



RESEARCH  
YEARBOOK  
2006

# CONTENTS

PREFACE	_2
INTRODUCTION	_3
RESEARCH ADVISORY COMITEE & SUMMARY STATISTICS	_4
RESEARCH SEMINAR	_5
BOOKS	_6
PUBLICATIONS BY AREA OF RESEARCH	_8
PUBLICATIONS BY PROFESSOR	_15
REVIEWING AND EDITORIAL ACTIVITIES	_28
THESIS	_29

# PREFACE



The past year at CERAM has been noteworthy for research for a number of reasons. First CERAM was evaluated this year successfully for an EQUIS certification which gave it a distinction of meriting a high level of quality among peer business schools in France as well as Europe. No doubt an important factor contributing to the successful EQUIS decision was attributable to the fertile research activity of the CERAM faculty. In addition the CERAM faculty continues to be productive scholars. They published 4 books, 17 refereed journal articles, 11 book chapters and 2 published business cases in which 80 percent of these published works were in English language publications so that the preponderance of these are accessible to scholars on a global basis. CERAM faculty made a total of 8 presentations at the Academy of Management Conference, one of the most prestigious international management conferences which attracted over 6,000 delegates in 2006, and gave good visibility to the faculty scholarship being done at CERAM. The faculty also present their research at conferences throughout Europe as well as North America and Asia.

There are some unique qualities about CERAM that makes the research climate vibrant and dynamic. The close proximity to the Sophia Antipolis Technology Park offers a living laboratory of technology development and entrepreneurship at the doorstep of the faculty who can test their theory driven ideas by collaborating with their neighbors who are some of the world's most successful multinational firms. Faculty research at CERAM is encouraged to fall within the domain of three research foci which consist of (1) entrepre-

neurship, technology and innovation; (2) competence, knowledge management and organization management; and (3) global management. These research foci take advantage of CERAM's location as well as the interests of the faculty. As a consequence faculty are encouraged by these research themes to cross disciplinary boundaries and form a learning community of scholars in which diverse theoretical perspectives and research methodologies can be mobilized to tackle difficult and challenging research questions. This learning community is strengthened by the biweekly CERAM research seminars that feature both distinguished visiting scholars that are invited to CERAM to present their latest research and also includes local CERAM faculty who present early versions of their research in order to engage colleagues in the intellectual debate so that useful colleague generated feedback on research is utilized to strengthen the research papers prior to submission to refereed journals.

Faculty research is also diffused in the classroom in the diverse CERAM diploma programs for students. Faculty that are active scholars are likely to translate their scholarship into outlets for students and the business community by writing teaching cases and other forms of teaching scholarship that translate their accumulated intellectual capital and that are downstream products of a fruitful research program.

## **David B. Balkin**

Professor of Management  
University of Colorado at Boulder  
Associate Editor, Human Resource  
Management Review

# INTRODUCTION



After several years of efforts, research activities are now at the heart of CERAM Business School, providing new ideas and insight at the frontiers of knowledge in business and management related issues. Although individual research deals with a large scope of interest, CERAM research activities focus on three core areas of expertise related to Entrepreneurship and Innovation in the Knowledge Economy:

- **Entrepreneurship, Technology and Innovation (ETI)** encompasses the management of R&D and high-tech entrepreneurship, management of SMEs, marketing of innovation, industrial economics in the high-tech sector, technology alliances, and intra-preneurship;
- **Competence, Knowledge and Organisation (CKO)** covers the management of factors contributing to a balanced and sustainable performance: knowledge management, competitive intelligence, human resource management, information systems and operations, social responsibility and economic sociology;

- **Global Management (GM)** contributes to a better understanding of the opportunities and challenges companies face in a global environment: management of international affairs, international finance, risk management, globalisation and multicultural projects with some focus on areas such as tourism and events management.

This 2006 yearbook demonstrates that CERAM Business School has made substantial progress in research, increasing the quality and quantity of publications in recognised international academic journals. As a sign of this commitment, CERAM faculty has heavily participated in leading international conferences.

