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)
## 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)**
### 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 SOHAL (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 WALLMEROTH (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 :
Sandrine Brunet
sandrine.brunet@univ-lyon3.fr

École Doctorale Sciences Economiques et de Gestion
Université Jean Moulin Lyon 3
6, cours Albert Thomas
Manufacture des Tabacs - Aile D - Mezzanine
BP 8242 - 69355 Lyon cedex 08
Tél. : 00 33 (0)4 78 78 76 67
Fax : 00 33 (0)4 78 78 76 66