

3rd workshop on Export Management

ESCE Paris – January 27th, 2020

9 :00-10 :00

Room EM 202

Doctoral Consortium

Chairs : **Gary Knight** (Willamette University) & **Irena Vida** (Faculty of Economics, University of Ljubljana)

-“Drivers and Performance Outcomes of Sustainable Product Innovativeness: implications for exporting”, **Kate Robinson** (Université de Lorraine, CEREFIGE)

- “Product innovation determinants in exporting SMEs: focus on exporter-importer relationship quality”, **Oksana Kantaruk Pierre** (Université de Lorraine, CEREFIGE)

Room EM 302

Chairs : **Bilge Aykol** (Dokuz Eylul University) & **Raluca Mogos-Descotes** (Université de Lorraine, CEREFIGE)

-“Impact of environmental scanning on the performance of SMEs in the export market”, **Jean Jeaslin DECOSSA** (Ibn Tofail University)

-“Is There a Smart Way to Manage and Monitor Sales Agents in Export Markets?”, **Fabienne Ruoss** (TU Dortmund University)

10 :00-10:30

Room EM 313

Introduction and welcome coffee

Session 1 (Chair: Carole Maurel)

10:30-12:00

Room EM 325

-« Foreign implementation strategies and export modes : The case of SWISS manufacturing multinational firms », **Stéphanie Hasler, Patrick Ischer & Lamia Ben Hamida** (Haute école de gestion Arc, HES-SO, University of Applied Sciences and Arts Western Switzerland, Neuchâtel)

-“Synergies between innovation and export: comparison between Chilean and Argentinean wine companies”, **Soledad Gili, Camila Muñoz Fernández, Daniel Gálvez** (Universidad de Santiago de Chile Santiago, Chile) & **Manon Enjolras** (Université de Lorraine, ERPI)

-“What are the determinants affecting location decisions of Polish exporters? Evidence from the food industry”, **Magdalena Godek-Brunel** (ESTRI Lyon Catholic University)

12 :00-13 :00

Room EM 313

Lunch Break

13 :00-14 :00

Room EM 325

Keynote presentation: Bilge Aykol

"Researching the relational aspects of export management: Evaluation and future directions"

14 :15-15 :15

Session 2 (Chair : Oksana Kantarul Pierre)

- "International Support Programs and the Entrepreneurial Orientation of exporting SMEs", **Alexis Catanzaro** (Université Jean Monnet, Saint Etienne)

- "Determinants and performance implications of export-related risks in SMEs: a research agenda", **Carole Maurel** (Montpellier Research in Management, University of Montpellier)

15 :30-16 :30

Keynote presentation : Gary Knight

“International Entrepreneurship and Born Global Firms”

16 :30-17 :15

Panel

“Export research and practice”, **Gary Knight** (Willamette University), **Claude Obadia** (ESCE International Business School) & **Etienne Vauchez** (La Fabrique de l’Exportation)

17 :15-17 :30

Closing by **Eric Millot** (Atlas-AFMI, Université de Nantes)