

INTERNATIONAL WEEK 2017
January 5-6-7 (Period 1) - January 9-10-11 (Period 2)
61 international participants, 27 nationalities represented,
85 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 by 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



Darren HOAD - Bath Spa University (*United Kingdom*)
Strategies for Sustainable Business (Period 1)



Edmundo LIZARZABURU - ESAN University (*Peru*)
Emerging Markets Integration and CSR Strategies in Latin America
(Period 1 & 2)



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



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



Florencia ROITSTEIN - Universidad San Andrés (*Argentina*)
Corporate Social Responsibility in Emerging Markets (Period 1)
Philanthrocapitalism: How Philanthropy Can Save the World?
(Period 2)



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



Eddy SOUFFRANT - UNC Charlotte (*USA*)
Corporate Responsibility and Ethical Leadership (Period 1)
Diversity, Social Justice and the Business Environment (Period 2)

ENTREPRENEURSHIP



Juha VAATANEN - Lappeenranta University of Technology (*Finland*)
Internationalization of SMEs and International Entrepreneurship
(Period 1)



Ingela SOLVELL - Linköping University (*Sweden*)
Entrepreneurial Leadership (Period 2)



Alejandro ZUNIGA FONSECA - Universidad Iberoamericana León
(*Mexico*)
How to Encourage Innovation in Startups Through Lego Serious Play
(Period 1&2)

FINANCE



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



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



Maria Elisa FARIAS - Universidad Diego Portales (*Chile*)
Financial Markets and the Macroeconomy (Period 1&2)



Bozena FRACZECK - University of Economics - Katowice (*Poland*)
Basic Concepts of Finance used in International Business (Period 1)



Carlos RODRIGUEZ - University of the Basque Country (*Spain*)
Inversión Extranjera Directa y Empresa Multinacional (Period 2)



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



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

HUMAN RESOURCE MANAGEMENT



Magdalena CONSTANTINESCU - Consultant (*FRANCE*)
Employee Engagement, a Key Performance Factor in Successful Organizations (Period 1)



Keith COOK - Edge Hill University (*United Kingdom*)
Human Resource Management and Leadership (Period 1)



Julie DAVIES - University of Huddersfield (*United Kingdom*)
Boosting your Interview Pitch and Digital Footprint (Period 1&2)



Isis GUTIERREZ - Universidad de las Américas Puebla (*Mexico*)
Gestión de Recursos Humanos en Latinoamérica con un Enfoque en México (Period 2)



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



Ricardo VARELA - Universidad Nacional Autónoma de México (*Mexico*)
Human Resource International Management (Period 2)



Matthias WALTHER - Consultant (Germany/Belgium)
Expatriation in an Intercultural Context (Period 1&2)

INFORMATION SYSTEMS



Vladlena BENSON - Kingston Business School (*United Kingdom*)
Technology Strategy and IT in International Organizations: Emerging Issues (Period 1)



Wei Lun-CHANG - Tamkang University (*Taiwan*)
Information Technology and Management (Period 1&2)



Ali ELQUAMMAH - HEM Business School (*Morocco*)
Information and Organization Management (Period 1 & 2)

INTERNATIONAL MANAGEMENT



Mountaga DIAGNE - BEM Dakar (*Senegal*)
International Development and Humanitarian Action: Case Studies
(Period 1&2)



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



Carme FIGUEROLA - University of Lleida (*Spain*)
Pensar la Ciudad y Comunicar los Retos de la Sociedad Actual
(Period 2)



Arkadiusz KOWALSKI - Warsaw School of Economics (*Poland*)
Internationalization of Research, Development and Innovation Activity (Period 1)



Karl LANG - Baruch College (*USA*)
Globalization and Technology (Period 2)



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



Thierry SAVATIER - TSR Consulting (*France*)
Introduction to Intercultural Relationships (Period 1&2)

LEADERSHIP



Alan CABELLY & Jean BENEVENTO - Portland State University (*USA*)
Leadership for the Twenty-first Century: The Ideal Team Player
(Period 1 & 2)



Randy CAPPS & Eugene SMITH - Western Kentucky University (*USA*)
Leadership (Period 1)



Alan GOLDMAN - Arizona State University (*USA*)
Toxic Leaders and Troubled Organizations (Period 1)



Alma HALL & Pamela DECKER - Georgetown College, Kentucky (*USA*)
Developing Women Leaders (Period 1)
Entrepreneurial Leadership (Period 2)



Ricardo VARELA - Universidad Nacional Autónoma de México (*Mexico*)
Leadership (Period 1)

MANAGEMENT



Raul AMIGO - University of San Andres (*Argentina*)
UMUNTU: the Philosophy beyond Customer Experience (Period 1)
Happiness Management (Period 2)



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



Caroline COULOMBE - ESG - Université du Québec à Montréal
(*Canada*)
Crisis Management and Leadership (Period 1)



Stefano DENICOLAI - Università di Pavia (*Italia*)
Innovation Management in the Global Arena (Period 2)



Isis GUTIERREZ - Universidad de las Américas Puebla (*Mexico*)
Administración en Países Emergentes con un Enfasis en México
(Period 1)



Yong Jin KIM - Sogang University (*South Korea*)
Knowledge Management and Innovation (Period 1)
Services Based Business Model Innovation (Period 2)



Chia Chi SUN - Tamkang University (*Taiwan*)
Economic Growth and Technology Entrepreneur (Period 1)



Majlinda ZHEGU - Université du Québec à Montréal (*Canada*)
The Platform Economy (Period 1)

MARKETING



Per AMAN - Linköping University (*Sweden*)
Design and Contemporary Competitive Advantage (Period 1)



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



Federico DE CRISTO - Universidad Austral (*Argentina*)
Condicionantes de la política económica en América Latina : Caso Argentina
(Period 1)



Silvia DIDIER - iaelyon School of Management (*France*)
European Marketing (Period 1 & 2)



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



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



Thomas GUEDJ - Consultant (*France*)
Negotiation Workshop: Improve your Negotiation Skills (Period 1&2)



Birgit HAGEN - Università degli studi 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 2)



Nicolas ORTIZ - Pontificia Universidad Católica del Perú (*Peru*)
Ethnomarketing aplicado a las transacciones financieras en sectores emergentes (Period 1)
Antropología del consumo: Moda en Lima Norte Peru (Period 2)



Hicham TASSI - HEM Business School (*Morocco*)
The Efficiency of Marketing Mix in Hotels (Period 2)

STRATEGY



Naomi GARDBERG - Baruch College (*USA*)
Measurement and Implications of Intangible Assets Across National Institutional Environments: Focus on Corporate Reputation (Period 2)



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



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



Alfredo VALENTINO - Universita Luiss Guido Carli Roma (*Italia*)
International Strategic Management (Period 1)



Maj linda ZHEGU - Université du Québec à Montréal (*Canada*)
Strategic Management of Digital Platforms (Period 2)

Welcome to our guests representing 27 countries

Argentina - Austria - Canada - Czech Republic - Chile - Finland -
France - Germany - Haiti - Japan - Hungary - Italy -
Lebanon - Mexico - Morocco - New Zealand - Peru - Poland -
Romania - Senegal - South Korea - Spain - Sweden - Taiwan -
Turkey - United Kingdom - USA