

ECNU-UdL Joint Workshop on Innovation, Finance & Marketing (19~20, Nov., 2017)

C.V. French and Chinese Researchers

Laurent Vilanova, PhD, Professor, Université Lumière Lyon 2, Coactis Lab

Laurent VILANOVA is a Professor of Finance in the University Lumière Lyon 2 and a researcher in the lab CoActis. Laurent's research is at the crossroads of corporate finance, entrepreneurship, and managerial economics. His recent research analyzes how the cognition and the personality of entrepreneurs and CEOs affect their firm's financing and performance. Another strand of his research analyzes how firms manage stakeholder diversity and Corporate Social Responsibility (CSR).

In order to deal with these questions, Laurent used a variety of approaches, including contract and game theory, laboratory studies, case studies and field studies. His research has been published in European Management Journal, Finance, Bankers Markets and Investors, etc.

His PHD thesis at IAE Aix-en-Provence was awarded the prize for the best thesis in corporate finance by the French Association of Finance (AFFI).

Resume: <http://coactis.org/staff/vilanova-laurent/>

Ivana Vitanova, PhD, Professor, University Lumière Lyon 2, Coactis Lab

Ivana Vitanova is an Associate Professor of Finance in University Lyon 2 and a researcher in Coactis since September 2015. She is co-managing the Behavioural Finance and Governance team in the research center Coactis.

Ivana's research topics include: (i) CEO overconfidence (antecedents, effects on performance, and relationships with corporate governance); (ii) entrepreneurs' personalities and beliefs (self-efficacy, perceived uncertainty, humility and regulatory focus) and their effect on venture emergence and venture financing; (iii) corporate tournaments and the role of incumbent CEOs and their personalities in the outcome of the game.

Research on these topics comprises both empirical and theoretical papers. Empirically, classical field studies using survival models, logistic regressions and Process mediation/moderation analysis are used on PSED data to test the effect of different kinds of entrepreneurial confidence on the probability of venture emergence. In addition, impact studies including difference-in-differences analysis of Capita IQ and hand-collected data is used to test the effect of CEO overconfidence on the performance of public firms in the US. A more recent study on the same data analyzes the antecedents of CEO overconfidence. At last, a field experiment administered upon small business consultants and VC investors is currently in preparation in the goal of testing the effect of entrepreneur's personality on the probability of obtaining venture financing. Theoretical papers include a formalized contract theory model studying corporate tournaments, a conceptual mediation model in entrepreneurship and a systematic review of literature on the topic of CEO overconfidence.

Jean-François Gajewski, Full Professor, University Jean Moulin Lyon 3, IAE Lyon School of Management, MAGELLAN

Jean-François GAJEWSKI is a Professor of Finance in IAE Lyon School of Management and a researcher in the lab MAGELLAN. He is the head of the Finance team inside the lab.

Jean-François's research is at the crossroads of corporate finance and financial markets and is part of the field of behavioral finance from the point of view of both executives and investors. They focus on the general theme of information (financial and extra-financial) and financial markets.

The main goal of his research is to analyze how the managers take their financial decisions which affect the life of the company (IPOs, Financial Communication, CSR Information, Equity issues, ...), and how the investors integrate this kind of information into their investment decisions.

In order to analyze the actors' behavior during the financial decision-making process, he first used an empirical approach based on the tools developed in market microstructure and then used the experimental methodology. More recently, his research in Neurofinance makes it possible to better understand the behavior of the human being in a situation to take a financial decision.

His research has been published in several academic journals such as Financial Management, Review of Finance, Journal of Corporate Finance, Journal of Banking and Finance, European Accounting Review, European Financial Management, Bankers Markets and Investors, Journal of Behavioral Finance, Advances in international Accounting, International Journal of Accounting, etc. Jean-François is also an Associate Editor of 3 academic reviews (Finance, Finance Contrôle Stratégie, European Journal of Finance).

After having completed all his studies until the PhD at Paris-Dauphine University, he was awarded the prize for the best thesis in Finance by the Paris Bourse and received a grant to publish his thesis, from the Ministry of Higher Education and Research.

