

INTERNATIONAL WEEK 2015

January 5-6-7 (Period 1) - January 8-9-10 (Period 2)

57 international participants, 25 nationalities represented,

76 seminars offered, 10 different themes

LIST OF THE SEMINARS

CORPORATE SOCIAL RESPONSIBILITY



Darren HOAD - Bath Spa University (*United Kingdom*)
Sustainable Business: Meeting the Challenge (Period 2)



Canan MADRAN - Dozuz Eylul University (*Turkey*)
Sustainability Marketing (Period 2)



Alfred MARCUS - University of Minnesota (*USA*)
Managing Ethical Dilemmas in Business (Period 1)



Lorella PIGNET-FALL - Professeur Associé (*France*)
CSR and Diversity Management (Period 2)



Florencia ROITSTEIN - Universidad de San Andres (*Argentina*)
Period 1: **Corporate Social Responsibility in Emerging Markets**
Period 2: **International Business Ethics**



Eddy SOUFFRANT - University of North Carolina at Charlotte (*USA*)
Collective Responsibility, University and Innovation (Period 2)

ENTREPRENEURSHIP



Yves FASSIN - Ghent University (*Belgium*)

Entrepreneurial Ethics: Ethics, Finance, Innovation and Entrepreneurship
(Period 2)



Diala KABBARA - Università di Pavia (*Italy*)

Entrepreneurship and Opportunities: Developing Ideas into Actions
(Period 1)



Olli KUIVALAINEN – Lappeenranta University of Technology (*Finland*)

Internationalisation of SMEs and International Entrepreneurship (Period 1)



Ingela SOLVELL - Linköping University (*Sweden*)

Entrepreneurial Leadership (Period 1)



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

Entrepreneurship: Creativity as a Tool to Develop Business Models
(Period 1 & 2)

FINANCE



Elias BOUKRAMI - Regent's College (*United Kingdom*)

Introduction to Financial Markets (Period 1)



Dolly KING – University of North Carolina at Charlotte (*USA*)

Fixed Income Securities (Period 2)



Charbel SALLOUM – Holy Spirit University of Kaslik (*Lebanon*)
Applied Technical Analysis: Trading Methods and Applications (Period 2)



Ludmila STERBOVA - University of Economics, Prague (*Czech Republic*)
World Trade and Investment Rules - Creating the Business Environment
 (Period 2)



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

HUMAN RESOURCE MANAGEMENT



Keith COOK - Edge Hill University (*United Kingdom*)
Human Resource Management and Leadership (Period 1 & 2)



Bob HATFIELD - Western Kentucky University (*USA*)
**Leadership, Conflict Management and Collegiality: Working with Both
 Cooperative and Difficult Employees** (Period 1)



Ku-Jun LIN - Tamkang University (*Taiwan*)
Human Resource Accounting (Period 2)



Diane-Gabrielle TREMBLAY - Teluq - Université du Québec - Montréal
 (*Canada*)
HRM and Work-life Issues (Period 1)



Matthias WALTHER - Consultant (*Germany/Belgium*)
Expatriation in an International Human Resource Management Context
 (Period 1 & 2)

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*)
IT Management and Organization (Period 1)

INTERNATIONAL



Julie DAVIES - Open University Birkbeck London (*United Kingdom*)
 Period 1: **Cross-cultural Leadership, Negotiating Skills and Strategic Alliances**
 Period 2: **Behavioural Strategy, Well-being and Performance Management in International Contexts**



Silvia DIDIER - Maître de Conférences Associé (*France*)
Interkulturelles Management (Period 2)



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



Carme FIGUEROLA - University of Lleida (*Spain*)
Vivir, Sentir, Percibir y Comunicar la Ciudad Contemporanea (Period 2)



Beverley HONIG - University of Melbourne (*Australia*)
 Period 1: **International Management: Disruptive Innovations in Extreme Situations**
 Period 2: **Intercultural Management and Cooperation**



Mountaga DIAGNE - BEM Dakar (*Senegal*)
International Development Issues in Africa: Case studies (Period 1 & 2)



Tsutomu NAKANO - Aoyama Gakuin University (*Japan*)
Globalization and the Japanese Management: Changes and Challenges from a Strategic Approach (Period 2)



Anita PELLE - University of Szeged (*Hungary*)
The Eurozone Crisis: Is it Over? (Period 1)



Chris PERRYER - University of Western Australia (*Australia*)
International Management in Selected ASEAN Countries (Vietnam, Indonesia and the Philippines) (Period 1 & 2)



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

LEADERSHIP



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 2)



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



Janaki GOOTY - University of North Carolina at Charlotte (*USA*)
Leadership Organizational Behavior (Period 1)



Ricardo VARELA - Universidad Nacional Autonoma Mexico (*Mexico*)

Period 1: **Leadership in Latin America: A Comparative Study**

Period 2: **Wages and Salaries Administration in Latin America**

MANAGEMENT



John BRINKMAN – Liverpool Hope University (*United Kingdom*)

A History of Management (Period 2)



Caroline COULOMBE - ESG- University of Quebec in Montreal (*Canada*)

Crisis Management and Leadership (Period 2)



Pei Chi LI - Tamkang University (*Taiwan*)

Learning Management from Dilemmas (Period 1)



Luciano TRAQUANDI - LIUC Università Castellanza (*Italy*)

Conflict Management (Period 1)

MARKETING



Per AMAN - Linköping University (*Sweden*)

Strategic Design Management: Value Creation through Big, Best, Fast and Beautiful (Period 1)



David BUISSON - University of Otago (*New Zealand*)

Design Lead Strategy and Innovation (Period 1 & 2)



Bonnie CANZIANI - University of North Carolina at Greensboro (*USA*)
Customer Lifetime Value in the International Marketplace (Period 1)



Silvia DIDIER - Maître de Conférences Associé (*France*)
European Marketing (Period 1)



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



Scott Allen DUNCAN – Consultant (*France*)
Marketing Innovation: How to be an Innovator? (Period 2)



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



Thomas GUEDJ - Consultant (*France*)
Negotiation Workshop (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)



Darko PANTELIC - University of Novi Sad (*Serbia*)
Business Negotiations: Preparing for the World (Period 1)

STRATEGY



Arkadiusz KOWALSKI - Warsaw School of Economics (*Poland*)
Innovation and Business Networked Economies: International Competitiveness (Period 1)



Mohammed SAAD - University of West England (*United Kingdom*)
Managing Innovation as a Complex System (Period 1)



Juan Manuel SAN MARTIN REYNA - Universidad de Las Americas Puebla (*Mexico*)
Period 1: **Business Strategy in Mexico: Analysis in Small-Medium Sized Firms**
Period 2: **Family Firms in Mexico**



Diane-Gabrielle TREMBLAY - Teluq - Université du Québec -Montréal (*Canada*)
Innovation, Creativity, Clusters and Enterprise Development (Period 2)
