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We are happy to present the first information letter of the ESCP Europe Doctoral Programmes. “Programmes” with an “s” because we have two programmes (Berlin and Paris), yet a single newsletter because both parts serve the same general purpose of fostering the research activities and academic excellence at ESCP Europe. The two programmes increasingly work together, with joint seminars (e.g., the Publication Workshop) and supervisions.

It happens that in a marvellously balanced fashion, which of course is the result of a careful coordination, the intake for 2014-2015 is so-to-say equally split between Berlin and Paris, with 13 new candidates in Paris and 14 in Berlin.

In Paris, we received 55 applications, conducted 31 auditions and admitted 13 students (plus one postponed admission). Eight students will benefit from a scholarship, seven are non-French, five are female, three have a significant previous professional experience, and three are alumni from ESCP Europe’s Master in Management (MIM). It is also worth noticing that, among the 13 colleagues who will supervise these 13 new doctoral candidates, four will make their début. We are especially happy to welcome them into the programme. Also, for the first time, the London Campus will be part of the Paris doctoral programme, with Ben Voyer as a supervisor.

In Berlin, of the 14 admitted students (with nine different supervisors), four are female and six have professional experience. All students have the German nationality, and all come from outside ESCP Europe, which clearly demonstrates that ESCP Europe is a known and attractive place to pursue a doctoral programme in Germany. Two professors will supervise their first doctoral students during this new academic year.

Altogether, ESCP Europe now counts 112 doctoral candidates (66 in Paris and 46 in Berlin). Both programmes have reached stability and maturity, which are key issues for doctoral candidates and their supervisors. In Paris, I hope that, within the institutional frame of the EDMPS (Ecole Doctorale de Management Pantheon Sorbonne), we are now able to provide them (and their supervisors) with a supportive environment.

However, we should not rest on this. There is no doubt that in the next years doctoral education will be submitted to the same assessment and accreditation processes as the Master and MBA programmes. We have to keep focused on the quality of our candidates and the quality of the learning environment we offer them.

This is why we wish to express our thanks to our colleagues who supervise the students, teach in the programmes, or help students in any kind of way. We also wish to extend our sincere appreciation to all the members of our institution for the continuous support we received, starting from the Associate Dean of Research and his office to all of you who directly or indirectly contributed to the programme.

Hervé Laroche (Paris) and Rolf Brühl & Robert Wilken (Berlin)

Paris : please note that Christine Rocque’s office has moved and is now located in the “Bluets” building (81, avenue de la République): room 507, 5th floor. Don’t hesitate to come and visit her!
Paris Campus New Students

Management Control

Pierre LESCOAT (Supervisor : Claire DAMBRIN)

Finance

Rémy ESTRAN (Cécile KHAROUBI)

Olivier GREUSARD (Pramuan BUNKANWANICHA)

Information & Operations Management

Richard MARKOFF (Valentina CARBONE)

Marketing

Dimitrios GIORGIADIS (Andreas KAPLAN)

Raghav MANOCHA (R. LAMBERT-PANDRAUD)

Ann-Kristin RHODE (Benjamin VOYER)

Leslie SCATTOLIN (Elisabeth TISSIER-DESBORDES)

Ana VUKADIN (Olivier BADOT)

Economics, Law and Social Sciences

Christophe PREAULT (Ghislain DESLANDES)

Strategy, Organizational Behavior and Human Resources

Solène BANCOURT-DELCARTE (Jean-Philippe BOULLOUD)

Moyra MARVAL (Jacqueline FENDT)

Cuong NGUYEN (Jacqueline FENDT)
Berlin Campus New Students

Business Information Systems

Safa’a ABUJAROUR (Markus BICK)  
Till BLESIK (Markus BICK)  
Matthias MURAWSKI (Markus BICK)

Environment and Economics

Martin Borchert (Sylvie GEISENDORF)

Finance

Patrick BÜRGIN (Ulrich PAPE)  
Stefan MÜLLER (Houdou BASSE MAMA)

Management Control

Melanie EICHHORN (Rolf BRÜHL)  
Philipp RICHTER (Rolf BRÜHL)

International Management and Strategic Management

Adrian GOMBERT (Stefan SCHMID)  
Mr Abdullah ARYOUBI (Stefan SCHMID)

Human Resource Management

Katharina HARSCH (Marion FESTING)  
Niklas WEVER (Erk PIENING)
International Marketing

Karina ISAAK  
(Robert WILKEN)

Hannah NAGLER  
(Robert WILKEN)