Resume: http://iae.univ-lyon3.fr/m-gajewski-jean-francois-1087186.kjsp?RH=1410340140399&RF=ANNU_IAE

Kiane Goudarzi, Marketing, Full Professor IAE Lyon (University Jean Moulin Lyon 3), Magellan

Kiane Goudarzi is a specialist in service management. His Phd in Management from Aix Marseille University focuses on the socialization of service customers to the organization. He received the price of the best academic marketing Phd in 2006 and got also a price from a practitioner committee delivering a best managerial PhD price in 2005. He is organizing the Lalonde service conference on service management known worldwide in the service research community.

His research focuses on customer role management (co clients roles, logistics roles), Customer Relationship Management (customer experience, service quality, satisfaction, complaint management, socialization, trust and organizational identification), frontline employee management and its impact on customer satisfaction (frontline employee role in service brands, emotional labour, employee wellbeing and customer satisfaction) and the transition to service of industrial companies (servitization).

He worked with many public and private organizations (Nantes local department, Besançon city, IKEA, Conforama, Barrières Casinos, Ubisoft, SNCF ... His research has been published in Recherches et Applications Marketing, Journal of Business Research, International Journal of Operations and Production Management, Journal of Service Management, International Review of Administrative Science, Revue Française de Gestion, Décisions Marketing and Politique et Management public.

Resume: http://iae.univ-lyon3.fr/m-goudarzi-kiane-1018750.kjsp?RF=ANNU_IAE

Fabio Bertoni, PhD, Professor, emlyon, Associate Dean for Research

Resume: <http://www.em-lyon.com/fr/faculte-recherche-enseignement-superieur/faculte-recherche-emlyon/corps-professoral/Professeurs-permanents/Fabio-Bertoni>

Bertrand Maillet, HDR, Professor, emlyon

Resume: <http://www.em-lyon.com/fr/faculte-recherche-enseignement-superieur/faculte-recherche-emlyon/corps-professoral/Professeurs-permanents/Bertrand-MAILLET>

Olivier Le courtois, HDR, Professor, emlyon

Olivier Le Courtois is a Professor of Finance and Insurance at emlyon business school. Alumnus of ENS Lyon, agrégé de sciences physiques, PhD, HDR, Associate of the Society of Actuaries, CFA, CERA, FRM, he has an eighteen year experience in model construction and auditing. Specialized in the management of extreme risks in finance and insurance, he published a book with Imperial College Press, and research papers in, e. g., the Journal of Banking and Finance, the Journal of Derivatives and Mathematical Finance. His research contributions received seven awards.

Resume: <http://www.em-lyon.com/fr/faculte-recherche-enseignement-superieur/faculte-recherche-emlyon/corps-professoral/Professeurs-permanents/Olivier-LE-COURTOIS>

Xia Xu, emlyon

Xia Xu is now a research assistant and teaching assistant at emlyon business school and a PhD candidate at Université Lumière Lyon 2. His research interests are investor behavior, market efficiency and stochastic dominance.

HE Jiaxun, Ph.D. Marketing, Full Professor

HE Jiaxun (Ph.D.) is Professor and Co-Dean of Asia Europe Business School at East China Normal University. Dr. He is the founder and director of Institute for Nation(al) Branding Strategy (INBS) established in 2016. He was honored the title of Distinguished Visiting Professor of Marketing at the University of North Carolina at Chapel Hill (2011-2012). His research focuses on customer-based brand equity and brand relationships, cross-cultural consumer behavior, branding in emerging markets and global branding. Dr. He is the co-editor of Brand Management in Emerging Markets: Theories and Practices (IGI Global, 2014). His publications have appeared in many international scholarly journals, including Journal of Business Research, International Marketing Review, Computers in Human Behavior, Frontiers of Business Research in China, Journal of Chinese Entrepreneurship, and Nankai Business Review International, among others. Dr. He can be contacted at: jxhe@dbm.ecnu.edu.cn.

