

iaelyon INTERNATIONAL WEEK 2021 - 15th Edition

January 7-8-9 (Period 1) - January 11-12-13 (Period 2)

43 international participants, 25 countries represented,
74 seminars offered, 11 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



Tatiana GRISHCHENKO - Higher School of Economics, St. Petersburg
(Russia)
Organizational culture as a sustainable competitive advantage
(Period 2)



Julia JACQUEMOD – RISEBA University of Business, Arts and
Technology (Latvia)
Business ethics (Period 2)



Canan MADRAN - Dokuz Eylül University (Turkey)
Sustainability marketing for climate crisis (Period 1)



Renato PEREIRA – ISCTE Business School (Portugal)
Sustainable business modeling for a post-COVID world (Period 1)



Lorella PIGNET-FALL - iaelyon School of Management (France)
Corporate Social Responsibility and diversity management (Period 1)



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



Eddy SOUFFRANT - University North Carolina at Charlotte (*USA*)
Elements of Corporate Social Responsibility: Toleration and diversity
(Period 1)

ENTREPRENEURSHIP AND INNOVATION



Diala KABBARA - Università di Pavia (*Italy*)
Entrepreneurship (Period 1)



Olli KUIVALAINEN – Lappeenranta University of Technology (*Finland*)
Internationalisation of SMEs and international entrepreneurship
(Period 1)

FINANCE



Elias BOUKRAMI - Regent's University (*United Kingdom*)
Trading and 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 2)



Charbel SALLOUM – ESDES Lyon Business School (*France*)
Bitcoin and cyptocurrencies (Period 1)
Trading over the stock market using technical and fundamental analysis (Period 2)

HUMAN RESOURCE MANAGEMENT



Patricia HARRISON - Liverpool John Moores University
(*United Kingdom*)

Professions, professionalism and ethical practice from a HRM standpoint (Period 1 & 2)



Natalie KOEPPE – Head of Talent Partnering APAC, adidas (China)

Talent management & skills – Career Booster (Period 1)



Diane-Gabrielle TREMBLAY - TÉLUQ - Université du Québec, Montréal
(*Canada*)

Human resources managements: issues and challenges in 2021
(Period1)

Telework issues and challenges (Period 2)

INFORMATION SYSTEMS



Vladlena BENSON – Aston University (*United Kingdom*)

Digital transformation in business organizations (Period 1)

Cybersecurity risk management for the C-level management (Period 2)



Wei-Lun CHANG - Tamkang University (*Taiwan*)

Information and communications technology in management (Period 1)

Digital transformation business models (Period 2)



Ali EL QUAMMAH - HEM Business School (*Morocco*)

Information systems for managers and organizations (Period 1&2)



Sirajul ISLAM - Örebro Universitet (*Sweden*)

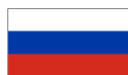
Managing public sector digital government (Period 1)

Managing Information and Communication Technology for Development (ICT4D) (Period 2)

INTERNATIONAL



Rania AZMI - Consultant (*Kuweit*)
The jewels of international life skills (Period 2)



Tatiana GRISHCHENKO – Higher School of Economics, St. Petersburg (*Russia*)
International business: Challenges and perspective in a turbulent world (Period 1)



Nicolas Pierre FOUCRAS – Technologico de Monterrey (*Mexico*)
Entorno de los negocios en América Latina (Period 1&2)



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



Ludmila STERBOVA – Prague University of Economics and Business (VSE) (*Czech Republic*)
Global business environment from the perspectives of international trade rules (Period 1&2)

MANAGEMENT



Raul AMIGO – Collegio de Estudios Superiores de Administracion (*Colombie*)
Design thinking applied to experience design (Period 1)
Happiness management (Period 2)



Rania AZMI - Consultant (*Kuweit*)
International resilience management in COVID-19 era and beyond (Period 1)



Helen COLLINS - Liverpool John Moores University (*United Kingdom*)
Organisational development and managing change (Period 1)
Managing organisational change in a global pandemic (Period 2)



Silvia DIDIER - iaelyon School of Management (*France*)
Intercultural management (Period 1&2)



Jorge GUILLEN UYEN - Universidad ESAN (*Peru*)
Managerial economics: Opportunities to invest in emerging markets after COVID-19 (Period 1&2)



Julia JACQUEMOD – RISEBA University of Business Arts, and Technology (*Latvia*)
Leadership in organizations (Period 1)



Renato PEREIRA - ISCTE Business School (*Portugal*)
Competing at the edge- emerging technologies in businesses (Period 2)



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

MARKETING



Luis CASTIELLA - Universidad de San Andrés (*Argentina*)
Smart cities (Period 1)
Smart business (Period 2)



Vassilis DALAKAS – California State University, San Marcos (*USA*)
Sports marketing and sponsorship (Period 1&2)



Carmela DONATO – LUISS (*Italy*)
Digital communication (Period 2)



Jorge FLORES – Universidade Iberoamericana Leon (*Mexico*)
Digital marketing: How to create campaigns using social media, mailchimp and Google Ads
(Period 1&2)



Ismail GOLGECI – Aarhus Universitet (*Denmark*)
Marketing strategy (Period 1)



Birgit HAGEN - Università di Pavia (*Italy*)
Marketing in a dynamically changing international landscape (Period 1&2)



Myriam MARTINEZ - Universidad de Granada (*Spain*)
Tendencias mundiales del consumidor: Oportunidades de negocios
(Period 1)
Innovacion y creatividad (Period 2)



Nicolas ORTIZ ESAINE - Universidad ESAN (*Peru*)
Consumer behavior for innovation (Period 1)
Digital mindset for business models (Period 2)



Tomas SADILEK – Prague University of Economics and Business (VSE)
(*Czech Republic*)
Global consumer behavior (Period 1)
New product development (Period 2)



Hicham TASSI - HEM Business School (*Morocco*)
The efficiency of the marketing mix in the hospitality sector
(Period 1&2)

NEGOTIATION



Sarah BARRERE – Tecnológico de Monterrey - Puebla (*Mexique*)
Resolution conflict and peace culture (Period 1)



Thomas GUEDJ - Consultant (*France*)
Negotiation workshop
(Period 1&2)

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



Alejandro ZUNIGA FONSECA - Universidad Iberoamericana León (*Mexico*)
Gamification as a tool to strengthen strategic planning (Period 1&2)



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

Welcome to our guests representing 25 countries

Argentina – Austria - Canada - Czech Republic - Finland - France -
Germany – Haiti – Hungary – Italy – Kuwait- Latvia- Lebanon - Mexico -
Morocco - Peru - Poland - Portugal - Russia - Spain - Sweden - Taiwan -
Turkey - United Kingdom - USA