

iaelyon INTERNATIONAL WEEK 2022 - 16th Edition
January 5-6-7 (Period 1) - January 10-11-12 (Period 2)

46 international participants, 26 countries represented,
70 seminars offered, 12 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



Anastassios GENTZOGLANIS – Université de Sherbrooke (*Canada*)
Corporate Social Responsibility and Venture Capital: International Comparisons (Period 1)



Canan MADRAN – Izmir Sustainable Urban Development Network (*Turkey*)
Climate crisis & Sustainability Marketing (Period 1&2)



Lorella PIGNET-FALL - iaelyon School of Management (*France*)
Corporate Social Responsibility, Social Business and diversity management (Period 2)



Carlos ROMERO - USCANGA – Tecnológico de Monterrey (*Mexico*)
Sustainable development (Period 2)



Eddy SOUFFRANT – University of North Carolina at Charlotte (*USA*)
Understanding Business Ethics (Period 1)
Corporate Social Responsibility (Local and Global) (Period 2)

ENTREPRENEURSHIP



Diala KABBARA - Università degli studi di Pavia (*Italy*)
Entrepreneurship (Period 1)
Sustainability in Business (Period 2)

FINANCE



Elias BOUKRAMI - Regent's University (*UK*)
Trading and financial markets (Period 1)



Bozena FRACZEK - University of Economics in Katowice (*Poland*)
Fundamentals of finance for individuals and business with elements of behavioural finance (Period 1)



Anastassios GENTZOGLANIS – Université de Sherbrooke (*Canada*)
Risk Management strategies in International Finance (Period 2)



Dolly KING - University of North Carolina at Charlotte (*USA*)
Corporate valuation : How much is a company worth? (Period 1)



Charbel SALLOUM – ESDES Lyon Business School (*France*)
Bitcoin and cryptocurrencies (Period 1)
Trading over the stock market using technical and fundamental analysis (Period 2)

HUMAN RESOURCE MANAGEMENT



Patricia JOLLIFFE - Liverpool John Moores University (*UK*)
The role of Professions in workplace ethical behavior (via en HRM lens) (Period 1)



Natalie KOEPPE – Toulouse School of Management & Adidas AG (*France*)
Career accelerator – Essential talent skills workshop (Period 1)



Peter MARTELLI – Sawyer Business School, Suffolk University (*USA*)
The systems approach to organizational change (Period 2)



Diane-Gabrielle TREMBLAY - TÉLUQ - Université du Québec, Montréal (*Canada*)
Human resources managements: issues and challenges (Period1)
Telework and hybrid work models (Period 2)

INFORMATION SYSTEMS



Elhadj BENKHELIFA – Staffordshire University (*UK*)
Digital economy and emerging technologies (Period 1)



Vladlena BENSON – Aston University (*UK*)
Digital transformation in business organisations (Period 1)
Cybersecurity risk management for the C-level management (Period 2)



Ali EL QUAMMAH - HEM Business School (*Morocco*)
Information systems for managers and organizations (Period 1&2)

INNOVATION



Myriam MARTINEZ-FIESTAS – Universidad de Granada (*Spain*)
Innovación para los negocios: mentes creativas (Period 2)



Alejandro ZUNIGA FONSECA – Universidad Iberoamericana (*Mexico*)
Gamification as a tool to develop effective innovation processes
(Period 1&2)

INTERNATIONAL



Rania AZMI – Alexandrite Decisions and Wharton’s Executive Advisory Board (*Kuwait*)

International resilience and crisis management in a changing world (Period 1)

International life skills for professionals (Period 2)



Tatiana GRISHCHENKO – Higher School of Economics, St. Petersburg (*Russia*)

International business: Challenges and perspective in a turbulent world (Period 1)

Organizational culture as a sustainable competitive advantage (Period 2)



Vladimir KOLCHANOV – International Management Institute of St. Petersburg (*Russia*)

Doing business in BRICS countries: post pandemic perspective (Period 1)



Juan NAGEL – Universidad de Los Andes (*Chile*)

Negocios en America Latina (Period 1&2)



Anita PELLE – University of Szeged (*Hungary*)

Doing business in Europe in critical times (Period 1&2)



Renato PEREIRA – ISCTE Business School (*Portugal*)

International business development in a post Covid world (Period 1)

Emerging technologies and new business opportunities (Period 2)



Ludmila STERBOVA – Prague University of Economics and Business (VSE) (*Czech Republic*)

Global business environment from the perspectives of international trade rules (WTO) (Period 2)



Matthias WALTHER – Consultant (*Belgium*)

The Intercultural challenge of expatriates (Period 1)

MANAGEMENT



Raul AMIGO – Colegio de Estudios Superiores de Administración
(*Colombia*)

Creating value through design thinking and experience design (Period 1)

Happiness management : how to increase motivation and productivity through happy employees (Period 2)



Helen COLLINS - Liverpool John Moores University (*UK*)

International organisational development and change management change (Period 1)



Silvia DIDIER - iaelyon School of Management (*France*)

Intercultural management (Period 2)



Jorge GUILLEN UYEN - Universidad ESAN (*Peru*)

Managerial economics: Opportunities to invest in emerging markets after COVID-19 (Period 1&2)



Sirajul ISLAM – Örebro Universitet (*Sweden*)

Managing public sector digital government (Period 1)



Caroline TAHAR – iaelyon School of Management (*France*)

Service management (Period 2)



Josef TAUSER – Prague University of Economics and Business (VSE)
(*Czech Republic*)

International financial management (Period 2)



Walter ZARATE ROMERO – Universidad Austral (*Argentina*)

Process management (Period 1)

Project management (Period 2)

MARKETING



Luis CASTIELLA - Universidad de San Andrés (*Argentina*)

Smart cities in the post pandemic: challenges for the future urban life

(Period 1)

Smart business: new business models arising after Covid-19 crisis

(Period 2)



Vassilis DALAKAS – California State University, San Marcos (*USA*)

Sports marketing and sponsorship (Period 1&2)



Carmela DONATO – LUISS (*Italy*)

Digital communication (Period 2)



Jorge FLORES – Universidade Iberoamericana León (*Mexico*)

Digital marketing: How to create campaigns using social media, mailchimp and Google Ads (Period 1&2)



Ismail GOLGECI – Aarhus Universitet (*Denmark*)

Marketing strategy (Period 1&2)



Birgit HAGEN - Università degli studi di Pavia (*Italy*)

Marketing in a dynamically changing international landscape (Period 1&2)



Tomas SADILEK – Prague University of Economics and Business (VSE) (*Czech Republic*)

New product development (Period 1)



Hicham TASSI - HEM Business School (*Morocco*)

The efficiency of the marketing 8Ps in hotel management (Period 1&2)

NEGOTIATION



Thomas GUEDJ - Consultant (*France*)
Negotiation workshop
(Period 1&2)

PURCHASING AND SALES



Alfredo VALENTINO – ESCE International Business School (*France*)
How to design an export strategy: from market selection to entry mode (Period 2)

STRATEGY



Carlos ROMERO USCANGA - Tecnológico de Monterrey (*Mexico*)
Corporate strategy (Period 1)

Welcome to our guests representing 26 countries

Austria - Argentina – Belgium - Canada – Colombia - Czech Republic -
Denmark- France – Greece – Hungary – Italy – Kuwait- Lebanon -
Mexico - Morocco - Peru - Poland - Portugal - Russia – Senegal – Spain
- Sweden - Turkey - United Kingdom – USA - Venezuela