Defenses

Erik Maier  
Defended his dissertation on September 30, 2013, at ESCP Europe Berlin

„Situationale Einflüsse auf Konsumanten' Willensschafft zur Zahlung: Stimmung, Stress und Sicherheit“

Supervisor:  
Prof. Dr. Robert Wilken, ESCP Europe

Defense Committee:  
Prof. Dr. Markus Bick, ESCP Europe, President of the Committee
Prof. Dr. Robert Wilken, ESCP Europe
Prof. Dr. Dr. Helmut Schneider, Steinbeis-Hochschule Berlin

Max Kury  
Defended his dissertation on November 25, 2013, at ESCP Europe Berlin


Supervisor:  
Prof. Dr. Rolf Brühl, ESCP Europe

Defense Committee:  
Prof. Dr. Houdou Basse Mama, ESCP Europe, President of the Committee
Prof. Dr. Rolf Brühl, ESCP Europe
Prof. Dr. Peter Kajüter, Westfälische Wilhelms-Universität Münster

Magali Ayache  
Defended her dissertation on November 29, 2013, at ESCP Europe Paris

« La construction de la relation managériale : le manager et son supérieur »
Véronique Steyer
Defended her dissertation on December 16, 2013
At ESCP Europe Paris
“Le processus de Sensemaking en situation d’alerte, entre construction sociale du risque et relations d’accountability”

J. Ruben Dost
Defended his dissertation on January 31, 2014, at ESCP Europe Berlin
„Produktionsverlagerungen deutscher Unternehmen nach China: eine neo-institutionalistiche Perspektive“
Mar Perezts
Defended her dissertation on February 24, 2014
At ESCP Europe Paris (Ecole Doctorale de Management Panthéon Sorbonne)

“L’éthique comme pratique située : étude multiniveaux sur l’éthique au travail dans la conformité bancaire”

Supervisor:
Pr. Jean-Philippe Bouilloud, ESCP Europe

Defense Committee:
Pr. Jean-François Chanlat, Université Paris IX Dauphine, rapporteur
Pr. Eric Faÿ, EMLyon Business School, rapporteur
Pr. Ghislain Deslandes, ESCP Europe, President of the Comittee
Pr. Anne Gratacap, Université Paris 1 Panthéon -Sorbonne
Pr. Hervé Corvellec, Lund University, Suède

Sébastien Picard
Defended his dissertation on May 12, 2014
At ESCP Europe Paris (Ecole Doctorale de Management Panthéon Sorbonne)

"L’Organizing de l’avantage concurrentiel : Une étude sur l’orchestration des ressources dans l’industrie du vaccin"

Supervisor :
Pr. Jean-Philippe Bouilloud, ESCP Europe

Defense Committee:
Xavier LECOCQ, Professeur des Universités, IAE Lille, Ecole Universitaire de Management, rapporteur
Philippe VERY, Professeur, HDR, EDHEC Business School, rapporteur
Laure CABANTOUS, Professeur Associé, CASS Business School
Régis COEURDEROY, Professeur, ESCP Europe
Anne GRATACAP, Maître de Conférences, HDR, Université Paris 1 Panthéon-Sorbonne
Philippe MONIN, Professeur, HDR, EM Lyon Business School, Président du jury.
Lynn In Ok Schäfer
Defended her dissertation on July 2, 2014, at ESCP Europe Berlin
„Context-Oriented Perspectives on Talent Management”
Supervisor:
Prof. Dr. Marion Festing, ESCP Europe
Defense Committee:
Prof. Dr. Erk Piening, ESCP Europe, President of the Committee
Prof. Dr. Marion Festing, ESCP Europe
Prof. David Collings, PhD, Dublin City University

Malte Martensen
Defended his dissertation on July 4, 2014, at ESCP Europe Berlin
„Einsatz von Social Software durch Unternehmensberater. Eine verhaltenswissenschaftliche Untersuchung zu Akzeptanz, Präferenzen und Nutzungsarten”
Supervisor:
Prof. Dr. Markus Bick, ESCP Europe
Defense Committee:
Prof. Dr. Marion Festing, ESCP Europe, President of the Committee
Prof. Dr. Markus Bick, ESCP Europe
Prof. Mark A. Lehrer, PhD, Suffolk University

