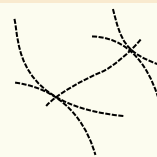


ÉCOLE DOCTORALE

Sciences  
Économiques  
Gestion

ED  
SEC

Vilfredo Pareto Doctorate  
in Economics



Vilfredo Pareto  
Doctoral Program in Economics  
Università di Torino

ÉCOLE DOCTORALE SCIENCES ÉCONOMIQUES ET DE GESTION  
*PERSTARE ET PRAESTARE*

# 3rd Lyon - Turin Economics and Management PhD WORKSHOP

June 29-30, 2015

Université de Lyon 92 rue Pasteur 69007 Lyon

PROGRAM

## MONDAY, JUNE 29, 2015

8h30 – 9h00 : Registration / Breakfast, room 103/104 (Univ. Lyon)

9h00 – 9h30 : Welcom address : Andrea GALLICE (Univ. Turin), Jean-Yves LESUEUR (Univ. Lyon), room 101 (IUT Lyon 3)

**9h30 – 10h30**

**Session : A1 to A3**

### A1 - Room 101 (IUT Lyon 3)

#### Innovation and economic development

Chair: Camille CORNAND (UdL, GATE)

Xiaofei MA (Lyon, GATE), *Age Structure, Sectoral Mobility and the Rise of Services*

Alexander JORDAN (Torino), *Cultural Barriers and Resistance to Change: The Case of Fertilizer Adoption in Ethiopia*

### A2 - Room 104 (IUT Lyon 3)

#### History of economic analysis

Chair: Nicolas CHAIGNEAU (UdL, TRIANGLE)

Alban MATHIEU (Lyon, TRIANGLE), *The political construction of the Economic and Monetary Union: a contradiction?*

Adrien LUTZ (Lyon, GATE), *The rejection of egalitarianism by the Saint-Simonians*

### A3 - Room 108 (IUT Lyon 3)

#### Family economics

Chair: Jean-Louis RULLIÈRE (UdL, GATE)

Enrica Maria MARTINO (Torino), *Exploring the impact of early childhood education on non-cognitive outcomes*

Daniela PIAZZALUNGA (Torino), *The impact of marriage property law on marriage and spouses' marriage-specific investment*

10h30 – 11h00: Coffee break, room 103/104 (Univ. Lyon)

**11h00 – 12h30**

**Session B1 to B3**

**B1 - Room 101** (IUT Lyon 3)

**Network and innovation**

Chair: Stéphane ROBIN (UdL, GATE)

Clément GORIN (Lyon, GATE), **What drives inventor's mobility across European urban areas**

Marco Le MOGLIE (Torino), **"Mafia Inc.": When godfathers become entrepreneurs**

Silvia ROCCHETTA (Torino), **Are Torino "technological automotive district" and Brescia automotive cluster resilient local systems of innovation ?**

**B2 - Room 104** (IUT Lyon 3)

**Applied econometrics**

Chair: Sylvie DEMURGER (UdL, GATE)

Hélène BOUSCASSE (Lyon, LET), **An application of structural equation modeling to explain modal choice using psychological variables**

Elena GRINZA (Torino), **Part-time Work and Firm Productivity: Evidence from Italy**

Soffana MADANI (Lyon, SAF), **Kernel intensity estimation for counting processes**

**B3 - Room 108** (IUT Lyon 3)

**Public economics**

Chair: Sonia PATY (UdL, GATE)

Pierre BASCK (Lyon, LET), **Congestion Charge in Gothenburg: A new Equity Approach**

Maria PEREZ HERRERO (Lyon, LET), **Towards a rail congestion formalization from a consumer perspective**

Zhejin ZHAO (Lyon, GATE), **The impact of rent control: investigations on historical data in the city of Lyon**

12h30: Lunch, room 103/104 (Univ. Lyon)

MONDAY, JUNE 29, 2015

14h30 – 16h00

Session : C1 to C3

**C1 - Room 101** (IUT Lyon 3)

**Financial market**

Chair: Christian ROBERT (UdL, SAF)

