

INTERNATIONAL WEEK 2014

January 6-7-8 (Period 1) - January 9-10-11 (Period 2)

53 international participants, 25 nationalities represented,

76 seminars offered

LIST OF THE SEMINARS

CORPORATE SOCIAL RESPONSIBILITY



Tuba BIRKAN ILDIRI - Okan University (*Turkey*)
Managing cultural diversity in organisations (Period 2)



Alberto CAVALIERE - Università di Pavia (*Italy*)
Environmental management and environmental policy (Period 2)



Allen Scott DUNCAN - Culture Calling (*France*)
The importance of crisis communication management (Period 2)



Canan MADRAN - Cukurova University (*Turkey*)
Sustainability marketing (Period 1 & 2)



Lorella PIGNET-FALL - Professeur associé (*France*)
Diversity in work teams (Period 2)



Florencia ROITSTEIN - Universidad de San Andres (*Argentina*)
Corporate Social Responsibility in emerging Markets (Period 1)



Eddy SOUFFRANT - University of North Carolina - Charlotte (*USA*)
From individual property to a global ethics (Period 1 & 2)



Andrea STOCCHETTI - Ca'Foscari University of Venice (*Italy*)
Dealing with the challenge of sustainability (Period 2)

FINANCE



Rania AZMI - The Sovereign Wealth Fund in Middle East (*Kuwait*)
Post-crisis international investment decision making: risks, financial markets and behavioral finance (Period 2)



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



Omar el Hadji NDAO - BEM Management School (*Senegal*)
The importance of islamic finance to find issues for the European crisis (Period 1)



Dustin READ - University of North Carolina - Charlotte (*USA*)
Real Estate Finance and Investment (Period 1 & 2)



Carlos RODRIGUEZ - University of Basque Country (*Spain*)
Foreign direct Investment and multinational enterprise (Period 2)



Charbel SALLOUM - Holy Spirit University of Kaslik (*Lebanon*)
Applied Technical Analysis (Period 1)

GOVERNANCE/LEADERSHIP



Nehme AZOURY - Holy Spirit University of Kaslik (*Lebanon*)
Corporate governance: Case analyses (Period 1)



Sirajul ISLAM - Örebro University School of Business (*Sweden*)
Managing e-government in the connected world (Period 2)

HUMAN RESOURCE MANAGEMENT



Keith COOK - Edge Hill University (*United Kingdom*)
Human resource managers can be leaders too! (Period 1 & 2)



Diane-Gabrielle TREMBLAY - Teluq - Université du Québec à Montréal (*Canada*)
HRM and work-life issues (Period 1)

INTERNATIONAL



Per AMAN - Linköping University (*Sweden*)
Strategic integration of and by design (Period 1)



Stefano DENICOLAI - Università di Pavia (*Italy*)
Innovation management for international business (Period 2)



Silvia DIDIER - *(France)*
Interkulturelles Management (Period 2)



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



Carme FIGUEROLA - Universidad de Lleida *(Spain)*
Vivir, sentir, percibir y comunicar la ciudad contemporanea (Period 2)



Darren HOAD - Edge Hill University *(United Kingdom)*
Sustainable Business: Meeting the Challenge (Period 1 & 2)



Beverley HONIG - University of Melbourne *(Australia)*
Project management in times of disruptive change (Period 1)

Management of competition, collaboration and coopetition (Period 2)



Arkadiusz KOWALSKI - Warsaw School of Economics *(Poland)*
International competitiveness (Period 2)



Mohammed SAAD - University of West England *(United Kingdom)*
Managing innovation as a complex system (Period 1)



Thierry SAVATIER - TSR Consulting *(France)*
Introduction to intercultural relationships (Period 1 & 2)



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



Diane-Gabrielle TREMBLAY - Teluq - Université du Québec à Montréal
(Canada)

Innovation, creativity, clusters and enterprise development (Period 2)



Matthias WALTHER - Otto-Friedrich University Bamberg (Germany)

Expatriation in an intercultural human resource management context
(Period 1 & 2)

LEADERSHIP



Rania AZMI - The Sovereign Wealth Fund in Middle East (Koweit)

Leadership and teamwork dynamics (Period 1)



