

iaelyon INTERNATIONAL WEEK 2018 - 12th Edition
January 8-9-10 (Period 1) - January 11-12-13 (Period 2)
 68 international participants, 29 countries represented,
 91 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



Gary BUTTRISS - Australian National University (*Australia*)
Sustainable Enterprise (Period 1&2)



Monica CHAVEZ - ESAN University (*Peru*)
Corrupción y Ética en los Negocios (Period 1&2)



Canan MADRAN - Dokuz Eylül University (*Turkey*)
Sustainability Marketing (Period 2)



Lorella PIGNET-FALL - iaelyon School of Management (*France*)
Corporate Social Responsibility and Diversity Management (Period 2)



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



Eddy SOUFFRANT - University North Carolina at Charlotte (*USA*)
Business Ethical Culture (Period 1)

ENTREPRENEURSHIP



Olli KUIVALAINEN - Lappeenranta University of Technology (*Finland*)
Internationalization of SMEs and International Entrepreneurship
(Period 2)



Renato PEREIRA - ISCTE Business School (*Portugal*)
Business Modelling and Planning (Period 2)



Alejandro ZUNIGA FONSECA - Universidad Iberoamericana León
(*Mexico*)
Lego Serious Play : How to Encourage Entrepreneurial Profile
Through Complex Thinking (Period 1&2)

FINANCE



Elias BOUKRAMI - Regent's College (*United Kingdom*)
Introduction to Financial Markets (Period 1)



Richard BUTTIMER - University of North Carolina at Charlotte (*USA*)
International Real Estate Analysis and Investment (Period 2)



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



Federico DE CRISTO - Universidad Austral (*Argentina*)
Restricciones de Política Económica en Mercados Emergentes:
Argentina (Period 1)
Introducción a Herramientas de Análisis de Renta Fija Aplicadas a
Argentina (Period 2)



Jorge GUILLEN - ESAN University (*Peru*)
Managerial Economics: Opportunities to Invest in Emerging Markets
(Period 1&2)



Dolly KING - University of North Carolina at Charlotte(*USA*)
Corporate Valuation : How Much is a Company Worth? (Period 1)



Carlos RODRIGUEZ - University of the Basque Country (*Spain*)
The Multinational Enterprise and Foreign Direct Investment (Period 1)



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 2)

HUMAN RESOURCE MANAGEMENT



Julie DAVIES - University of Huddersfield (*United Kingdom*)
Boosting your Interview Pitch and Digital Footprint : TEDx, LinkedIn, and All That (Period 1&2)



Natalie KOEPPE - Toulouse School of Management (*France*)
Talent Inclusion and Management (Period 2)



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



Ricardo VARELA - Universidad Nacional Autonoma Mexico (*Mexico*)
Human Resource International Management for the 21st Century
(Period 1)



Matthias WALTHER - Consultant (*Belgium*)
Careers of Expatriates in an Intercultural Context (Period 1&2)

INFORMATION SYSTEMS



Vladlena BENSON - Kingston Business School (*United Kingdom*)
Digital Transformation (Period 2)



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



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



Sirajul ISLAM - Obrero University (*Sweden*)
**Managing Information and Communication Technology for
Development (ICT4D)** (Period 1)



Zakaria MAAMAR - Zayed University Dubai (*United Arab Emirates*)
Engineering the Social Enterprise (Period 2)



Athanasios PAPADOPOULOS - Kent Business School (*United Kingdom*)
Managing Operations with IT and Big Data (Period 1)

INTERNATIONAL



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



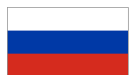
Elhadji Moussa FALL - BEM Dakar (*Senegal*)
The Drivers of China's International Trade (Period 1)



Carme FIGUEROLA - University of Lleida (*Spain*)
Representar la Ciudad Actual : Una Simbiosis entre Realidad e Imaginacion (Period 2)



Terril FRANTZ - Peking University HSBC (*China*)
China Cross-border Development (Period 1&2)



Tatiana GRISHCHENKO - HSE (*Russia*)
Critical Perspectives on International Business (Period 2)



Arkadiusz KOWALSKI - Warsaw School of Economics (*Poland*)
Technoglobalism and Innovation in Networked Economies (Period 1)



Driss KSIKES - HEM Business School (*Morocco*)
Media and Culture in the Maghreb (Period 1)



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



Markus PRANDINI - ZHAW Zurich University of Applied Sciences (*Switzerland*)
Innovation Made in China (Period 1)



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

LEADERSHIP



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



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



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



Christina SANCHEZ - University of North Carolina at Charlotte (*USA*)
Intercultural Dimensions for Global Leadership (Period 1)



Ingela SOLVELL - Uppsala University (*Sweden*)
Entrepreneurial Leadership (Period 1)

MANAGEMENT



Raul AMIGO - University of San Andres (*Argentina*)
Happiness Management (Period 2)



Andrew BRADLY - Australian National University (*Australia*)
Managing in the Global Business Environment (Period 1&2)



Stefano DENICOLAI - Università di Pavia (*Italy*)
Innovation Management in the Global Economy (Period 1)



Yong Jin KIM - Sogang University (*South Korea*)
Knowledge Management and Business model Innovation (Period 1&2)



Luciano TRAQUANDI - Università LIUC Castellanza (*Italy*)
Change Management (Period 2)

MARKETING



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



Raul AMIGO - University of San Andres (*Argentina*)
Design Thinking Applied to Experience Design (Period 1)



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



Silvia DIDIER - iaelyon School of Management (*France*)
European/International Marketing (Period 1)



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



Carmela DONATO - Luiss University Roma (*Italy*)
How to Design an International Marketing Strategy (Period 2)



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



Thomas GUEDJ - Consultant (*France*)
Improv/Nego (Period 1&2)



Birgit HAGEN - Università di Pavia (*Italy*)
International Marketing (Period 1)



Petr KRAL - University of Economics Prague (*Czech Republic*)
International Marketing Communications with the Emphasis on Central Europe (Period 2)



Chia Chi SUN - Tamkang University (*Taiwan*)
Service Marketing and Management (Period 2)



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

STRATEGY/OPERATIONS MANAGEMENT



Randy CAPPS & Eugene SMITH - Western Kentucky University (*USA*)
Strategic Communication (Period 2)



Luis CASTIELLA - Universidad San Andr s (*Argentina*)
Smart Cities and their Opportunities for Making Business (Period 2)



Ye-Sho CHEN - Louisiana State University (*USA*)
Global Value Chains, Emerging Markets and International Entrepreneurship (Period 1)
Environmental Finance and Entrepreneurship (Period 2)



Stephen KELLY - Edge Hill University (*United Kingdom*)
Strategic Purchasing (Period 1)



Ethel PIS DIEZ - University Austral (*Argentina*)
Strategic Management in Media and Entertainment (Period 1&2)



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



Chia Chi SUN - Tamkang University (*Taiwan*)
Technology Innovation and Entrepreneurship (Period 1)



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



Alfredo VALENTINO - Università Luiss Guido Carli Roma (*Italia*)
How to Design an International Strategy? (Period 2)

Welcome to our guests representing 29 countries

Argentina - Australia - Belgium - Canada - China - Czech Republic -
Finland - France - Germany - Hungary - Italy - Lebanon - Mexico -
Morocco - New Zeland - Peru - Poland - Portugal - Russia - Senegal -
South Korea - Spain - Sweden - Switzerland - Taiwan - Turkey - United
Arab Emirates - United Kingdom - USA