Jing LI (Torino), **Robustness Effects on Term structure of Bonds**

Li SHEN (Lyon, COACTIS), **Optimal Asset-Liability Management of Issuers of Variable Annuities with Guarantees**

Andrea ROMEO (Torino), **Multivariate Levy Models: implementation on MBRC**

**C2 - Room 104** (IUT Lyon 3)

**Labor economics**

Chair: Andrea GALLICE (Torino)

Bernardo FANFANI (Torino), **The Gender Wage Gap Among Italian Employees Evidences from the ISFOL PLUS Database**

Thibaud MAZERM (Lyon, GATE), **Talking stick and carrot : an experimental study on communication in piece-rate**

Guiseppe SORRENTI (Torino), **The Spanish or the German apartment? Study abroad related outcomes and its recognition by the labour market.**

**C3 - Room 108** (IUT Lyon 3)

**Health economics**

Chair: Izabela JELOVAC (UdL, GATE)

Chiara ARDITO (Torino), **The impact of unemployment on health. Evidence from Italian Register Data**

Marine GENTON (Lyon, GATE), **Analyzing individual perceptions of cancer risks associated with environmental factors**

Jennifer MARGIER (Lyon, GATE), **Eliciting healthcare users' preferences for home care versus hospital care in cancer: development of a decision aid integrating a contingent valuation survey**

16h00 – 16h30: coffee break, room 103/104 (Univ. Lyon)

**16h30 – 18h00**

**Session D1 to D3**

**D1 - Room 101** (IUT Lyon 3)

**Risk and finance**

Chair: Frédéric PLANCHET (UdL, SAF)

Ines MATOUSSI (Lyon, SAF), **Premiums sovereign CDS's Assessment before and during crises: Based on the French market Data**

Naama TRAD (Lyon, GATE), **Bank Risk in an Islamic Financial System : Inter-temporal Comparative Study**

Khalil SAID (Lyon, SAF), **On capital allocation by minimizing multivariate risk indicators**

**D2 - Room 104** (IUT Lyon 3)

**Competition and price**

Chair: Philippe SOLAL (UdL, SAF)

Thibault GUICHERD (Lyon, TRIANGLE), **Chamberlin and the question of duopoly.**

Andrea GALLICE (Torino), **Curious about the price? Bidding behavior in Price Reveal Auctions**

Joachim DE PAOLI (Lyon, TRIANGLE), **Clément Colson and the economics of his time**

**D3 - Room 108** (IUT Lyon 3)

**Economics growth and development**

Chair: Aurélien EYQUEM (UdL, GATE)

Carolina GUEVARA (Lyon, GATE), **Impact of agglomeration on the regional growth of Latin American countries**

Amah KOUEVI (Lyon, MAGELLAN), **Moral Economy as Requirement in Industrial Strategies in sub-Saharan Africa**

Nadine MARMAI (Torino), **At the origin of development: Understanding agricultural markets in developing countries**

19H30: Social Dinner

**TUESDAY , JUNE 30, 2015**

8H30 – 9H00 : Breakfast, room 103/104 (Univ. Lyon)

**9H00 – 10h30**

**Session E1 to E3**

**E1 - Room 101** (IUT Lyon 3)

### **Performance and CSR**

Chair: Valérie REVEST (UdL, TRIANGLE)

Laurence COHEN (Lyon, Magellan), **Co-investment by Business Angels and Venture Capitalists in young technologic firms: Implications in terms of governance and effects on growth.**

Lyes MAZARI (Lyon, COACTIS), **CSR, as the purchaser's legitimacy lever? The case of transfer of an SME**

Thomas ROUVEURE (Lyon, Magellan), **Towards a global performance of the young companies : the role of entrepreneurship support structures**

**E2 - Room 104** (IUT Lyon 3)

### **Management**

Chair: Christophe EVERAERE (UdL, Magellan)

Luis BUENO (Lyon, Magellan), **Quality management» or «management quality» to the success of an export development strategy of innovative in a TPE (small businesses)**