Alan CABELLY - Portland State University (USA)

Leadership for the twenty-first century: what is your style? (Period 1 & 2)



Randy CAPPS & Tony NORMAN - Western Kentucky University (USA)

Leader, "Know Thyself": The Power of Self-Awareness to Enhance Leadership Potential (Period 1 & 2)



Alma HALL - Georgetown College, Kentucky (USA)

P1: Developing Women Leaders P2: Entrepreneurial leadership
(Period 1 & 2)



Bob HATFIELD - Western Kentucky University (USA)

Managing workplace conflicts NEW (Period 1 & 2)



Ingela SOLVELL - Linköping University (Sweden)

Entrepreneurial leadership (Period 1)

MANAGEMENT



John BRINKMAN - Liverpool Hope University (*United Kingdom*)
A History of Management (Period 2)



Wei-Lun CHANG - Tamkang University (*Taiwan*)
Information Management (Period 1)



Tsutomu NAKANO - Aoyama Gakuin University (*Japan*)
Globalisation and the Japanese Management: Changes and Challenges from a Strategic Approach (Period 1)

MARKETING



David BUISSON - University of Otago (*New Zealand*)
Design lead strategy and innovation (Period 1 & 2)



Silvia DIDIER (*France*)
European Marketing (Period 1)



Tomasz DOMANSKI - University of Lodz (*Poland*)
International Marketing Strategies of International Retailers (Period 2)



Jorge FLORES GOMEZ - Universidad Iberoamericana León (*Mexico*)
Social Media Marketing (Period 1 & 2)



Thomas GUEDJ - Consultant (*France*)

Negotiation Workshop: strategic, psychological and cognitive aspects
(Period 1 & 2)



Birgit HAGEN - Università di Pavia (*Italy*)

International Marketing (Period 2)



Petr KRAL - University of Economics Prague (*Czech Republic*)

International Marketing Communications with the emphasis on Central Europe (Period 1 & 2)



Jorge NAVARRO DE LA PIEDRA - Universidad Iberoamericana León (*Mexico*)

How to create and deploy effective marketing metrics (Period 1 & 2)



Strhan RASTISLAV - University of Economics in Bratislava (*Slovakia*)

Responsible use of quality in marketing (Period 1)

INFORMATION SYSTEMS



Vladlena BENSON - Kingston Business School (*United Kingdom*)

Technology strategy and IT in international organizations: emerging issues (Period 1 & 2)



Ali ELQUAMMAH - HEM (*Morocco*)

Management Information Systems (Period 1)



Majlinda ZHEGU - Université du Québec à Montréal (*Canada*)

Innovation management in the age of the Web 2.0 (Period 1)

STRATEGY



El Hadji GUEYE - BEM Management School (*Senegal*)

Political instability in Sub-Saharan Africa: A barrier to foreign investment and a killer of economic development (Period 1)



Anita PELLE - University of Szeged (*Hungary*)

The Eurozone crisis (Period 1)

Varieties of capitalism in Europe (Period 2)



Alejandro ZUNIGA FONSECA - Universidad Iberoamericana León (*Mexico*)

Entrepreneurship: Business model as a tool to succeed (Period 1 & 2)

WELCOME to Participants from

ARGENTINA - AUSTRALIA - BANGLADESH - CANADA - CZECH REPUBLIC - EGYPT - FRANCE - GERMANY - HAITI - HUNGARY - ITALY - JAPAN - LEBANON - MOROCCO - MEXICO - NEW ZEALAND - POLAND - UNITED KINGDOM - SENEGAL - SLOVAKIA - SPAIN - SWEDEN - TAIWAN - TURKEY - UNITED STATES

BIENVENUE aux Intervenants

ALLEMAGNE - ARGENTINE - AUSTRALIE - BANGLADESH - CANADA - EGYPT - ESPAGNE - ETATS UNIS - FRANCE - HAITI - HONGRIE - ITALIE - JAPON - LIBAN - MAROC - MEXIQUE - NOUVELLE ZELANDE - POLOGNE - REPUBLIQUE TCHEQUE - ROYAUME UNI - SENEGAL - SLOVAQUIE - SUEDE - TAIWAN - TURQUIE

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