



# **RESEARCH BOOK**

**September 2007- May 2008**

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## **PUBLICATIONS: REFEREED JOURNAL ARTICLES**

- Atwal G., Williams A. (2008), Marketing in Postmodern India: Bvlgari meets Bollywood, *Indian Journal of Marketing*, 38, 1.
- Barros C. P., Perrigot R. (forthcoming), Analysing Technical and Allocative Efficiency in the French Retailing Industry, *International Review of Retail, Distribution and Consumer Research* [Harzing without CI: 1; Harzing with CI: 1].
- Charpentier A., Oulidi A. (forthcoming), Estimating Allocations for Value-at-Risk Portfolio Optimization, *Mathematical Methods of Operations Research* [CNRS: 3; Harzing without CI: 2; Harzing with CI: 2].
- Charpentier A. (2008), Insurability of Climate Risks, *The Geneva Risk and Insurance Review* 33, 91-109.[CNRS: 2]
- Dant R. P., Perrigot R., Cliquet G. (2008), A Cross-Cultural Comparison of the Plural Forms in Franchise Networks: USA, France and Brazil, *Journal of Small Business Management* [CNRS: 2; Harzing without CI: 2; Harzing with CI: 2], 46(2), 286-311.
- Guerrero S., Herrbach O. (forthcoming), La confiance organisationnelle au cœur de l'échange social : Et si bien traiter ses employés était payant ?, *Relations Industrielles* [CNRS: 3 ; Harzing without CI : 3; Harzing with CI: 3].
- Guerrero S., Herrbach O. (2008), The affective underpinnings of psychological contract fulfilment, *Journal of Managerial Psychology* [CNRS: 4; Harzing without CI: 1; Harzing with CI: 1], 23(1), 4-17.
- Hulten P., Vistrom M., Mejtoft T. (forthcoming), New printing technology and pricing, *Industrial Marketing Management* [CNRS: 3; Harzing without CI: 2; Harzing with CI: 2].
- Perrigot R. (2008), La pérennité des réseaux de points de vente : une approche par l'écologie des populations et les analyses de survie, *Recherche et Applications en Marketing* [CNRS: 2], 23(1), 21-37.
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- Roloff J. (forthcoming), Learning from Multi-Stakeholder Networks: Issue-Focused Stakeholder Management, *Journal of Business Ethics* [CNRS: 3; Harzing without CI: 2, Harzing with CI: 2].
- Roloff J. (2008), A Life Cycle Model of Multi-Stakeholder Networks, *Business Ethics: a European Review* [Harzing without CI: 1, Harzing with CI: 1], 17(3), 311-325.
- Roloff J. (2007), Business as Usual. Der deutsche und französische Beitrag zur Korruption des Oil for Food-Programms, *Zeitschrift für Wirtschafts- und Unternehmensethik*, 8(3), 299-314.

- Schneckenberg D. (2007), Towards Strategic Management of Faculty in the Use of ICT - Approaches for Assessing eCompetence, *ZFHE - Zeitschrift für Hochschulentwicklung*, 2(3), 1-8.
- Shaaban S., Hudson S. (forthcoming), The Performance of Unpaced Serial Production Lines with Unequal Coefficients of Variation of Processing Times, *International Journal of Computer Applications in Technology*.
- Shaaban S., McNamara T. (forthcoming), The Effects of Joint Operations Time Means and Variability Unbalance on Production Line Performance, *International Journal of Manufacturing Technology and Management [CNRS: 3]*.
- Shaaban S., McNamara T. (2008), Improving the Efficiency of Unpaced Production Lines by Unbalancing Service Time Means, *International Journal of Operations Research*, 6(2).
- Smith J., Kossou L. (2008), The Emergence of Uniqueness of Competitive Intelligence in France, *Journal of Competitive Intelligence and Management*, 4(3).
- Truong Y., Simmons G., McColl R., Kitchen P. (forthcoming), New luxury brands: between status and conspicuousness, *Journal of Strategic Marketing [Harzing without CI: 2, Harzing with CI: 2]*.
- Tsantoulis M., Palmer A. (2008), Quality convergence in airline co-brand alliances, *Managing Service Quality [Harzing without CI: 1, Harzing with CI: 1]*, 18(1), 34-64.