Research activities further contribute to international quality standards and relevant teaching as well as to management practice by connecting research and the corporate world. CERAM also contributes to the research culture of Sophia Antipolis through the organisation of international conferences, a bi-monthly research seminar and regular workshops in collaboration with key research networks.

**Marie Koulikoff-Souviron, PhD**  
Associate Dean for Research  
CERAM Business School

# RESEARCH ADVISORY COMITEE & SUMMARY STATISTICS

In 2006, the School established a Research Advisory Committee of distinguished scholars from external institutions to provide external assessment of CERAM's research policies and performance. Six out of the seven members of the RAC are from non-French institutions; this is meant to enable CERAM to draw on international best practices.

## Bill McKelvey

Chair of the CERAM Research Advisory Committee  
Professor of Strategic Organizing and Complexity Science  
UCLA Anderson School of Management, USA

## Bruce Kogut

Professor of Strategy  
INSEAD, France

## David Balkin

Professor of Management, Chair of Management Division  
Leeds School of Business, USA

## Mette Monstedt

Professor of Knowledge Management  
Copenhagen Business School, Denmark

## Paul Coughlan

Associate Professor of Operations Management  
Dublin School of Business Studies, Trinity College, Ireland

## Timothy Clark

Professor of Organisational Behaviour  
Durham Business School, UK

## Jean-Luc Gaffard

Professor, Université de Nice Sophia-Antipolis, France

	2002	2003	2004	2005	2006
Articles in Academic Journals (peer-reviewed)	9	15	12	19	17
<i>English</i>	5	11	5	13	14
Books	1	3	9	3	4
<i>English</i>	0	1	3	0	3
Chapters in books	10	9	10	11	19
<i>English</i>	4	7	7	9	9
Published case studies	1	4	2	3	2
<i>English</i>	0	1	2	1	0
Thesis and Habilitations	2	3	1	2	1
<b>(Subtotal publications)</b>	<b>(23)</b>	<b>(31)</b>	<b>(34)</b>	<b>(38)</b>	<b>35</b>
Refereed - Conference Papers/proceedings	23	40	45	43	36
<i>English</i>	20	33	37	37	31
<b>TOTAL</b>	<b>46</b>	<b>71</b>	<b>79</b>	<b>81</b>	<b>72</b>
<i>English</i>	29	53	54	60	58
	65%	72%	72%	75%	80%

# RESEARCH SEMINARS

Date	Name	Institution	Theme
November 28, 2006	Gabriele Suder and Claude Chailan	CERAM	Has terrorism an effect on brand value? An empirical study on the 100 biggest world brands
November 14, 2006	Larry Dwyer	University of New South Wales (Sidney)	Economic measures of tourism yield: what markets to target?
October 24, 2006	Sunil S. Poshakwale	Cranfield University	Does distress risk explain size and book to market effects?
October 10, 2006	Rénata Kaminska-Labbé and Wladimir Sachs	CERAM	Using Organization Theory in Organization Design
October 03, 2006	Barbara Pettit	CERAM	Market failure, institutional change and strategic restructuring: Do group effects attenuate or persist?
June 13, 2006	Soong Moon Kang	Stanford University	OrgUncertainty, Social Choice and Social Structure of Economic Life: The Case of Venture Capital Investments in the U.S Semiconductor Industry
May 30, 2006	Anca Metiu	INSEAD	They All Work Like One: Group Engagement as a Step Toward Understanding Group Performance
May 16, 2006	Virginie Maille	CERAM	L'influence des propriétés sensorielles d'un produit alimentaire sur la perception d'authenticité et la préférence : le rôle de la congruence perçue
May 09, 2006	Marleene Dieleman	Leinden University	Coevolution of Generational and Regime Changes with Strategy of Ethnic Chinese Conglomerates: the Case of the Salim Group of Indonesia
May 02, 2006	Suma Athreye and Parimal Patel	SPRU, University of Sussex	Internationalization of Large Firms and the market value of Large firms
April 11, 2006	Mélanie Ciussi	CERAM	Education and Citizenship: Can 3D educational games play tricks on your mind?
March 28, 2006	Valérie C. Gaudillat	Audencia	Mode of Entry into a New Market: Does the Timing of Entry and/or Effect of Innovation on Competence Matter?
March 14, 2006	David Weir	CERAM	Organisational renewal: autopoietic mechanisms in the British Police
Fev 28th, 2006	Richard Adams	Imperial College London	Innovation types: configurations of attributes as a basis for innovation classification
Jan 24th, 2006	Bertrand Gros Lambert	CERAM	Do corrupt countries finally receive less foreign capital?
Jan 10th, 2006	Patrick Musso	CNRS	Productivity and Market Selection of French Manufacturing Firms in the Nineties

