

THE SEVENTEENTH DAY OF SCIENTIFIC COLLABORATION
BETWEEN THE DOCTORAL SCHOOLS IN MANAGEMENT SCIENCE
UNIVERSITÉ PARIS I-PANTHÉON-SORBONNE
AND UNIVERSITÉ LIBRE DE BRUXELLES



THURSDAY 19 MARCH 2020
BUILDING SBS-EM – ROOM R42.2.110
UNIVERSITÉ LIBRE DE BRUXELLES



10.00: Welcome to all participants - *Atrium*

Introduction : **Jean-François LEMOINE** (Sorbonne) & **François RYCX** (ULB)

Chairperson: **François RYCX** (ULB)

10.30 – 11.00: **Héla BEN MILED CHERIF** (Sorbonne), *Relation entre e-leader d'opinion et la marque: de l'attachement à l'amour de la marque dans une communauté virtuelle*

11.00 – 12.00: PhD students' presentations

- **Edouard NOUVELLON** (ULB), *US Treasury Callable Bond: Which Decision Rule?*
- **Ahmed KHALED FAROUK SOLIMAN** (Sorbonne), *The Effects of the Corporate Social Responsibility Performance on the Idiosyncratic Volatility in Europe*

12.00 – 14.00: Lunch

Chairperson: **Roland GILLET** (Sorbonne)

14.00 – 14.30: **Judith BEHRENS** (ULB), *Team Members' Work Engagement in Entrepreneurial Projects: The Role of Project Failure Frequency and Teams*

14.30 – 15.30: PhD students' presentations

- **Ghalia BOUSTANI** (Sorbonne), *Les caractéristiques de l'atmosphère d'un magasin éphémère : le cas de magasins éphémères à vocation commerciale ou événementielle*
- **Julien GOSSÉ** (ULB), *The Value of Platform Strategy: It's the Ecosystem, Stupid!*

15.30 – 15.50: Coffee break

15.50 – 16.50: PhD students' presentations

- **Loredana CULTRERA** (UMons), *Estimating the Benefit Incidence of a Rescue Plan to Prevent Bankruptcy by Propensity Score Matching*
- **Philippe COLAUTTI** (Sorbonne), *La participation des usagers comme facteur de transformation du projet associatif*

16.50 – 17.00: Conclusion of the day: **Roland GILLET** (Sorbonne) & **François RYCX** (ULB)

Each intervention will last: 20 min. of presentation and 10 min. of Q&A

With participation IAE Paris, UMons and ULg.