Sven Seehausen
Defended his dissertation on July 8, 2014, at ESCP Europe Berlin
„Kapitalstrukturentscheidungen in kleinen und mittleren Unternehmen“
Supervisor:
Prof. Dr. Ulrich Pape, ESCP Europe
Defense Committee:
Prof. Dr. Robert Wilken, ESCP Europe, President of the Committee
Prof. Dr. Ulrich Pape, ESCP Europe
Prof. Dr. Thomas Wrona, Technische Universität Hamburg-Harburg
Soon:

**Flavia Silveira Cardoso**  
**Defense scheduled on September 23rd, 2014 at Paris campus**  
Supervisors: Prof. Olivier Badot & Prof. Florence Pinot, ESCP Europe

**Aurélie Hémonnet-Goujot**  
**Defense scheduled on November 14th, 2014 at Paris campus**  
Supervisor: Prof. Delphine Manceau, ESCP Europe

They have a Job

- **Stéphane DESCHAINTRE**: Assistant Professor at ISG (Institut Supérieur de Gestion)
- **Aurélie HEMONNET-GOUJOT**: Research and Teaching Assistant (ATER), Faculty of Economics and Management - Aix Marseille University, CERGAM Research Laboratory
- **Marie HOLM**: Founder of Spirituality Science and Member of the Research Chair for Mindfulness, Well-being at Work and Economic Peace at Grenoble Ecole de Management
- **Sébastien PICARD**: Assistant Professor, Toulouse School of Management
- **Christelle THERON**: lecturer at Université Cergy-Pontoise

Publications

**Articles**


NGUYEN, Phuong, (2013), "Mothers’ Perceived Vulnerability, Perceived Threat and Intention to Administer Preventive Medication to Their Children", Contemporary Management Research, Vol.9, No.4, pp.399-418.


Contributions to books


Research Reports and other publications


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Academic Conferences


Nominee for EGOS’s "Best Paper" award


FLACHERE Isabelle, (2014), "Management Accounting Tools as Mediators of Organisational Change 8th International" EIASM Public Sector Conference, 2-4 September, Edinburgh, Scotland.

FRACCARO, Annalisa, MACE Sandrine, (2014)“Odd pricing and even pricing practices in luxury goods”, 2014 Monaco Symposium on Luxury, 10-11 April, Monaco.


MERCIER, Guillaume, THERON, Christelle (2014), « La bienveillance managériale à l’égard des collaborateurs : une approche attentionnelle », 25ème Congrès de l’AGRH, November 6-7, Chester, UK.

MEZIANI Nora, (2014), "When the Film Decides": The film as an Embodiment of Intuitive Decision”, 30th EGOS Colloquium, 30 June – 5 July, Rotterdam, Netherlands.


MOUSSU Christophe, PETIT-ROMEC, Arthur, (2014), RoeE in Banks Myth and Reality, Midwest Finance Association Annual Conference, 4-11 March, Orlando, USA.


SORREDA Thomas, (2014), « Une approche des décisions socialement critiquables par le ressenti du manager », 81ème Congrès de l’ACFAS (Association Francophone pour le Savoir), 12-16 May, Montréal, Canada.


Doctoral Colloquia and Workshops

BELGHITI Sara, (2014), “Shopping Experience and Ubiquitous Technologies”, 3rd BPF PhD Camp in ESCP Europe, 24 April, Paris, France


FRACCARO Annalisa: “Odd and even pricing applied to luxury goods”, Colloque Doctoral AFM, 13-16 Mai 2014, Montpellier, France.


LEON Xavier : 3èmes Rencontres - Atelier doctoral - Perspectives critiques en management d’un dispositif de recherche-formation clinique qui introduit des approches critiques auprès des managers de l’industrie pétrolière, 1-2 Avril 2014, Montpellier, France.


MAGNANI Florian, (2014), ”Definition of actions to spread and sustain Lean behaviors: the creation and the development of a Lean knowledge passing on by change agents”, EUROMA Workshop & Conference, 22-25 June, Palerme, Italy.


PHUNG Giang, (2014), ”Can Foreigners Improve the Efficiency of Emerging Market Banks? Evidence from the Vietnamese Strategic Partner Programme”, 3rd BPF PhD Camp in ESCP Europe, 24 April, Paris, France


SORREDA Thomas, (2014), ”An Approach to Socially Questionable Decisions by the Discourse of Managers – A Litterature Review”, 3rd BPF PhD Camp in ESCP Europe, 24 April, Paris, France

THERON Christelle : International Summer School on Practice Based Studies, Warwick Business School, 10-13 September 2013, Venice, Italy.

