

**DOCTORAL FORUM**  
**30 MAY 2017**

**PROGRAM**

12:00 Welcome Sandwich lunch

13:00 Introduction to the Doctoral Forum by DSM President

Prof Per AGRELL

13:15 **My research in 180s contest**

- Kamila MOULAÏ – UCLouvain – LouRIM (CRECIS)  
*Bolognese sauce to reconcile Self-initiated expatriates to companies*
- Christophe DESAGRE - UCLouvain – IMMAQ (LFIN)  
*The impact of technological innovations in financial markets*
- Vu NGUYEN HUYNH ANH – UCLouvain - LouRIM (CEMIS)  
*GI-Tropos: Aligning Requirements-Driven Software Processes with IT Governance*  
*Consumer behavior issues*
- Thomas HARCADIAUX - UCLouvain – IMMAQ (CORE)  
*Improving supply chain efficiency using horizontal cooperation*
- Roxane DE HOE - UCLouvain – LouRIM (CRECIS)  
*Failure as a step towards success*
- Nabil BOUMESSAOUDI - UCLouvain  
Information Financière (IF) Vs. Information non-Financière (INF) ?  
Etude de cas : Bourse de valeur de Casablanca
- Amélie WUILLAUME - UCLouvain – LouRIM (CRECIS)  
*Crowdfunding? A story of words*

## 14:00 Thematic workshops

### – Operations and information systems

1. Hassan HAIDAR – UCLouvain – LouRIM (CEMIS)  
*AMITS<sup>3</sup>: an Agile Product Line Engineering Approach*
2. Vu NGUYEN HUYNH ANH – UCLouvain - LouRIM (CEMIS)  
*GI-Tropos: Aligning Requirements-Driven Software Processes with IT Governance*
3. Thomas HACARDIAUX – UCLouvain - IMMAQ (CORE)  
*The Benefits of Horizontal Cooperation for Supply Chain Management.  
A Supply Chain Network Design Model to Assess the Benefits of Horizontal Cooperation*

### – Consumer behavior issues

1. Pauline MUNTEN - UCLouvain - LouRIM (CCMS)  
*Curbing product obsolescence: how and why reparability information impact product perceived quality and consumers' purchase intentions*
2. Iskra HERAK – UCLouvain - LouRIM (CERMA)  
*Perception of humanness in advertisement*
3. Etienne DENIS – UCLouvain – LouRIM (CERMA)  
*When social recognition inhibits prosocial behaviors: the case of charitable giving?*
4. Fanny CAMBIER – UCLouvain - LouRIM (CERMA)  
*Non-participants and brands' communication of co-creational efforts: a matter of trust.*

### – Organizational strategy

1. Paulami MITRA – UCLouvain – LouRIM, IESEG School of Management, France  
*The antecedents and the process of hybrid organising in social entrepreneurship*
2. Cécile GODFROID – UMONS  
*Facilitating Organizational Identification in Hybrid Organizations:  
Managerial Actions, Essential Actors and Reinforcing Factors.*
3. Nathanaël BETTI – UCLouvain - LouRIM (CRECIS)  
*The relationship between the organizational strategy and culture and the internal audit scope and role: An exploratory research.*

## 15:30 Coffee break

## 15:45 Thematic workshops continued

### – E-business

1. Thomas LECLERCQ – UCLouvain - LouRIM (CERMA)  
*Gamification, a flawless strategy?*
2. Pauline CLAEYS – UCLouvain - LouRIM (CERMA)  
*Product Placement in the e-fluencer landscape*

### – Finance

1. Cyrille DOSSOUGOIN – UCLouvain – LFIN (CORE)  
*Measuring sovereign risk spillovers and assessing the role of transmission channels: A spatial econometrics approach*
2. Christophe DESAGRE – UCLouvain – IMMAQ (LFIN)  
*Essays on technological innovations in finance: Do retail investors still look at financial statements?*
3. Nabil BOUMESSAOUDI - UMons  
*Financial Information Vs. Non-Financial Information  
Case Study: Casablanca Stock Exchange*

### – Organizational network and employee issues

1. Alice SANNA – UCLouvain - LouRIM (FIN)  
*The Financing systems of students' mobility. A study case: Ecuador*
2. Kamila MOULAÏ – UCLouvain - LouRIM (CRECIS)  
*Self-initiated expatriation: Why is it crucial to understand this trend in terms of geographic job mobility?*
3. Charlotte DE KORT – UCLouvain - LouRIM (CRECIS)  
*Management of inter-organizational networks: a case study*

17:00 Award presentation for the contest My research in 180s and closing drink