

iaelyon INTERNATIONAL WEEK 2022 - 17th Edition

January 4-5-6 (Period 1) - January 9-10-11 (Period 2)

49 international participants, 27 countries represented,
68 seminars offered, 13 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 Performance: International Comparisons (Period 2)



Julija JACQUEMOD – RISEBA University (*Latvia*)
Ethics and its absence in today's business reality (Period 2)



Canan MADRAN – Izmir Sustainable Urban Development Network (*Turkey*)
Climate crisis governance & sustainable business (Period 1&2)



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



Eddy SOUFFRANT – University of North Carolina at Charlotte (*USA*)
From individual property to corporate responsibility (Period 1)
Toleration, diversity and corporate accountability (Period 2)

ENTREPRENEURSHIP



Diala KABBARA - Università degli studi di Pavia (*Italy*)
Entrepreneurship and opportunities: developing ideas (Period 1)



Pauline PARKER – Kingston University (*United Kingdom*)
Entrepreneurship skills: help yourself by helping others through value creation (Period 2)



Renato PEREIRA – ISCTE Business School (*Portugal*)
Emerging technologies and innovative entrepreneurship (Period 1)

FINANCE



Elias BOUKRAMI - Regent's University (*UK*)
Trading in 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&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*)
Trading over the stock market: technical vs fundamental analysis
(Period 1)
Cryptocurrencies, Tokens and NFTs (Period 2)



Ludmila STERBOVA - Prague University of Economics and Business (VSE) (*Czech Republic*)
World trade and investment (Period 1)

HUMAN RESOURCE MANAGEMENT



Patricia JOLLIFFE - Liverpool John Moores University (*UK*)
Workplace ethical behaviour and the role of professions (via an HRM lens) (Period 1)



Natalie KOEPPE – Toulouse School of Management & Adidas AG
(*France*)
Drive your career: a skill building and career planning workshop
(Period 1)



Peter MARTELLI – Sawyer Business School, Suffolk University (*USA*)
The systems approach to organizational change (Period 1&2)



Diane-Gabrielle TREMBLAY - TÉLUQ - Université du Québec, Montréal
(*Canada*)
Human resource management and work-life issues: issues and recent development (Period1)
Telework and hybrid work models: issues and recent development
(Period 2)

INFORMATION SYSTEMS



Elhadj BENKHELIFA – Staffordshire University (*UK*)
Digital economy and emerging technologies (Period 2)



Vladlena BENSON – Aston University (*UK*)
Emergent technologies in digital transformation (Period 1)
Data breach response, cyberthreats risks and reputation management (Period 2)



Ali EL QUAMMAH - HEM Business School (*Morocco*)
Management of Information systems and digital transformation for managers (Period 1)

INNOVATION



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



Chia-Chi SUN – Tamkang University (*Taiwan*)
Innovative thinking and entrepreneurship (Period 2)



Alejandro ZUNIGA FONSECA – Universidad Iberoamericana (*Mexico*)
How to create value in a product through LEGO serious play (Period 1&2)

INTERNATIONAL



Rania AZMI – Alexandrite Decisions and Wharton's Executive Advisory Board (*Kuwait*)
International life skills in a fast-paced business environment (Period 2)



Silvia DIDIER - iaelyon School of Management (*France*)
Intercultural management (Period 1)



Alexander FLAIG – Linköping University (*Sweden*)
Internationalization in a data-driven world (Period 2)



Judit KONYI – Budapest Business School (*Hungary*)
Intercultural negotiations (Period 2)



Juan NAGEL – Universidad de Los Andes (*Chile*)
Negocios en America Latina: cultura y negocio (Period 1)
Negocios en America Latina: startups y unicornios (Period 2)



Anita PELLE – University of Szeged (*Hungary*)
Doing business in Europe in critical times (Period 1&2)



Marco VALERI – Niccolò Cusano University (*Italy*)
Planning and developing tourism (Period 2)



Matthias WALTHER – Consultant (*Belgium*)
The Intercultural challenge of expatriates (Period 1)



Olli KUIVALAINEN – Lappeenranta University of Technology (*Finland*)
Internationalization of SMEs and international entrepreneurship
(Period 2)

LEADERSHIP



Julija JACQUEMOD – RISEBA University (*Latvia*)
Contemporary leadership: meeting new challenges (Period 1)



Barbara SIMPSON – Strathclyde Business School (*UK*)
Leadership for sustainable futures (Period 1)



Ruth SLATER - Liverpool John Moores University (*UK*)
Ethical leadership practice in cross-cultural organisations (Period 2)

MANAGEMENT



Helen COLLINS - Liverpool John Moores University (*UK*)
Organisational development and change management (Period 1)



Jorge GUILLEN UYEN - Universidad ESAN (*Peru*)
Managerial economics: Opportunities to invest in emerging countries
(Period 1&2)



Caroline TAHAR – iaelyon School of Management (*France*)
Service management: an international perspective (Period 2)



Bram VROMANS – KU Leuven (*Belgium*)
Project management from A to Z (Period 1)



Walter ZARATE ROMERO – Universidad Austral (*Argentina*)
Process management (Period 1)
Project management (Period 2)

MARKETING



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

Design thinking applied to scenario planning and experience (Period 1)

Happiness management : designing employee experience for a better world (Period 2)



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

Smart and sustainable cities: challenges for the future (Period 1)

Smart business: new business models arising after Covid-19 (Period 2)



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

Sports marketing and sponsorship (Period 1&2)



Jorge FLORES – Tecnológico de Monterrey (*Mexico*)

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

The reels and TikTok academy, using a video as a digital marketing strategy (Period 2)



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

Marketing in a dynamically changing international landscape (Period 1)



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

New product development (Period 1)



Chia-Chi SUN – Tamkang University (*Taiwan*)

Global Marketing and business analytics (Period 1)



Hicham TASSI - HEM Business School (*Morocco*)

The efficiency of the marketing mix in the hotel industry (Period 1)



Edwin VERMEULEN – HAN University of Applied Sciences
(*Netherlands*)

International marketing management, deep dive: country analysis and selection (Period 1)

NEGOTIATION



Thomas GUEDJ - Consultant (*France*)
Nego/Improv: boosting your presence in negotiation through improvisation (Period 1)

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 27 countries

Argentina-Austria– Belgium - Canada – Chile - Colombia - Czech Republic – Egypt – Finland - France – Hungary – Italy – Latvia - Lebanon - Mexico - Morocco - Peru - Poland - Portugal – Senegal - Spain - Sweden – Taiwan - Turkey - United Kingdom- Venezuela – USA