

## INTERNATIONAL WEEK 2016

January 4-5-6 (Period 1) - January 7-8-9 (Period 2)

63 international participants, 25 nationalities represented,  
88 seminars offered, 9 different thematics.

### LIST OF THE SEMINARS

#### CORPORATE SOCIAL RESPONSIBILITY



**Darren HOAD** – Bath Spa University (*United Kingdom*)  
**Strategies for the Sustainable Business** (Period 2)



**Edmundo LIZARZABURU** – Esan University (*Peru*)  
**Emerging Markets Integration and CSR Strategies in Latin America**  
(Period 1)



**Maria Mc CABE** – Leeds University (*United Kingdom*)  
**Business Ethics** (Period 1)



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



**Lorella PIGNET-FALL** - Professeur associé IAE Lyon (*France*)  
**Corporate Social Responsibility and Managing Diversity** (Period 2)



**Justyna PRZYCHODZEN** – Deusto Business School Bilbao (*Spain*)  
**Sustainable Oriented Innovation** (Period 2)



**Wojciech PRZYCHODZEN** – Deusto Business School Bilbao (*Spain*)  
**Sustainability and Finance** (Period 1)

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

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**Carlos ROMERO USCANGA** - Tecnológico de Monterrey (*Mexico*)  
**Sustainable Development** (Period 1)

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**Eddy SOUFFRANT** - University of North Carolina - Charlotte (*USA*)  
**Tolerance, Diversity and Collective Responsibility** (Period 1)  
**Leadership, Entrepreneurship and Ethical Business** (Period 2)

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## ENTREPRENEURSHIP



**Diala KABBARA** - Università di Pavia (*Italy*)  
**Entrepreneurship and Opportunities: Developing Ideas into Actions**  
(Period 2)

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

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**Ingela SOLVELL** – Linköping University (*Sweden*)  
**Entrepreneurial Leadership** (Period 1)

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**Alejandro ZUNIGA FONSECA** - Universidad Iberoamericana León  
(*Mexico*)  
**How to Design a Startup to Attract Investors** (Period 1&2)

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## FINANCE



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

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

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**Diego CUETO** - Esan University (*Peru*)  
**Corporate Governance** (Period 1&2)

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**Dolly KING** – University of North Carolina - Charlotte (*USA*)  
**Fixed Incomes Securities** (Period 2)

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**Carlos RODRIGUEZ** - University of the Basque Country (*Spain*)  
**Foreign Direct Investment and the Multinational Enterprise**  
(Period 2)

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

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## HUMAN RESOURCE MANAGEMENT



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

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**Ku-Jun LIN** – Tamkang University (*Taiwan*)  
**Competitive Advantage** (Period 2)



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

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**Ricardo VARELA** – Universidad Nacional Autonoma Mexico (Mexico)  
**Human Resource International Management** (Period 2)

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**Matthias WALTHER** – Consultant (Germany/Belgium)  
**Expatriation in an International Context** (Period 1&2)

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## INTERNATIONAL



**Julie DAVIES** – University of Huddersfield (United Kingdom)  
**Cross-cultural Negotiating and Well-being** (Period 1&2)

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

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**Carme FIGUEROLA** – University of Lleida (Spain)  
**Representar y Comunicar la Ciudad: Viaje desde el Aula** (Period 2)

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

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**Tsutomu NAKANO** - Aoyama Gakuin University (Japan)  
**Globalisation and the Japanese Management: Changes and Challenges** (Period 1)

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**Anita PELLE** - University of Szeged (Hungary)  
Period 1 : **The Eurozone crisis: Is it Over?**  
Period 2 : **Doing business in the EU ?**

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

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

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## LEADERSHIP



**Alan CABELLY & Jean BENEVENTO** - Portland State University (*USA*)  
**Leadership for the Twenty-first Century: What is Your Style?**  
(Period 1 & 2)

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**Randy CAPPS & Eugene SMITH** - Western Kentucky University (*USA*)  
**Leader, "Know Thyself": The Power of Self-Awareness to Enhance Leadership Potential** (Period 1)

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

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**Vivien CORWIN** – University of Victoria (*Canada*)  
**Collaborative Leadership** (Period 1) **Service Excellence** (Period 2)

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## 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)

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

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**Caroline COULOMBE** - ESG-University of Quebec in Montreal (*Canada*)  
**Leadership and Crisis Management** (Period 1)  
**Organizational Power of Politics, Ethics and Negotiation in Project Management** (Period 2)

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

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**Terril FRANTZ** – Peking University HSBC Business school (*China*)  
**China Cross-Border Development** (Period 1) **Mergers and Acquisitions**  
**Managing Post-Merger Integration** (Period 2)

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**Daniel FRIEL** – Universidad de San Andres (*Argentina*)  
**Stakeholder Management in Emerging Markets: Lessons from Latin America** (Period 1) **Outsourcing in Emerging Markets: Lessons from Three Argentine Multinationals in Brazil** (Period 2)

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**Isis GUTIERREZ**– Universidad de Las Americas - Puebla (*Mexico*)  
**Human Resource Management in Latin America with a Focus of Mexico** (Period 1)

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**Luciano TRAQUANDI**– LIUC Università Castellanza (*Italia*)  
**Change Management** (Period 1)

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## MARKETING



**Per AMAN** – Linköping University (*Sweden*)  
**Design, Value and Contemporary Competitive Advantage** (Period 1&2)



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



**Bonnie CANZIANI** - University of North Carolina Greensboro (*USA*)  
**Revenue Creation through Service Management** (Period 1)



**Silvia DIDIER** – Professeur associé IAE Lyon (*France*)  
**European Marketing** (Period 1)



**Tomasz DOMANSKI** - University 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*)  
**Digital Branding** (Period 1&2)



**Thomas GUEDJ** - Consultant (*France*)  
**Negotiation Workshop: Improve your Negotiation Skills** (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)



**George SARIDAKIS** – Kingston University (*United Kingdom*)  
**Innovation in Times of Crisis** (Period 1)



**Cliff WYMBS** – Baruch College (*USA*)  
**Innovation, Technology and the Global Enterprise** (Period 2)

# INFORMATION SYSTEMS



**Vladlena BENSON** - Kingston Business School (*United Kingdom*)  
**Technology Strategy and IT in International Organizations: Emerging Issues** (Period 1&2)

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**Ali ELQUAMMAH** - HEM (*Morocco*)  
**IT Management and Organisation** (Period 1)

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# STRATEGY



**Naomi GARDBERG** – Baruch College (*USA*)  
**Measurement and Implications of Corporate Reputation across National Institutional Environments** (Period 1)

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**Carlos ROMERO USCANGA** - Tecnológico de Monterrey (*Mexico*)  
**Corporate Strategy** (Period 2)

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

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Welcome to our guests representing:

Argentina / Australia / Austria / Canada / Czech Republic /  
Finland / France / Germany / Greece / Haiti / Japan / Hungary /  
Italia / Mexico / Morocco / New Zealand / Spain / Peru /  
Poland / Senegal / Sweden / Taiwan / Turkey / United  
Kingdom / USA