

# New faculty appointments

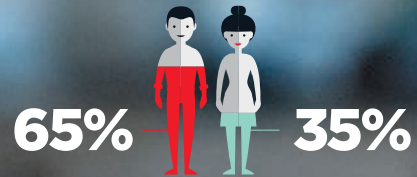
September 2022

 early makers  
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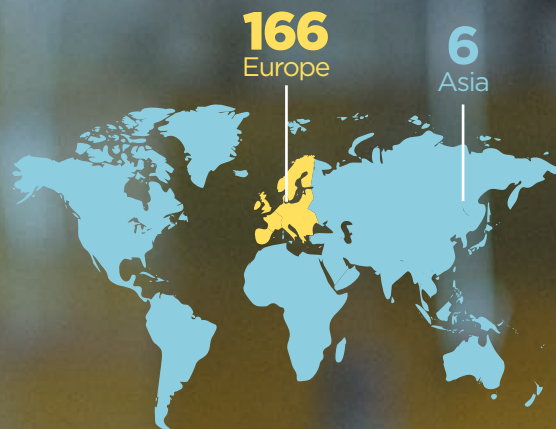
172 faculties



49% non-French

42% action learning track

58% research track



93%

of research fellows have a Ph.D. \*

27%

are authorised to lead research \*

Number of books published over the last 5 years \*

57

Number of A-ranked articles published over the last 5 years \*

154

Number of B-ranked articles published over the last 5 years \*

252

\* Key figures 2022

# Welcome

**emlyon** business school welcomes 19 new professors between September 22 and January 23.

As you will see in this booklet, each professor has an outstanding profile and brings very unique expertise and experience to the school.

These new professors come from different backgrounds in terms of nationalities and disciplines and hold diverse perspectives and methodologies in research as well as in pedagogy.

They will each contribute to **emlyon** business school's mission to anticipate, guide, support and give meaning to the far-reaching changes in the world.

I wish each new comer to find in **emlyon** business school's rich ecosystem -namely its programs, its institutes, its research centers and campuses and most notably its participants and colleagues- the breeding ground for their professional achievement.



**TESSA MELKONIAN /**  
Dean for Faculty and Research



**Learn here, accomplish now**  
Through gatherings, discussions  
and being enriched by others

**Explore here, make now**  
Through projects, experiences  
and endeavors unveiling new paths

**Evolve here, change now**  
Through new perspectives,  
engagements and actions  
that challenge the rules

**Share here, reveal now**  
Through learning, experimentation  
and unlocking new vocations

**Awaken here, create now**  
Through inspiring generations  
driving progress in the world

**Here and now.**

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## Pia ARENIUS

**Professor – Research Track**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Finland**  
**Entrepreneurship & Innovation department**  
**Entrepreneurship & Innovation research center (EIRC)**



### Research interests

- **New venture creation**
- **Entrepreneurial action**
- **Institutions**
- **Wellbeing and resilience**
- **Wearable technologies**

Pia is an internationally recognized expert on new venture creation, in local, regional, and global context. Her research is multidisciplinary in nature, and she draws upon theories from sociology, management, organization, and behavioral economics. Her research focuses on nascent entrepreneurs and teams, and different aspects of the start-up process including the actions and emotions of the individuals involved. She is also interested in AI and machine learning, and physiological data to better understand entrepreneurial work and its impact on those involved. She serves as editor of Entrepreneurship: «Theory and Practice», a leading journal in the entrepreneurship field.

She can be contacted at: [arenius@em-lyon.com](mailto:arenius@em-lyon.com)



## Aurélien BAILLON

**Professor – Research Track**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: French**  
**Quantitative Finance & Economics department**  
**Behavioral Research in Organizations research center (BRiO)**



### Research interests

- **Behavioral economics**
- **Experimental economics**
- **Decisions under risk and uncertainty**
- **Prevention**
- **Truth telling and deception**

Aurélien is a behavioral economist. His main research interest concerns decisions under uncertainty: what people believe, whether they trust what they believe, and whether we can trust what (they say) they believe. He studies this topic using a combination of economic experiments, psychological methods, and formal modelling.

