)  
**Innovation Management and Exponential Organizations** (Period 1)

---



**Renato PEREIRA** - ISCTE Business School (*Portugal*)  
**Digital Business Modelling** (Period 1)  
**Innovation Management and Valuation** (Period 2)

---



**Diala KABARRA** - Università di Pavia (*Italy*)  
**Strategic Management and Business Planning** (Period 1)

---

## MARKETING

---



**Charles BODKIN** - University of North Carolina Charlotte (*USA*)  
**Marketing Management: Understanding your Consumers** (Period 1)

---



**Raul AMIGO** - Universidad de San Andrés (*Argentina*)  
**Design Thinking Applied to Experience Design** (Period 1)

---



**David BUISSON** - University of Otago (*New Zealand*)  
**Entrepreneurship, Design Thinking and Innovation** (Period 1&2)

---



**Silvia DIDIER** - iaelyon School of Management (*France*)  
**European/International Marketing** (Period 2)

---



**Carmela DONATO** - Università Luiss Guido Carli Roma (*Italy*)  
**International Marketing** (Period 2)

---



**Jorge FLORES GOMEZ** - Universidad Iberoamericana León (*Mexico*)  
**Evergreen and Video Content for Social Media Campaign** (Period 1&2)

---



**Thomas GUEDJ / Benoît GAUDRIOT** - Consultant (*France*)  
**Improv/Nego: Boosting Managers' Presence Through Improv**  
(Period 1&2)

---



**Birgit HAGEN** - Università di Pavia (*Italy*)  
**International Marketing** (Period 1)

---



**Hicham TASSI** - HEM Business School (*Morocco*)  
**The Efficiency of the Marketing Mix in the Hospitality Sector**  
(Period 1&2)

---

## STRATEGY/OPERATIONS MANAGEMENT

---



**Luis CASTIELLA** - Universidad de San Andrés (*Argentina*)  
**Smart Cities** (Period 1)  
**Smart Business** (Period 2)

---



**Stephen KELLY** - Edge Hill University (*United Kingdom*)  
**Strategic Purchasing** (Period 1&2)

---



**Carlos ROMERO USCANGA** - Tecnológico de Monterrey (*Mexico*)  
**Corporate Strategy** (Period 2)

---



**Diane-Gabrielle TREMBLAY** - TÉLUQ - Université du Québec- Montréal  
(*Canada*)  
**Innovation, Creativity, clusters and Enterprise Development**  
(Period 1)

---



**Alfredo VALENTINO** - Università Luiss Guido Carli Roma (*Italy*)  
**How to Design an International Strategy?** (Period 2)

---

# LEADERSHIP

---



**Ricardo VARELA** - Universidad Nacional Autónoma de México (*Mexico*)  
**Leadership and Organizational Behavior Looking Ahead** (Period 2)

---

## Welcome to our guests representing 25 countries

Argentina - Australia - Belgium - Canada - Chile - Czech Republic -  
Finland - France - Germany - Hungary - Italy - Lebanon - Mexico -  
Morocco - New Zealand - Peru - Poland - Portugal - Russia - Spain -  
Sweden - Taiwan - Turkey - United Kingdom - USA