# BOOKS

**Suder, G. (Ed.)**  
*Corporate strategies under international terrorism and adversity*  
Edward Elgar, May 2006

This book raises key issues facing international business and management in an era of global uncertainty. The contributors analyse and evaluate the main strategic and operational responses to global commerce and management. They explore the complexities and linkages of firms, industries, organizational structures, international relations, markets and terrorism networks. They investigate these networks and offer insight into the strategic behaviour of international firms. The authors likewise examine corporate management and performance issues that encompass internationalization and location decisions, global supply chain management and brand portfolio challenges. The book concludes by outlining future challenges and with a discussion of the crucial issues that remain open and that will be shaped by the geopolitical context and the way business adapts its corporate strategies. Designed to offer key tools for risk assessment and management in this field, this important book will be invaluable to risk strategists, CEOs of international firms, credit risk analysts and academics with an interest in international business and/or risk management.

**Ferrary, M. Pesqueux, Y.**  
*Management de la connaissance Knowledge management, apprentissage organisationnel et société de la connaissance*  
Economica, Paris, juillet 2006

Cet ouvrage a pour ambition d'être un propos d'étape dans un champ foisonnant qui est parti de l'apprentissage organisationnel pour être aujourd'hui relié aux perspectives de Knowledge Management ainsi qu'à la dimension plus large de la société de connaissance. La question de la connaissance sera ainsi considérée au travers des " objets " (entreprise, organisation, Etat, société) tout somme des disciplines (" sciences des organisations ", droit, économie, sciences politiques, etc.). Il part de la perspective plutôt informelle avant de s'intéresser au management de la connaissance, d'aborder la question des organisations apprenantes (structures matricielles, organisations en réseaux, communautés de pratiques) et d'étudier les logiques de compétition du " marché de la connaissance " ainsi que des perspectives plus larges qui sont celles de la société de la connaissance. Cet ouvrage s'adresse aux enseignants et aux étudiants en sciences de gestion, sciences économiques et sciences politiques, ainsi qu'aux professionnels concernés par la mise en œuvre de dispositifs de Knowledge Management, qu'il s'agisse du volet " système d'information " ou du volet organisationnel.

**Contents:**  
**Preface Part I: The International Environment and Its Networks**  
**Part II: Strategic Behaviour**  
**Part III: Corporate Management and Performance**  
**Part IV: Challenges for the Future Index**

# BOOKS

Sala, F., Guéret-Talon, L. (Eds.)  
*Pérennité au travail, Âge, bouleversements et performance*  
Chronique Sociale 300 pages, Décembre 2006