Prior to join emlyon, Aurélien studied Economic Theory and Econometrics at the University of Toulouse 1 and graduated from École Normale Supérieure de Cachan in Economics and Management. He did his PhD in economics at Arts et Métiers ParisTech, France. Most recently, Aurélien was Full professor of economics of uncertainty at Erasmus School of Economics, Erasmus University, Rotterdam, and Head of the Behavioral Economics section at Erasmus School of Economics. Since 2011, he has also been a Research Fellow of the Tinbergen Institute. He is Associate Editor for Management Science and Coordinating Editor for Theory and Decision.

He can be contacted at: [baillon@em-lyon.com](mailto:baillon@em-lyon.com)



## Gaetan BAKALLI

**Assistant Professor – Research Track**  
**Ecully Campus**  
**Entry date: July 1<sup>st</sup>, 2022**  
**Citizenship: Belgian**  
**Quantitative Finance & Economics**  
**department**  
**AIM research center on Quantitative Methods**  
**in Business (QUANT)**



### Research interests

- **Econometrics**
- **Asset Pricing**
- **Statistical learning**
- **Healthcare**
- **Sensor modelling**

Gaetan is an econometrician who completed his PhD at the Geneva School of Economics and Management (University of Geneva) under the supervision of Olivier Scaillet and Stéphane Guerrier.

Gaetan has just completed a one year visiting assistant professorship at Auburn University in the United States. Prior to reverting to academia for his doctoral studies, he worked in the Swiss financial sector in brokering and commodity firms, as well as in the banking sector.

His research interests encompass applications of statistical learning in several fields, including asset pricing, healthcare (Covid prediction and cancer diagnostic) and sensor modelling.

He can be contacted at: [bakalli@em-lyon.com](mailto:bakalli@em-lyon.com)



## Woo-Jin CHANG

**Associate Professor – Research Track**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Korean**  
**Accounting and Corporate Finance department**



### Research interests

- **Corporate valuation**
- **Financial statement analysis**
- **Executive compensation**
- **Auditing**

Woo-Jin Chang is an Associate Professor of Accounting and Corporate Finance department.

Before joining emlyon, he worked for INSEAD and HEC Paris for thirteen years and taught financial accounting courses in MBA, EMBA, MiM, and Master in Finance program. He received his Ph.D. in Accounting from Columbia Business School. He passed the CPA exam in both Korea and the U.S.A. and practiced as an auditor and consultant at PricewaterhouseCoopers (Samil Accounting Corporation) in Korea. His consulting activities include financial advisory services, firm / project valuation, and the establishment of a transfer pricing system. His research interest is in corporate valuation, financial statement analysis, executive compensation, and auditing.

He can be contacted at: [chang@em-lyon.com](mailto:chang@em-lyon.com)



## Rodreck DAVID

**Associate Professor – Action Learning Track  
Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Zimbabwean**  
**Operations Data and Artificial Intelligence  
department (ODAI)**  
**AIM Institute – Research Center on  
Quantitative Methods in Business (QUANT)**



### Research interests

- **Digital Innovation & Digital Strategy**
- **Platform Ecosystems & Data Co-sourcing**
- **Inter-organisational Information Systems & Collective Action**

Rodreck David holds a PhD in Information Systems from Victoria University of Wellington, New Zealand, where he taught different courses in Innovation, Digital Strategy, and Information Systems. His PhD thesis examined collective action processes and strategic management practices in the design and development of an inter-organizational data platform within the tourism sector in New Zealand. He previously studied a Master of Science in Health Informatics at the University of Leeds, United Kingdom.

He can be contacted at: [rdavid@em-lyon.com](mailto:rdavid@em-lyon.com)



## Wissam EL HACHEM

**Associate Professor – Action Learning Track  
Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Lebanese**  
**Operation Data and Artificial Intelligence  
department (ODAI)**  
**AIM Institute – Research Center on  
Quantitative Methods in Business (QUANT)**



### Research interests

- **Sustainable Development**
- **Distributive Justice**
- **Transportation**
- **Innovation Dynamics**
- **Mental Models**
- **Systems Thinking**

Wissam El Hachem holds a PhD in Operations Management and Decision Sciences from ESSEC Business School. He's also an industrial engineer.

Before coming to emlyon, he was an assistant professor in Operations and Supply Chain Management at ESDES.

