

International Research Seminar, iaelyon Magellan Research Centre

Wednesday January 9th, 2019

Session 1: “Complexity, Innovation, Networks”, room 102, 2-5 pm

Chair : Jean-Fabrice LEBRATY

2:00 pm – 2:30 pm - HONIG Beverley - Using blockchains to maximize trust and minimize costs from digital cast to virtual currencies to smart contracts

2:30 pm - 3:00 pm - ZUNIGA Alejandro - An approach to entrepreneurial profile and characteristics of undergraduate students in Mexico

3:00 pm - 3:30 pm - Coffee Break

3:30 pm - 4:00 pm - AMIGO Raul - How to use Big Data and artificial intelligence to create customer experience predictive models

4:00 pm - 4:30 pm - FARIAS GORDON Ana Maria Elisa - Innovation, Investment, and Financial Markets

Session 2: “International Management”, room 103, 2-5 pm

Chair : Hanane BEDDI

2:00 pm - 2:30 pm - GRISHCHENKO Tatiana - Trade sanctions impact on the international business strategies development

2:30 pm - 3:00 pm - CASTIELLA Luis - Electronic government as an indicator of local development

3:00 pm - 3:30 pm - Coffee Break

3:30 pm - 4:00 pm - PELLE Anita - Economic complexity and Research & Innovation (R&I) capacity across European countries

4:00 pm - 4:30 pm - PEREIRA Renato - International entrepreneurship and African Tech hubs

Session 3: “Management and Societal Responsibility of Organizations”, room 104, 2-5 pm

Chair : Denis TRAVAILLE

2:00 pm - 2:30 pm - MARTINEZ Myriam - Consumer behavior and CSR: labels with social cause

2:30 pm - 3:00 pm - SOUFFRANT Eddy - Corporate Social Responsibility in Higher Education

3:00 pm - 3:30 pm - Coffee Break

3:30 pm - 4:00 pm - SALLOUM Charbel - Female leadership, performance and governance in microfinance institutions

4:00 pm - 4:30 pm - MADRAN Canan - Understanding and Perception of the Climate Change from the Perspective of Dohuz Eyhul University Stakeholders

4:30 pm - 5:00 pm - FRACZEK Bozena - Financial education for children and youth in Polish universities of economics, program Elite and EUD

Session 3 will be followed by a meeting of the CSR Network, room 104, 5-6:30 pm