## **PUBLICATIONS: REFEREED BOOK CHAPTERS**

- Oliver M. (2008), From fixed to floated rates: the British experience, 1964-1972, In: R. Leeson (Ed.), *Economics beneath the surface: archival insights into the evolution of economics, Volume 2: the anti-Keynesian tradition*, London: Palgrave Macmillan.
- Perrigot R. (forthcoming), Plural form and the internationalization of franchising networks: Exploring the potential relationship, In: G. Cliquet, G. Hendrikse, M. Tuunanen, J. Windsperger (Eds.), *Economics and Management of Networks: Franchising Networks, Cooperatives, Joint Ventures and Strategic Alliances*, Springer.
- Schneckenberg D. (2008), Teaching and Learning 2.0 - The Concept of eCompetence for Academic Staff, In: R. Schneider, J. Wildt (Eds.), *Blickpunkt Hochschuldidaktik*, Bielefeld: Bertelsmann Verlag.
- Schneckenberg D. (2007), Competence Reconsidered - Conceptual Thoughts on eCompetence and Assessment Models for Academic Staff, In: U. Bernath, A. Sangra (Eds.), *ASF Series*, 13, Oldenburg: Bibliotheks-und Informationssystem der Universität Oldenburg, 17-34.

## **PUBLICATIONS: BOOKS**

- Patel T. (2007), *Stereotypes of Intercultural Management*, Eburon Publishers, Delft.
- Schneckenberg D. (2008), *Educating Tomorrow's Knowledge workers. The Concept of Ecompetence and its application in International Higher Education*, Eburon Publishers, Delft.
- De Certaines J., Lebre A. C., Rortais F., Simon F. (2008), *Les Biotechnologies: Moteurs de Croissance pour l'Economie*, Monographie publiée par le CRITT Santé pour le Ministère de la Recherche et le Conseil Régional de Bretagne.

## **PUBLICATIONS: REFEREED CONFERENCE PAPERS**

- Atil A. (2008), L'accès à l'Information Environnementale des PME Bretonnes : Vers une stratégie de veille multi-canal, *3<sup>ème</sup> Congrès RIODD*, Lyon, France, June, 5-6.
- Atil A. (2008), L'intégration de l'environnement dans les PME Bretonnes : Vers un développement industriel durable, *Colloque sur le Développement Industriel Durable*, Medea, Algeria, April, 28-29.
- Atwal G., Williams A. (2008), Empowering Luxury Brand Ambassadors : The Experience is Everything, *15th Annual International Conference on Advances in Management*, Boston, USA, July, 16-19.
- Atwal G., Bryson D., Dawson, N. (2008), Product Packaging Tactics and Strategies within a Low Involvement Category, *international Conference on Research in Advertising*, Antwerp, Belgium, June, 27-28.
- Basset G., Cliquet G., Perrigot R. (2008), Fifty years of non-specialized retailing in France: A focus on the evolution of hypermarkets, supermarkets and hard-discount stores, *15th International Conference on Recent Advances in Retailing and Consumer Services Science*, Zagreb, Croatia, July, 14-17.
- Bedo J. C., Colombier N., M'Chirgui Z., Pénard T. (2008), Que nous apprend la topologie du réseau Internet sur la structure de marché et les stratégies d'acteurs de l'Internet ?, *AIMS Conference*, Nice, France, May, 28-31.
- Bedo, J.C., Colombier N., M'Chirgui Z., Pénard T. (2008), Que nous apprend la topologie du réseau Internet sur la structure de marché et les stratégies d'acteurs de l'Internet ?, *CEAFE*, Tunis, Tunisie, June, 5-6.
- Blumrodt J., Roloff J. (2008), Corporate Responsibility in Sport, Combating Doping at the Tour de France, *3<sup>ème</sup> Congrès RIODD*, Lyon, France, June, 5-6.
- Blumrodt J., Roloff J. (2008), Corporate Responsibility of Sport Sponsors Combating Doping at the Tour de France, *2<sup>ème</sup> Journée de Recherche EBEN France - L'éthique de l'entreprise - Le concept d'intégrité*, Paris, France, May, 16.
- Blumrodt J. (2008), Wie Die Französische Fuballindustrie dem Zuschauer das Spiel verschönert, *Doktorantenkolloquien*, Bielefeld, Germany, April, 22.
- Bryson D., Hudson S. (2007), "Please hold the Line": Including Readiness to Use as a Predictor of M-Commerce Services Adoption by Consumers in Germany, *28<sup>th</sup> International Conference on Information Systems*, Montréal, Canada, December, 9-12.
- Charpentier A. (2008), Statistical Models for Extreme Values, *Joint Meeting of the Statistical Society of Canada and the Société Française de Statistique*, Ottawa, Canada, May, 25-29.
- Charpentier A. (2008), Insurability of Climate Risks, *Actuarial and Financial Mathematics Conference*, Brussels, Belgium, February, 7-8.