His research and teaching activities cover topics such as operations management, supply chain management, energy transition, government-manufacturer interactions, inventory management and decision making.

He can be contacted at: [elhachem@em-lyon.com](mailto:elhachem@em-lyon.com)



## Denis GIORDANO

**Associate Professor – Action Learning Track**  
**Ecully Campus**  
**Entry date: March 1<sup>st</sup>, 2022**  
**Citizenship: Italian**  
**Law, Management & Social Sciences**  
**department**  
**Organizations, Critical & Ethnographic**  
**Perspectives research center (O.C.E.)**



### Research interests

- **Sociology of work and precarity**
- **Ethnography**
- **Industrial relations**
- **Self-entrepreneurship**
- **Informal economy**

Denis is interested in the evolution of forms of work and employment between precariousness and self-entrepreneurship. A second axis of his theoretical reflection concerns industrial relations and collective bargaining.

He holds a PhD in sociology of work (University of Trento-Italy), using an ethnographic approach to analyse the work practices of street mechanics in Seine-Saint-Denis. Prior joining emlyon, he was a postdoctoral fellow at the COMPTRASEC laboratory – University of Bordeaux (2016-19), and then at the Maurice Halbwachs Center in Paris (2019-2022) for two collective research projects on industrial relations.

He has taught sociology of work & organizations, and in methodology of social research at the University of Angers, Bordeaux and Evry. He's also part of the Ethnography Institute of emlyon.

He can be contacted at: [giordano@em-lyon.com](mailto:giordano@em-lyon.com)



## Verena GRUBER

**Associate Professor – Research Track**  
**Ecully Campus**  
**Entry date: January 1<sup>st</sup>, 2023**  
**Citizenship: Austrian**  
**Marketing department**  
**Lifestyle research center**



### Research interests

- **Sustainability**
- **Consumer Culture Theory**
- **Circularity**
- **Consumer Vulnerability**
- **International marketing**

Verena completed a doctoral degree in Business Administration from WU Vienna (Austria) in 2012 and obtained her habilitation (venia docendi) from WU Vienna in 2015. She then joined HEC Montréal where she received tenure in 2018.

Verena has a strong teaching experience in Sustainability, International Marketing and Marketing Communication.

Her research projects are in line with two broad streams of research: (1) International Marketing and Consumer Culture and (2) Sustainability, Circularity, and Consumer Vulnerability. Verena's research is aligned with basic tenets of the transformative consumer research movement, and it is motivated by an ambition to provide insights that have a positive social and/or environmental impact. She aims to generate theoretical contributions that add to the scientific debate on inclusivity in consumer research and derive practical recommendations that help inform public policy makers. She got several grants and funding to develop research projects with social and/or environmental impacts. Her research projects adopt different methodological paradigms, including field studies, laboratory experiments, traditional surveys, and qualitative research in line with Consumer Culture Theory (CCT).

She can be contacted at: [gruber@em-lyon.com](mailto:gruber@em-lyon.com)



## Anouar KAHLOUL

**Associate Professor – Action Learning**  
**Campus: Ecully – St Etienne**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Tunisian**  
**Accounting and Corporate Finance**  
**Department**



### Research interests

- **Accounting standards-setting Process**
- **IFRS**
- **Accounting Profession**
- **IASB**

Anouar is an associate professor in accounting, control and audit. He has a PhD in Management from Paris-Dauphine PSL University.

After a master's degree in Accounting-Management-Audit from Paris-Dauphine PSL University, he began his professional career with an experience in one of the Big 4 audit firm in Paris in the financial audit department. Then he taught for 7 years at the University of Sousse (in Tunisia) as an assistant professor where he held several administrative and scientific positions. After that, he joined the University of Jeddah (in KSA) for 4 years where he participated in the academic and institutional accreditation process within the accounting department.

His research focuses mainly on the role of the various stakeholders and in particular the accounting profession in the accounting standard-setting process at the national and international level.