Qu'est-ce qui pousse encore les sujets humains vieillissants à se développer et à créer; à prendre et reprendre, à acheter et innover; à changer de voie ? Quelles sont les forces politiques à l'oeuvre dans la performance économique, sociale et humaine ? Le vieillissement et l'usure irrémédiable physique et psychique des individus sont-ils des freins à la pérennité au travail ? Quelle causes engendrent des échecs, mais aussi des réussites au sein des salariés vieillissants ? Qu'est-ce qui conduit aussi les personnes au travail à obéir; à se soumettre à la volonté de quelqu'un, à céder à une incitation, à un sentiment, à une révolte, à ne surtout pas bouger en attendant l'illusoire retraite ? Qui pousse le sujet à accomplir encore une nouvelle action performatrice visant, ou pas, à réduire une tension personnelle ou institutionnelle ? Un des objectifs de cet ouvrage est de contribuer à faire tomber un certain nombre d'idées reçues relatives à la question des seniors au travail :

- l'âge et la performance ne s'opposent pas ;
- l'emploi des seniors n'exclut pas l'emploi des jeunes;
- les retournements démographiques ne résolvent pas automatiquement le problème d'emploi des seniors.

Cet ouvrage, proposé par un collectif de travail et de réflexion pluridisciplinaire, interroge le rapport à la norme en matière de gestion des âges.

Au-delà du vieillissement de la population, la question demeure dans la gestion de la pérennité au travail, entre performance et plaisir.

Bernasconi M., Harris S., Moensted M.,  
*HIGH-TECH Entrepreneurship - Managing innovation variety and uncertainty,*  
Routledge 2006

High-tech businesses form a crucial part of entrepreneurial activity – in some ways representing very typical examples of entrepreneurship, yet in some ways representing quite different challenges. The uncertainty in innovation and advanced technology makes it difficult to use conventional economic planning models, and also means that the management skills used in this area must be more responsive to issues of risk, uncertainty and evaluation than in conventional business opportunities.

Whilst entrepreneurial courses do reflect the importance of high-tech businesses, they often lack the resources needed to

Valin, G. Gavanou, J.-F.,  
Guttman, C., LeVourc'h, J. (Eds.)  
*Controller and auditor*  
Dunod 488 pages, Paris, 2006

A l'heure de la coordination du langage financier et comptable ce livre présente les meilleures pratiques du contrôle et de l'audit. Dans le contexte de la mondialisation culturelle, économique et sociale, cet ouvrage propose des analyses approfondies sur les principales évolutions en cours :

- principes de gouvernance imposés par les investisseurs institutionnels, fonds de pension et autres parties prenantes ;
- accélérations des opérations de croissance externe, fusions et acquisitions transnationales ;
- adaptation des avantages sociaux aux nouveaux environnements économiques ;
- intégration mondiale de la gestion du savoir en réseaux.

Clés de voûte du système financier et de la gouvernance des entreprises, les auditeurs se doivent de mériter la confiance des marchés, en répondant à leurs exigences toujours plus fortes.

Intégrant les nouvelles pratiques et les enjeux du XXI<sup>e</sup> siècle, cet ouvrage de sensibilisation et de synthèse s'adresse aussi bien aux étudiants et aux cadres d'entreprise, qu'aux experts et professionnels des questions comptables, financières et sociales.

teach this in a way that goes beyond standard 'how to start up a business' courses whilst not focusing solely on theoretical models. This book specifically focuses on the mix of theory and practice needed to accurately inform students. Key topics covered include:

- uncertainty and innovation
- entrepreneurial finance
- marketing technological innovations
- high-tech incubation management

Including case studies to give practical insights into genuine business examples, this comprehensive book has a distinctly 'real-world' focus throughout. Edited by a multi-national team, it draws together leading writers and researchers from across Europe, and is therefore a must-read for all those involved in advanced entrepreneurship with specific interests in high-tech start-ups.