DU Gang, Ph.D Associate Professor

*Principle Investigator
Associate Professor
Faculty of Economics and Management
East China Normal University
Minhang District, Shanghai, China*

Dr. DU Gang received the Ph.D. degree from 2011 in Department of Industrial Engineering and Logistics Management, Shanghai Jiaotong University, Shanghai, China. From 2011 to 2013, he was a research fellow in National University of Singapore. Currently, Dr. DU is an associate professor in Faculty of Economics and Management, East China Normal University.

Major Research Projects: he is a Principal Investigator of National Science Foundation of China, the ministry of education humanities and social science project, Shanghai Pu Jiang project, and more than 10 business cooperation projects. Especially, he has published more than 40 academic papers, most of these journal papers indexed by SCI/SSCI.

His research interests focus on Operation management, Business Analysis, Logistics and supply chain management

YUAN Yuan, Ph.D Associate Professor

Educational Background

- March 2008: Ph.D in Economics, Hosei University, Tokyo, Japan*
- March 2004: M.A. in Economics, Hosei University, Tokyo, Japan*
- June 1999: B.A. in Economics, Central University of Finance and Economics, Beijing, China*

Field of Specialization:

Corporate Finance, Corporate Governance, Technology and Innovation, East Asian Economies

Publication:

- “Bank diversification and monetary policy” (Hiroshi Gunji and Yuan Yuan), forthcoming, Applied*

Economics Letters.

• “The Panzar-Rosse statistic revised” (Hiroshi Gunji and Yuan Yuan), forthcoming, *Theoretical Economics Letters.*

• “Impact of leverage on investment by major shareholders: Evidence from listed firms in China” (Yuan Yuan and Kazuyuki Motohashi) *China Economic Journal* 7, pp.299-319, Routledge, 2014.

• “Impact of leverage on investment by major shareholders: Evidence from listed firms in China” (Yuan Yuan and Kazuyuki Motohashi) *China Economic Journal* 7, pp.299-319, Routledge, 2014.

• “Effect of privatization on export through changes in productivity and financial factors” (Yasuyuki Todo, Tomohiko Inui, and Yuan Yuan) *Comparative Economic Studies* 58, pp.536-555, Palgrave, 2014.

• “Cross-border acquisitions in a transition economy: The recent experiences of China and India” (Mamoru Nagano and Yuan Yuan) *Journal of Asian Economics* 24, pp.66-79, Elsevier, 2013.

• “Productivity impact of technology spillover from multinationals to local firms: Comparing China’s automobile and electronics industries” (Kazuyuki Motohashi and Yuan Yuan) *Research Policy* 39, pp.790-798, Elsevier, 2010.

WANG Xuehua, Ph.D Associate Professor

EDUCATION

09/2003—11/2007 City University of Hong Kong, Ph.D. in Marketing

09/2000—07/2003 Shandong University, M.Phil. in Marketing

09/1996—07/2000 Shandong University, Bachelor in Business Administration

WORKING EXPERIENCES

09/2017—Present, Associate Professor, Asia Europe Business School, Faculty of Economics and Management, East China Normal University

07/2013—08/2017, Associate Professor of Marketing, Shanghai University of Finance and Economics

07/2010—06/2013, Assistant Professor of Marketing, Shanghai University of Finance and Economics

09/2007—06/2010, Assistant professor of Marketing, Macau University of Science and Technology

09/2006—06/2007, Lecturer of Marketing, City University of Hong Kong

PUBLICATIONS

1. Wang, Xuehua, Xiaoyu Wang, Xiang Fang, and Qingyun Jiang (forthcoming), “Power Distance Belief and Brand Personality Evaluations,” *Journal of Business Research*.

2. Wang, Xuehua and Hean Tat Keh (2017), “Consumer Susceptibility to Cross-Selling Persuasion: The Roles of Self-Construal and Interpersonal Harmony,” *Journal of Retailing and Consumer Services*, 34 (1), 177-184.