He can be contacted at: [kahloul@em-lyon.com](mailto:kahloul@em-lyon.com)



## Keyvan KIANI

**Assistant Professor – Research Track**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: French**  
**Quantitative Finance & Economics**  
**department**  
**AIM research center on Quantitative Methods**  
**in Business (QUANT)**



### Research interests

- **Financial regulation**
- **Game theory**

Keyvan has been working on banking regulation, financial stress tests and generalized games since the beginning of his PhD in Economics and Finance at the Université of Lille under the supervision of Yann Braouezec. He spent his doctoral studies at IESEG, where he taught finance and applied mathematics.

Prior to his PhD, Keyvan, as an Ecole Normale Supérieure (Lyon & Paris) graduate, obtained a Master's Degree in Probability Theory and Random Models at Sorbonne University, and visited the Operations Research and Financial Engineering department at Princeton.

His research interests revolve around banking regulation (to prevent systemic crises), as well as applied game theory.

He can be contacted at: [kiani@em-lyon.com](mailto:kiani@em-lyon.com)





## Pauline MICHAUD

**Professor of Practice**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: French**  
**Marketing department**



### Research interests

- **Communication, branding management**
- **Trade marketing**
- **Retail, store digitalization & e-commerce**
- **Merchandising**
- **CRM**

Pauline holds an Executive MBA from Celsa-Sorbonne (France). She will be teaching consumer behaviour and digital marketing. She has a strong professional experience in marketing and communication at an international level. After a mission in Mexico and one in New York, she has been the Communication Director of Casino in Argentina from 2007 to 2012 and Digital Communication manager of ST.Dupont in 2013. She also worked as managing communication officer in a luxury hotel in the south of France in 2015. She started in 2016 an entrepreneurial activity selling beauty products made in the Mediterranean area ([www.rosemari.fr](http://www.rosemari.fr)).

From 2013, she is teaching in several French business schools both in English and French and she joined emlyon as affiliate faculty in 2020. She joins the marketing department as Professor of Practice where she will be teaching several courses amongst which: access to market, communication, trade marketing, market research, retail and store digitalization. She will also support students' tutorship in these areas.

She can be contacted at: [pamichaud@em-lyon.com](mailto:pamichaud@em-lyon.com)



## Alisa MININA JEUNEMAÎTRE

**Associate Professor – Action Learning Track**  
**Ecully Campus**  
**Entry date: July 15<sup>th</sup>, 2022**  
**Citizenships: Russian & Swedish**  
**Marketing department**  
**Lifestyle research center**



### Research interests

- **Consumer culture theory**
- **Value co-creation**
- **Consumer acculturation**
- **Globalization**
- **Digital services**

Alisa holds a PhD in Business Administration from Stockholm Business School (Stockholm university, Sweden). Alisa will be teaching marketing, strategic marketing, communication, marketing research and lifestyle in luxury.

In her research she adopts the sociocultural perspective as a framework for understanding consumption experiences, with the particular focus on globalization, consumer mobility, acculturation, and the complex interactions between consumers and markets in digital service settings. Her most recent research projects are focused on studying the complex dynamics of online consumer interactions in multinational contexts, as well as on uncovering the mechanisms that shape digital service markets and the dynamics of value cocreation and co-destruction in digital services.

She can be contacted at: [minina@em-lyon.com](mailto:minina@em-lyon.com)



## Agathe MORINIÈRE

Assistant Professor – Research Track  
 Campus Ecully  
 Entry date: September 1<sup>st</sup>, 2022  
 Citizenship: French  
 Accounting & Corporate Finance department  
 Organizations, Critical & Ethnographic  
 Perspectives research center (OCE)



### Research interests

- Sociological and critical approaches
- Ethical implications of measuring performance
- Time and space in organizations
- Public management
- Healthcare organizations

Agathe is an Assistant Professor in the “finance and accounting” department, and member of the OCE Research Center (Organizations, Critical and Ethnographic perspectives). She graduated from the Paris IV Sorbonne University in Applied Ethics and Political Philosophy and from the University of Montpellier in Strategic Management of Healthcare Organizations (Master’s degree). Her research delves into ethical and critical questions regarding the use of accounting tools such as performance measures within organizations and its impact on time, space, dynamization and human resources.