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**Gillian Rosner**

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**Florian Sala**

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**Gérard Valin**

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**Eric Viardot**

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**David Weir**

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# REVIEWING AND EDITORIAL ACTIVITIES

<b>Reviewers (editorial board in bold)</b>	<b>JOURNALS</b>
Virginie Maille	Advances in Consumer Research
Frédéric Dimanche	Annals of Tourism Research
<b>Dominique Jolly (on editorial board 2007)</b>	Asia Pacific Journal of Management
Marie Koulikoff-Souviron	British Journal of Management
Michel Ferrary	California Management Review
Virginie Maille	Décisions Marketing
<b>David Weir</b>	Disaster Prevention and Management
Frédéric Dimanche	Event Management: An International Journal
Michel Ferrary	Gestion
Michel Bernasconi, Michel Ferrary, Dominique Jolly, Franck Moreau	Gestion 2000
Ludovic Dibiaggio	Industrial and Corporate Change
<b>Pascal Vidal</b>	Information and Management
Michel-Henri Bouchet	International Business Review
<b>David Weir</b>	Int Journal of Emerging Markets
<b>Dominique Jolly</b>	Int. Journal of Human Resources Dvlpmt and Management
<b>Michel Ferrary, Dominique Jolly</b>	Int Journal of Networking and Virtual Organisations
<b>David Weir</b>	Int Journal of Nuclear Knowledge Management
<b>Gabriele Suder</b>	Int Journal of Risk Assessment & Management
<b>Dominique Jolly</b>	Int Journal of Techno-entrepreneurship
Ludovic Dibiaggio, Michel Ferrary, Dominique Jolly	Int Journal of Technology Management
<b>Dominique Jolly</b>	Int Journal of Technology Marketing
David Weir	Int Journal of Tourism Research
Marie Koulikoff-Souviron	Int Journal of Operations and Production Management
Alice Guilhon	Journal of Business Strategy
Gabriele Suder	Journal of Common Market Studies
Gabriele Suder	Journal of Contemporary European Research
Ludovic Dibiaggio	Journal of Institutional Economics
<b>Dominique Jolly</b>	Journal of Technology Management in China
David Weir	Journal of Transnational Management Development
Frédéric Dimanche	Journal of Travel Research
Frédéric Dimanche	Journal of Vacation Marketing
Michel Bernasconi	Management International
David Weir	Middle East Business Review
Wladimir Sachs	Organizational Studies
Ludovic Dibiaggio	Revue d'Economie Industrielle
Michel Bernasconi, Alice Guilhon, Dominique Jolly, Franck Moreau, Eric Viardot	Revue Française de Gestion
Michel Bernasconi, Franck Moreau, Alice Guilhon	Revue Internationale P.M.E.
Michel Ferrary	Sociologies Pratiques
Pascal Vidal	Système d'Information et Management (SIM)
Ludovic Dibiaggio	Technovation
Gabriele Suder	Thompson Publications
Gabriele Suder	Thunderbird International Business Review
Frédéric Dimanche	Tourism Analysis: An Interdisciplinary Journal

# THESIS

## Doctoral thesis

Anne Barraquier

*Création et rôle de la connaissance dans la performance sociale de l'entreprise: application dans l'industrie aromatique,*

Thèse de gestion, Université de Nice Sophia Antipolis, Sophia Antipolis, 18 décembre 2006

## Public examinations of doctoral theses

Michel Ferrary

*Membre du jury et/ou rapporteur soutenance de HDR de Marie Pierre Bès sur réseaux et externalité,*  
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Supervisor for the doctoral thesis of **Barraquier, A.**  
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Dominique Jolly

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David Weir

Supervisor for the doctoral thesis of **Mohamed AlZamel,**  
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Supervisor for the doctoral thesis of **Lesley O'Niell**  
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Supervisor for the doctoral thesis of **Craig Marsh**  
*First line management*  
Lancaster University

Supervisor for the doctoral thesis of **Joma Mafod**  
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Supervisor for the doctoral thesis of **Mubarak Al- Rashidi**  
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Examiner for the doctoral thesis of **Mr Leng Ho Keat**  
*A study of employee turnover behaviour in the retail industry*  
University of South Australia

Examiner for the doctoral thesis of **Mr John Bank**  
*Ph D by Published work*  
Cranfield University

Examiner for the doctoral thesis of **Mr John Craig**  
*The implementation of Environmental Management systems in China and Poland*  
Cranfield University

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