ZYLSTRA Andrew, (2014), ”The Role of Brand Signals for Institutional Investors”, 3rd BPF PhD Camp in ESCP Europe, 24 April, Paris, France


**Highlights**

„Best Paper Presentation Award“ of IAFDS 2014 goes to Martin Bierey, ESCP Europe Berlin

Martin Christian Bierey has won the „Best Paper Presentation Award“ at the 7th International Accounting & Finance Doctoral Symposium 2014 (IAFDS) that took place from the 16th to 18th of June 2014 at the Trondheim Business School, Trondheim, Norway.

Among other twenty-five participating PhD students from twelve different countries, Martin has presented a paper entitled "Long-term effects of corporate misreporting: How long credit ratings reflect the risks arising from intentional misstatements?" In the study, co-authored with Martin Schmidt, he examines how long firms suffer from intentional misstatements. The authors find out that subsequently to an intentional misstatement becoming publicly known, a firm’s credit rating is adversely affected for five years. The finding demonstrates that misreporting firms endure adverse consequences for an even longer period than documented in prior literature. By conducting a content analysis of rating reports, the authors were able to provide evidence on the types of risks that rating analysts are concerned of subsequently to a misstatement becoming publicly known: Most analysts were concerned of an increased liquidity risks that arises from misstatement-related bond covenant violations. In fact, this type of risk has been overlooked in prior misreporting literature.

Martin Christian Bierey is currently a PhD student and research associate with the Chair of International Accounting, ESCP Europe Berlin. His key research areas cover credit rating agencies’ assessment of accounting quality and accounting for financial instruments.

Cotutelle de Thèse between ESCP Europe, Berlin and Kedge Business School, Marseille

Sarah Schätzle, doctoral student at ESCP Europe Berlin, has successfully applied for external research funding of the Franco-German University to complete her PhD-Thesis in the framework of Cotutelle de Thèse between the ESCP Europe (Berlin, Germany) and Erocrine PhD Universa, a consortium of 3 KEDGE Business School, ICN Business School, and NEOMA Business School (France). The research funding of the Franco-German University covers travel expenses linked to Cotutelle de Thèse and is granted for two years. Sarah will conduct the research for her PhD-Thesis entitled "Kultur als Indikator bei der grenzüberschreitenden Zuliefererbewertung: Der Einfluss des Herkunftslandes auf die Lieferantenbewertung in Europa" under the supervision of two doctoral advisers Prof. Dr. Frank Jacob and Prof. Bernard Cova representing both higher education institutions in Germany and France. Upon the successful completion Sarah will be granted doctoral degree of both institutions cooperating in Cotutelle de Thèse.

Sarah Schätzle is currently a PhD student and research assistant with the Chair of Marketing, ESCP Europe Berlin.
CEFAG Programme 2014

This year, 4 ESCP Europe Paris candidates were admitted. Congratulations to Emmanuelle Garbe, Nora Meziani, Arthur Petit-Romec & Anissa Pomiès.

What is the CEFAG?

CEFAG is a selective programme. It aims to support doctoral programmes in fostering exchanges between young Researchers and supervisors, and bring an international dimension to their careers. The programme consists in 2 steps:

- 2 seminars
- A minimum 1 month Research Visiting Stay abroad, or an EDEN doctoral seminar.

Events

Joint Seminar Paris-Berlin: Publication Workshop

This year, the joint Seminar on publishing scientific articles gathering 1st year students from Paris and Berlin programmes, took place in Paris, on 19 & 20 June, with a subsidy of the Franco-German University (UFA).

Robert Wilken & Hervé Laroche coordinated the workshop. Houdou Basse Mama, Erk Piening, and Robert Wilken (Berlin), as well as Pramuan Bunkanwanicha, Maral Muratbekova-Touron, and Fabrizio Zerbini (Paris) were involved in teaching.

ESCP Europe Paris Campus hosted the 3rd BPF PhD Camp, organised by BPF (Business PhDs in France) on 24 April 2014.

The PhD Camp is an annual event that has been held previously at ESSEC and HEC. It offers an opportunity to PhD students to present papers and to get meaningful feedbacks from colleagues in a friendly atmosphere. This year, we had 90 participants (50 papers presented) from 10 countries at ESCP Europe and we granted 5 best paper awards for the following concentrations: economics, finance, marketing, organization and strategy. The organisation is carried out by PhD students in a structure called BPF (Business PhD in France).
Publication-Seminar with Professor Anne-Wil Harzing in Berlin

The Publication-Seminar with Anne-Wil Harzing, Research Professor and Research Development Advisor at the ESCP Europe, London Campus took place on the 30th of June - 1st of July 2014 in Berlin. In her presentations "Publishing in Good Journals" und "From Publication to Impact", Professor Harzing shared with the research staff of the ESCP Europe some valuable practical tips regarding publication strategies, "friendly reviewing“ as well as promotion and dissemination of research results. The two-day seminar for professors and doctoral students of the ESCP Europe was organized by Professor Robert Wilken, Research Delegate, Chair of International Marketing at ESCP Europe, Berlin Campus.