- Claasen C. (2008), The Synthesis of Strategic Corporate Social Responsibility and National Development Goals under the Joint Venture between De Beers and the Government of Namibia, *International Society for Business, Economics and Ethics Conference*, Cape Town, South Africa, July, 14-18.
- Cliquet G., Des Garets V., Basset G., Perrigot R. (2008), 50 ans de grandes surfaces en France : entre croissance débridée et contraintes légales, *7th International Congress Marketing Trends*, Venice, Italy, January, 17-19.
- De La Burgade E. (2008), Personalising Services in an Industrialised Public Services' firm of the Market sector: Empowering the Public or Empowering the Front Office Employees?, *EFMD Conference on Public Management Development*, Dublin, Ireland, May, 29-30.
- De La Burgade E. (2007), Entre compétitivité et service, quelle rationalisation des services dans une entreprise qui dispose d'un important réseau de distribution? L'exemple de la Poste, *RESER Conference*, Tampere, Finland, September, 13-15.
- El-Akreimi A., Mignonac K., Perrigot R. (2008), Perceived Cohesion and Opportunistic Behaviors: Evidence from Franchised Chains, *Academy of Management Annual Meeting*, Anaheim, USA, August, 8-13.
- Engle R. L., Dimitriadi N. , Gavidia J. V., Schlaegel C., Delanoe S., He X. (2008), Do Ajzen's antecedents of entrepreneurial intent vary by national culture? *Academy of Management Annual Meeting*, Anaheim, USA, August, 8-13.
- Hudson S., Smith J. (2008), Assessing Competitive Intelligence Practices in a Non-Profit Organization, *ATELIS, European Competitive Intelligence Symposium: Comparative Practices Approach, Trends and Techniques*, Lisboa, Portugal, March, 27-28.
- Kosova R., Lafontaine F., Perrigot R. (2008), Organizational Form and Performance: Evidence from the Hotel Industry, *22th International Society of Franchising Conference*, Saint Malo, France, June, 20-21.
- Majumdar B. (2008), Les partenariats, générateurs de business models innovants, *Colloque sur les nouvelles formes organisationnelles du partage des savoirs*, Dijon, France, February, 7-8.
- McColl R., Callaghan B., Darricotte A. (2008), Using service expectations to segment brokerage clients, *15th International Conference on Recent Advances in Retailing and Consumer Services Science*, Zagreb, Croatia, July, 14-17.
- McColl R., Callaghan B. (2008), Exploring the Dynamics of Customer Satisfaction Drivers, *SERVSIG International Research Conference*, Liverpool, UK, June, 5-7.
- Okonkwo U. (2008), Luxury brand portfolio management – from prestige to masstige, *4<sup>th</sup> Annual Retail and Luxury Goods Conference*, Boston, USA, April 6.
- Okonkwo U. (2007), Enhancing the Luxury Experience through Customization – Applications & Obstacles in the 21<sup>st</sup> century luxury Industry, *MCPC World*

Conference, Boston, USA and at the *Virtual Makeover conference*, Montréal, Canada.

