

iaelyon INTERNATIONAL WEEK 2020 - 14th Edition
January 6-7-8 (Period 1) - January 9-10-11 (Period 2)

41 international participants, 25 countries represented,
68 seminars offered, 12 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



Julija JACQUEMOD – University of RISEBA (*Latvia*)
Business Ethics (Period 1)



Canan MADRAN - Dokuz Eylül University (*Turkey*)
Sustainability Marketing and climate crisis (Period 1&2)



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



Eddy SOUFFRANT - University North Carolina at Charlotte (*USA*)
Negative CSR (Period 1)
Positive CSR (Period 2)

ENTREPRENEURSHIP



Diala KABARRA - Università di Pavia (*Italy*)
Entrepreneurship and opportunities: developing ideas into action
(Period 1)

FINANCE



Elias BOUKRAMI - Regent's College (*United Kingdom*)
Financial markets and instruments (Period 2)



Bozena FRACZEK - University of Economics (*Poland*)
Fundamentals of Finance for Individuals and Business with elements of behavioural finance (Period 1&2)



Anastassios GENTZOGLAN – University of Sherbrooke (*Canada*)
Corporate social responsibility and venture capital: international comparisons (Period 1)
Risk strategies in international finance (Period 2)



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



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



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

HUMAN RESOURCE MANAGEMENT



Patricia HARRISON - Liverpool John Moores University
(*United Kingdom*)
Strategic HRM – Professionalism and ethical practice (Period 1)



Natalie KOEPPE - Toulouse School of Management (*France*)
Talent skills – How to elevate businesses and careers (Period 1)



Diane-Gabrielle TREMBLAY - TÉLUQ - Université du Québec, Montréal
(*Canada*)
Innovation, creativity, clusters and enterprise development (Period1)
HRM: Issues and recent developments (Period 2)

INFORMATION SYSTEMS



Elhadj BENKHELIFA – Staffordshire University (*UK*)
Digital economy for the digital world (Period 1)



Vladlena BENSON - Kingston Business School (*United Kingdom*)
Digital Transformation in Business Organizations (Period 1)
Cybersecurity risk management for the board of directors (Period 2)



Wei-Lun CHANG - Tamkang University (*Taiwan*)
Information and Communication in Management (Period 1)
Technology Adaptation: Redirecting Business Models (Period 2)



Ali ELQUAMMAH - HEM Business School (*Morocco*)
Information Systems for Managers and Organizations (Period 1)



Sirajul ISLAM - Örebro University (*Sweden*)
Managing public sector digital government (Period 1)
Managing Information and Communication Technology for Development (ICT4D) (Period 2)

INTERNATIONAL



Rania AZMI - Consultant (*Kuwait*)

The jewels of international life skills (Period 1)

International personal wellness for professionals (Period 2)



Helen COLLINS - Liverpool John Moores University (*United Kingdom*)

International Organization Development (Period 1)



Tatiana GRISHCHENKO - HSE (*Russia*)

International Business: Challenges and Perspectives in a Turbulent World (Period 1)

Organizational culture as a sustainable competitive advantage (Period 2)



Annalena FAJEN - Otto-Friedrich University Bamberg (*Germany*)

Multicultural Team Management (Period 1&2)



Myriam MARTINEZ - Universidad de Granada (*Spain*)

Tendencias Mundiales del Consumidor: Oportunidades de Negocios (Period 1)

Innovacion y creatividad para los negocios (Period 2)



Anita PELLE - University of Szeged (*Hungary*)

Doing business in Post-Brexit UK and EU (Period 1&2)



Alfredo VALENTINO - ESCPE International Business School (*France*)

How to Design an International export strategy? (Period 2)



Matthias WALTHER - Consultant (*Belgium*)

The Intercultural Challenge of Expatriates (Period 2)

LEADERSHIP



Julija JACQUEMOD – University of RISEBA (*Latvia*)
Leadership (Period 2)

MANAGEMENT



Raul AMIGO - Universidad de San Andrés (*Argentina*)
Design Thinking Applied to Experience Design (Period 1)
Happiness Management (Period 2)



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



Renato PEREIRA - ISCTE Business School (*Portugal*)
Sustainable Business Modelling in the era of artificial intelligence
(Period 1)
Competing at the edge-venturing and innovation valuation
(Period 2)



Zarate WALTER – University Austral (*Argentina*)
Process Management (Period 1)
Project Management (Period 2)

MARKETING



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



Luis CASTIELLA - Universidad de San Andrés (*Argentina*)
Smart Cities (Period 1)
Smart Business (Period 2)



Silvia DIDIER - Consultant (*France*)
International Marketing (Period 1&2)



Birgit HAGEN - Università di Pavia (*Italy*)
International Marketing (Period 2)



Tomas SADILEK - University of Economics, Prague (*Czech Republic*)
Global consumer behavior (Period 1)



Hicham TASSI - HEM Business School (*Morocco*)
The Efficiency of the Marketing Mix in the Hospitality Sector
(Period 1&2)

NEGOCIATION



Thomas GUEDJ - Consultant (*France*)
Improv/Nego: Boosting Managers' Presence Through Improv
(Period 1&2)

PURCHASING



Stephen KELLY - Edge Hill University (*UK*)
Strategic Purchasing (Period 1&2)

STRATEGY



Alejandro ZUNIGA FONSECA - Universidad Iberoamericana León
(Mexico)
How to Stimulate Innovation Through gamification (Period 1&2)



Carlos ROMERO USCANGA - Tecnológico de Monterrey (Mexico)
Corporate Strategy (Period 1)
Sustainable development (Period 2)

Welcome to our guests representing 25 countries

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