Younes EL MANZANI (Lyon, Magellan), **Marketing role in the relationship between quality management and product innovation performance.**

Nathalie GIMENES (Lyon, Magellan), **Towards a Responsible Business Model?**

**E3 - Room 108** (IUT Lyon 3)

### **Purchasing behavior and packaging**

Chair: Laure AMBROISE (UdL, COACTIS)

Margot RACAT (Lyon, Magellan), **The role of product tactile perception in online purchasing behavior.**

Fanny THOMAS (Lyon, Magellan), **Cognitive load and visual cues complexity on packaging: effects on consumers' attitude**

10H30 – 11H00: Coffee break, room 103/104 (Univ. Lyon)

**14h30 – 16h00**

**G1 - Room 101** (IUT Lyon 3)

### **Organization**

Chair: Martine SEVILLE (UdL, COACTIS)

Sébastien DERIEUX (Lyon, Magellan), **Continuity along with Revision? Community Memory and Organizational Identity**

Nathalie JEANNEROD (Lyon, Magellan), **Risks and opportunities of generational renewal in working groups: action research at ERDF**

Hélène MONIER (Lyon, Magellan), **Managing emotions in the workplace: what individual and collective emotional regulation in jobs having emotional incidents?**

**11H00 – 12H30**

**Session F1 to F3**

**F1 - Room 101** (IUT Lyon 3)

### International

Chair: Ulrike MAYRHOFER (UdL, Magellan)

Sanata DIABATE (Lyon, COACTIS), **The Poor Consumer Facing Sustainable Development Stakes in Africa: Case of Mali**

Fabio SALIBA (Lyon, Magellan), **The generation and propagation of the energy change in an advertising agency in Brazil.**

Johannes WALLMEROETH (Lyon, Magellan), **Determinants of Venture Capital in Emerging Markets**

**F2 - Room 104** (IUT Lyon 3)

### Innovation

Chair: Caroline HUSSLER (UdL, Magellan)

William SAINT FLEUR (Lyon, Magellan), **Study of the relationships between quality of management and mobilization behaviors at work**

Jérémy SALMERON (Lyon, Magellan), **Managing the dialectic between exploration and exploitation innovation process in services organization?**

Amadou LO (Lyon, Magellan), **The internal Fab Lab: A management device for innovation at the time of the new digital era - The case of Renault**

**F3 - Room 108** (IUT Lyon 3)

### Consumption practices

Chair: Sonia CAPELLI (UdL, Magellan)

Mehdi BOUANANI (Lyon, COACTIS), **The acculturation of west consumption practices by young consumers of postcolonial societies**

Sonja PRENTOVIC (Lyon, COACTIS), **Experiencing vulnerability in art consumption – A case of French adolescents**

Fanjuan SHI (Lyon, Magellan), **Maintain Competitive Edges in Omnichannel Retailing**

12H30: Lunch, room 103/104 (Univ. Lyon)

**Session : G1 to G2**

**G2 - Room 104** (IUT Lyon 3)

### Marketing

Chair: Isabelle PRIM-ALLAZ (UdL, COACTIS)

Anna MARDUMYAN (Lyon, Magellan), **How to manage customer relations after double deviation?**

Jean de Dieu KAGAMBEGA (Lyon, SAF), **Social and solidarity economy organizations (SSE): from fundamental principles up to valorization**

Charlotte LECUYER (Lyon, Magellan) **Does CSR means Performance for consumers?**

16h00 – 16h30: Delivery of first year level graduates' certificate (ED SEG PhD students) – Room 101 (IUT Lyon 3)

Contact :

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**École Doctorale Sciences Economiques et de Gestion  
Université Jean Moulin Lyon 3**

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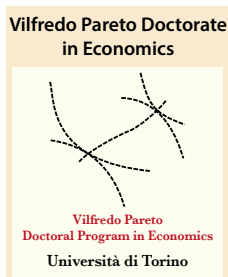
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