- o *Selected as one of the best papers of the conference.*

- Oliver M. (2007), Was the Bretton Woods regime destroyed by ideology?, *Dissent in Science Conference*, London, UK, December, 7-8.
- Oliver M. (2007), Revisiting the unmentionable : Sterling 1964-1967, *Monetary History Group - Institute of Historical Research*, London, UK, September, 28.
- Patel C. (2008), What ? When? Why ? Dynamics of Learning and Innovation in the Knowledge Economy, *Informing Marketing Science Conference*, Vancouver, Canada, June, 12-14.
- Patel T. (2007), Making sense of the diversity of ethical strategies in businesses: A focus on the Indian Context, *14th Annual International Vicentian Business Ethics Conference*, Chicago, USA, November, 1-3.
- Patel C., Patel T. (2007), Role of Culture in Learning and Innovation: a Focus on American Online Banks, *British Academy of Management Conference*, Coventry, UK, September 11-13.
- Pénard T., M'Chirgui Z. (2008), How to provide Quality of Service guarantees on the Internet? The lessons from the airline and card-based payment sectors, *4th International Conference on Management of Innovation and Technology*, Bangkok, Thailand, September, 21-24.
- Pénard T., Suire R. (2008), The effect of online and offline social interactions on Internet usage patterns, *JMA*, La Réunion, June.
- Pénard T., Suire R. (2008), The effect of online and offline social interactions on Internet usage patterns, *IIOC*, Washington, USA, May.
- Perrigot R. (2008), L'efficience des unités au sein d'un réseau mixte: Une Application de la méthode DEA aux hôtels franchisés et succursalistes, *Journée de recherche sur la franchise*, Angers, France, June, 30.
- Perrigot R. (2008), The Impact of Having Both Franchised Stores and Company-owned Stores Within a Same Network on the Internationalization - Empirical Results from the US and French Franchising Networks, *Annual Meeting of the Northeast Decision Sciences Institute*, New York, USA, March, 28-30.
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- Roloff J. (2008), Dived by Compliance and Non-Compliance: The Clothing Industry after the Introduction of Social and Environmental Standards, *4th ISBEE World Congress*, Cape Town, South Africa, July, 14-18.
- Roloff J., Aßländer M. (2008), Autonomy in Corporate Partnerships, *EBEN Research Conference - Power Relations in and Around Corporations*, Lille, France, June, 19-21.
- Roloff J. (2007), Corporations and stakeholders between conflict and collaboration: managing social and environmental concerns, *6<sup>th</sup> Annual Colloquium of the European Academy of Business in Society*, Barcelona, Spain, September, 20-21.
- Roloff J. (2007), Wie aus nützlichen Ausgaben ein Verbrechen wird: Die Kriminalisierung von Korruption, *DNWE-Regionalworkshop*, Zittau, Germany, September, 14.
- Schlaegel C., Engle R. L., He X., Gavidia J. V., Delanoe S. (2008), Country-specific Determinants of Entrepreneurial Intent: A Cross-country Comparison, *Babson College Entrepreneurship Research Conference*, Chapel Hill, USA, June, 5-7.
- Schneckenberg D. (2008), Face the Human Factor – the Role of eCompetence in the Future of Higher Education, *IADIS Multi Conference on Computer Science and Information Systems*, Amsterdam, Netherlands, July 22-27.
- Schneckenberg D. (2008), Stepping up the Ladder – Competence Development Through E-Learning, *Ed-Media World Conference on Educational Multimedia, Hypermedia and Telecommunications*, Vienna, Austria, June, 30-July, 4.
- Schneckenberg D. (2008), Is the tail Wagging the Dog? eCompetence of Faculty Meets Students' expectations of the use of ICT, *EDEN Conference on New Learning Cultures*, Lisboa, Portugal, June, 11-14.
  - o *Listed for the competition of the Best Research Paper Award*
- Schneckenberg D., Ehlers U. (2008), Webucating the Reflective Practitioner - Towards Competence Development in E-Learning, *3rd International SCIL-Congress*, St. Gallen, Switzerland, May, 22-23.
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- Schneckenberg D. (2008), On Pyramids and Pancakes: Web 2 and the Empowerment of the Knowledge Worker, *Beyond Distance Research Alliance Learning Futures Conference*, Leicester, UK, January, 8-9.
- Sene I. (2007), Archetypes de l'autonomie responsable, *Colloque sur la Transversalité de la Responsabilité Sociale des Entreprises*, Grenoble, France, January, 10-11.