She can be contacted at: [moriniere@em-lyon.com](mailto:moriniere@em-lyon.com)



## Giang NGUYEN

Associate Professor – Research track  
 Ecully Campus  
 Entry date: December 1<sup>st</sup>, 2022  
 Citizenship: Vietnamese  
 Accounting and Corporate Finance  
 department  
 Entrepreneurship and Innovation research  
 center (EIRC)



### Research interests

- Private Equity
- Venture Capital
- IPO
- Merger and Acquisition
- Social Network

Before joining emlyon, Giang worked at the School of Political Science and Economics, Waseda University, Tokyo. He obtained a Ph.D. degree in Economics from Waseda University and a Master degree of Finance from the Australian National University. His research interests are Private Equity, Venture Capital, IPO, Merger and Acquisition. He focuses on understanding how information frictions affect the fund raising of young, small, and innovative companies, and how social networks mitigate those frictions.

He can be contacted at: [gnguyen@em-lyon.com](mailto:gnguyen@em-lyon.com)



## François-Régis PUYOU

**Professor – Research Track**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: French**  
**Accounting and Corporate Finance**  
**department**



### Research interests

- **Accounting visualizations**
- **Conflicts in entrepreneurship**
- **Management accounting**
- **Phenomenology of Information Systems**
- **Sociology of accounting**

François-Regis is a Professor of Management Accounting at emlyon since September 2022. He was formerly lecturer at the University of St Andrews (2016-2022) and associate professor at Audencia Business School (2007-2016). He completed his Doctoral studies in sociology at Sciences-Po Paris in 2009. Prior to moving to academia, he worked as a management controller for AXA Conseil (Paris) and Rhodia (Lyon). He sees accounting not merely as a tool for recording economic transactions but also as a key instrument in shaping and legitimating relationships between individuals in organizations and societies. He mobilizes phenomenological approaches to management control systems to explore the role played by accounting visualizations in the management of firms and collaborates on projects that study tension management mechanisms in relationships between VC and entrepreneurs.

He can be contacted at: [puyou@em-lyon.com](mailto:puyou@em-lyon.com)



## Annika ROMANO

**Professor of practice**  
**Ecully Campus**  
**Entry date: September 1<sup>st</sup>, 2022**  
**Citizenship: Italian**  
**Law, Management & Social Sciences**  
**Department**



### Research interests

- **Smart contract and NFT**

Annika Romano has been an international lawyer at both Venice and Lyon Bar Associations, specialised in international business and contract law, with a flair for Digital Business Law, digital legal innovation and data protection.

Annika Romano has fourteen years' professional experience in Italy and six years in France as an international commercial contract lawyer, especially sale and distribution contracts, commercial agency and licensing.

Before joining emlyon, she trained professionals on legal issues for several years and started teaching undergraduate and postgraduate students the last three mainly years for emlyon. She is joining the Law disciplinary group.

She can be contacted at: [aromano@em-lyon.com](mailto:aromano@em-lyon.com)



## Saeed VARASTEH YAZDI

**Assistant Professor – Research Track  
Ecully Campus  
Entry date: September 1<sup>st</sup>, 2022  
Citizenship: Iranian  
Operations Data and Artificial Intelligence  
department (ODAI)  
AIM Institute – Research Center on  
Quantitative Methods in Business (QUANT)**

Saeed hold a PhD and a postdoctoral degree in Machine Learning from Grenoble Alpes University.

He has more than 8 years' experience in data science, web development and teaching and his research interests focus on machine learning, deep learning and temporal data. In particular, deep learning interpretability and human in the loop machine learning.

He is currently working on deep learning models for time series forecasting, classification and causal reasoning

Keywords: Machine Learning, Temporal Data Analysis, Explainable AI, Application domain: Artificial intelligence for medical and biological data analysis, Time series analysis in business and marketing, Energy data analysis, Customer behavior analysis (targeted marketing), Social media data analytics

He can be contacted at: [varastehyazdi@em-lyon.com](mailto:varastehyazdi@em-lyon.com)



### Research interests

- Time series classification/ clustering/ forecasting
- Deep learning for temporal data analytics
- Explainable artificial intelligence
- Deep learning interpretability
- Human-in-the-loop machine learning



## Yingting WEN

**Assistant Professor – Research Track  
Ecully Campus  
Entry date: September 1<sup>st</sup>, 2022  
Citizenship: Chinese  
Marketing department  
Lifestyle research center**

Yingting will defend her PhD in Marketing from ESSEC Business School (France) in September 2022. Yingting will be teaching consumer behaviour and digital marketing.