3. Wang, Xuehua, Wing Chi Chow, Zhilin Yang, and Jennifer Y.M. Lai (2014), “Market Signals: Web Site Investment and Physical Store Existence,” *Asia Pacific Journal of Marketing and Logistics*, 26 (1), 94-113.

4. Wang, Xuehua, Cheris W. C. Chow, and Chung Leung Luk (2013), “Does Service Employee Arrogance Discourage Sales of Luxury Brands in Emerging Economies?” *Psychology & Marketing*, 30 (10), 918-933. (SSCI) 2

ZHANG Yupeng, Ph.D Assistant Professor

Assistant Professor of Economics, Faculty of Economics and Management, East China Normal University

Shanghai, 200241, China

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Fields of Interests includes: Empirical Corporate Finance, International Finance, Economy of China

WANG Chu, *Ph.D Assistant Professor*

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EDUCATION

Ph.D., Economics, Texas A&M University, Aug 2009 ~ May 2016 Dissertation: Essays on Patent Policies

RESEARCH INTERESTS / EXPERTISE

Applied Microeconomic Theory, Industrial Organization, Mechanism Design

WORKING PAPER

“Entry, Settlement and Litigation under Sequential Innovation” (Job Market Paper), with Silvana Krasteva and Priyanka Sharma

“Optimal Patent Design”, with Guoqiang Tian and Yuzhe Zhang

WORK IN PROGRESS

Medical Reform: A Thought from Shanghai Mode

Regional Economic Integration Agreement and Innovation Strategy Rewarding Single Innovator in a Market with Technology Flow-in

The Competitors' Pressure in the Asymmetric Contest with Conditional Investments

YANG Feifei, *Ph.D Assistant Professor*

YANG Feifei has a strong portfolio in research and teaching. Feifei's research encompasses organizational goal setting, multiple organizational goals, organizational control, and environmental turbulence in Strategic Management. Feifei's research achievements include: Publication (forthcoming) from Journal of Business and Psychology; Publication (forthcoming) from Journal of Business Ethics and Second Round Review from Australian Journal of Management and Strategic Organization; Under Review at Academy of Management Journal. Feifei's paper has also received Best Paper Proceedings Award at Academy of Management (AOM) Conference in 2017. Her research has been presented at Strategic Management Society (SMS) in 2016, 2017, AOM conference in 2014, 2015, 2016, 2017 and ANZAM conference in 2014, 2016. Feifei has received 100% student satisfaction rate with her undergraduate teaching.

Dissertation Title: Extending Organizational Control Theory: The Role of Environmental Turbulence and Goal Polychronicity

EDUCATION

- □ *University of New South Wales Ph.D. Strategic Management, 2013 (March) –2017*
- □ *Northeast Normal University (211 project), China –School of Foreign Languages Bachelor of Linguistics & Management (double degree), 2008-2012*

RESEARCH INTERESTS

- □ *Organizational Control Theory; Setting Legitimate Goal Targets; Multiple Organizational Goals; Environmental Turbulence*

SHEN Chaohai, Ph.D Assistant Professor

SHEN Chaohai is an Assistant Professor of Business Administration, Faculty of Economics and Management, East China Normal University. He received his Ph.D in Economics from Penn State-University Park, under the supervision of Dr. Robert C. Marshall, and received his Master of Economics from the University of Tokyo, under the supervision of Dr. Michihiro Kandori. Before joining ECNU, he was a Research Assistant for the Center for the Study of Auctions, Procurements and Competition Policy at Penn State.

Shen's research focuses on the economics of collusion, empirical and theoretical industrial organization, applied econometrics and applied microeconomics.

WANG Xiaoquan, Ph.D Assistant Professor

WANG Xiaoquan is an assistant professor in Finance at Faculty of Economics and Management, East China Normal University. She received her Ph.D. in finance from Peking University in 2017 and B.S. in statistics from East China Normal University in 2010. She visited Department of Finance at Kellogg School of Management as a pre-doctoral scholar from 2014 to 2015. Her research interests center on macroeconomics and asset pricing.