- Tang L. (2008), 3G Business Scenario: Regulatory Environment and Competition, *IEMC – Europe International Engineering Management Conference*, Estoril, Portugal, June, 28-30.
- Tang L. (2007), A proposal for 3G mobile service adoption: COMPASS acceptance model, *INFORMS Conference*, Seattle, USA, November, 3-4.
- Truong Y., McColl R., Darricotte A. (2008), New Luxury Brand Positioning, *Academy of Marketing Conference*, Aberdeen, UK, July, 7-10.

## **ARTICLES IN TRADE JOURNALS, MAGAZINES, NEWSPAPERS, etc.**

- Atwal G., Khan S. (2008), Luxury Marketing in India: Because I'm worth it, *Admap*, February, 46-48.
- Oliver M. J. (2008), Are economists being too rigorous about the wrong things? *The Financial Times*, February, 25.
- Perrigot R. (2008), La franchise: une véritable relation de confiance, *L'Express Réussir*, March, 13-19.
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- Shaaban S., Hudson S. (2008), Buffers, Speeds and Working Rates - How to Improve Production Line Performance, *Manufacturing Engineering*, July.
- Shaaban S., Hudson S. (2008) Uneven buffering – How to improve production line performance, *Circuit Assemble*, June.
- Shaaban S., Hudson S. (2008), Variability in Worker Times and Buffers : How to Get the most From an Unbalanced Production Line, *Industry Week*, May.
- Shaaban S., McNamara T. (2008), Managing Your Production Line: What Technique Are Available Today ?, *Manufacturers' Monthly*, May.

## **PRESENTATIONS AT CONFERENCES, SEMINARS, MEETINGS**

- Atwal G. (2008), Luxury branding in India, *Asia Brand Summit*, Mumbai, India, September, 26-27.
- Blumrodt J. (2008), Relevant Research Methods for the Sport Industry, an example of quantitative research applied to professional clubs, *Berufsakademie Heidelberg Presentation*, Heidelberg, Germany, April.
- Oliver M. (2008), *Investment Week Winter Markets Forum*, London, UK, January.
- Patel T. (2008), Business Care for Diversity, *AXA*, Paris, France, June.
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- Roloff J. (2008), CSR in der Supply Chain, *Workshop in Corporate Social Responsibility*, Bonn, Germany, April 4-5.
- Roloff J., Claasen C. (2007), Stakeholder Dialogue of Puma, Banz, Germany, November, 4-6.

## **GUEST EDITORS OF JOURNAL SPECIAL ISSUES**

- Okonkwo U. (Forthcoming), Guest Editor for the Special Issue "Luxury management", *Journal of Brand Management*.
- Shaaban S. (2008), Guest Editor for the Special Issue "Production Line Systems: Concepts, Methods and Applications", *International Journal of Manufacturing Technology and Management*, November.

## **CASE STUDIES**

- McColl R., (2008) The Potential Power of the Service Guarantee, In Adrian Palmer (Ed.): *Principles of Services Marketing*, 5<sup>th</sup> Ed., McGraw-Hill.
- Atwal G. (2008), The Changing Face of Luxury Fashion: Burberry, Beckham and Big Brother in Rosalind Masterson and David Pickton *Marketing: An Introduction*, 2<sup>nd</sup> Ed. McGraw-Hill.

## **THESES**

- Schneckenberg D. (2007), eCompetence Development Measures for Faculty in Higher Education - A Comparative International Investigation. PhD Dissertation, University of Duisburg-Essen. Essen: DuePublico University Press.