In her research she adopts a multidisciplinary perspective as she studies consumer behavior from the lenses of behavioral decision theory, psychological processes, and societal forces. Her current research projects can be summarized by the following questions: (1) what is the role of emotions in consumers' decision-making? (2) how do we explain consumers' behavior from a macro- and micro-level perspective? (3) how do consumers perceive time and make decisions for the future? And above all, what are the implications for marketers and policymakers? To better investigate these research questions, Yingting adopts a multi-method approach mixing qualitative and quantitative analysis.

She can be contacted at: [wen@em-lyon.com](mailto:wen@em-lyon.com)



### Research interests

- Consumer behavior
- Judgment and decision making
- Intertemporal choice
- Process-tracing methods
- Public policy making



## Peter WIRTZ

**Professor – Research Track**  
**Ecully Campus**  
**Entry date: January 1<sup>st</sup>, 2023**  
**Citizenships: German and French**  
**Strategy & Organizations department**  
**Institut Français de Gouvernement des**  
**Entreprises (I.F.G.E.)**



### Research interests

- **Corporate Governance**
- **Governance of specific types of organisations**
- **Dynamic approaches to governance in various institutional settings**
- **Cognitive approaches to governance and value creation**
- **Entrepreneurial Finance**

Peter earned a PhD in management science in 2000 at University of Dijon, France. He spent three years as an associate professor (maître de conférences) at University Panthéon-Assas in Paris. In 2001, he was granted the authorization to lead research in French academia (HDR). In 2003, he was awarded a full professorship at University Lumière in Lyon and served as a member of the economics department. In September 2011, Peter moved to the management school (IAE) of University Jean Moulin in Lyon. At the university level, he served as the vice-president in charge of the scientific council and of research for two terms (2012-2020).

Peter is one of France's highly recognized specialists concerning issues of corporate (and more broadly speaking: organizational) governance. His principal fields of interest are corporate governance (its institutionalization in various settings, its linkage with financial behavior, as well as its relation to the creation of value), and entrepreneurial finance and governance. Peter's latest research includes analyses of the specific contribution of French business angels to venture finance and growth, as well as studies of the governance of particular types of organization, such as religious orders.

He can be contacted at: [pwirtz@em-lyon.com](mailto:pwirtz@em-lyon.com)



# emlyon business school community



**6**  
**campuses**  
Lyon, Shanghai, Saint-Etienne,  
Paris, Bhubaneswar, Mumbai



**38,600** alumni  
in **130** countries



**9,020**  
students

**>125** nationalities



**1,090**  
students involved

in **56** associations



**172**  
professors  
**49%**  
of whom come  
from abroad



**+ 6,900**  
learners in executive  
education programs



**190**  
academic partners  
in **50** countries

Key figures 2022

## emlyon business school campuses

### LYON-ECULLY

23 avenue Guy de Collongue  
CS 40203  
69134 Ecully cedex - France  
[em-lyon.com](http://em-lyon.com)

### SHANGHAI

Asia Europe Business School  
155 Tan Jia Tang Road  
Minhang District  
Shanghai 201199 - People's Republic of China  
[www.em-lyon.com.cn](http://www.em-lyon.com.cn)

### SAINT-ETIENNE

51 cours Fauriel  
CS 80029  
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### PARIS

15 boulevard Diderot  
75012 Paris - France  
[em-lyon.com](http://em-lyon.com)

### BHUBANESWAR

Xavier City Campus  
Plot No:12(A) - Nijigada - Kurki - Harirajpur  
Pin: 752050 - Dist.-Puri - Odisha - India  
[xebs.edu.in](http://xebs.edu.in)

### MUMBAI

emlyon Campus  
St Xavier College  
5 Mahapalika Marg  
Mumbai 400-001 - Maharashtra - India  
[xebs.edu.in](http://xebs.edu.in)



Visit our campuses on google street view



emlyon business school is a private institution for higher technical education which is approved by the state - September 2022 - photos: Romain Etienne - Matthilda Perrot - PCA-Stream

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