Upcoming Events

3rd EIASM-Workshop on "Talent Management"

On October 13th and 14th 2014 the ESCP Europe Berlin Campus organizes the 3rd Talent Management Workshop of the European Institute for Advanced Studies in Management (EIASM). The Chairpersons of the Workshop are David Collings (Dublin City University), Marion Festing (ESCP Europe Berlin), Hugh Scullion (National University of Ireland Galway) and Vlad Vaiman (California Lutheran University). The Workshop creates a forum for academic exchange of conceptual and empirical research in the area of talent management. The Keynote Speech will be delivered by Professor Paul Evans (INSEAD) on "Taking Talent from the Corporate to the Macro Arena: The Global Talent Competitiveness Index”. For further information please visit the website of EIASM.

Research-Seminar with Professor Marnik Dekimpe from Tilburg University und KU Leuven

The Research-Seminar with Professor Marnik Dekimpe from Tilburg University und KU Leuven will take place on the 27th of October 2014 on the Berlin Campus of the ESCP Europe. The seminar for experienced researchers and doctoral students will comprise two sessions: “Long-run time series techniques [in marketing]” and “Publishing” and will foresee sufficient time for Questions & Answers, giving the research staff an opportunity for exchange of experience and clarification of specific questions.
New Research Habilitations (HDR)

Prof. Michael Haenlein, Marketing Department
Defended on November 18th, 2013
« La gestion de la relation client dans un monde connecté »
Supervisor : Prof. Olivier Badot, ESCP Europe

Prof. Maral Muratbekova-Touron,
Strategy, Organizational Behavior and Human Resources Department
Defended on March 17th, 2014
"Les enjeux du transfert des pratiques de ressources humaines entre les entreprises multinationales de pays développés et celles de pays en développement"
Supervisors : Prof. Franck Bournois & Prof. Jean-François Lemoine, Université Paris 1 Panthéon-Sorbonne

Prof. Benjamin Voyer, Marketing Department
Defended on May 28th, 2014
"Contributions pour une meilleure compréhension du concept de soi indépendant et interdépendant et de ses applications en Sciences de Gestion"
Supervisor : Prof., Université Paris 1 Panthéon-Sorbonne

Soon :

Prof. Jérémy Moralès, Management Control Department
Defense scheduled on October 6th 2014

Prof. Claire Dambrin, Management Control Department
Defense scheduled on November 3rd 2014
2014-2015 Paris Agenda

Welcome Ceremony of the Ecole Doctorale de Management Panthéon-Sorbonne:
September 24, 2014

Paris Welcome Seminar: September 25, 26, 2014

Paris Ph.D. Courses:
Courses will take place on the following dates:

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<td>September 29, to October 3, 2014</td>
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<td>October, 20 to 24 2014</td>
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<td>November, 3 to 7, 2014</td>
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<td>Week 4</td>
<td>November, 24 to 28, 2014</td>
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<td>Week 5</td>
<td>December, 8 to 12, 2014</td>
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<td>January, 5 to 9, 2015</td>
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<td>Week 7</td>
<td>January, 26 to 30, 2015</td>
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<td>Week 8</td>
<td>February, 16 to 20, 2015</td>
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<td>Week 9</td>
<td>March, 2 to 6, 2015</td>
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<td>March, 23 to 27, 2015</td>
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<td>Week 11</td>
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2014-2015 Berlin Agenda

September 24, 2014 - Research Colloquium (No. 1)
September 25, 2014 – Semester Opening
October 16, 2014 – Certification Awarding Ceremony
October 27, 2014 – Research Talks (time series / publishing) by Prof. Marnik Dekimpe
December 08, 2014 – Research Colloquium (No. 2)
December 8 to 12, 2014 – Module Week
February 02, 2015 – Research Colloquium (No. 3)
February 02 to 06, 2015 – Module Week
May 06, 2015 – Research Colloquium (No. 4)
May 04 to 08, 2015 – Module Week
www.escpeurope.eu

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Paris / Berlin

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