

FACULTY VITA

Obadia, Claude

POSITION: Professor of International Business
ESCE, International Business School, Paris
[Research Gate](#)

EDUCATION:

YEAR	DEGREE	INSTITUTION	AREA OF STUDY
2010	H.D.R. (Qualification to supervise doctoral research)	University Jean Moulin, Lyon	International Business
2006	Ph.D. Suma cum laude	La Sorbonne, University of Paris I	International Marketing
2003	M. Research	La Sorbonne, University of Paris I	Major: Marketing Minor: Research Methodology
1992	M.S.	Boston University	Management
1978	B.S.	ESCP Business School, Paris	Business Administration

AREAS OF SPECIALIZATION: International Business
Interorganizational Management
Structural Equation Modeling

RESEARCH AREAS/INTERESTS: Export Management
Inter-firm relationships
Cross-cultural Management

PEER REVIEWED JOURNALS ARTICLES POST-2020:

Obadia C. and Vida I. (2025) “Context effects on importer dependence in export business relationships: The fire smolders under the ice”, *Management International Review*, Vol. 65, pp. 881–902 (ABS 3).

Obadia C. and Vida I. (2024) “Export marketing strategy and performance: A focus on SMEs promotion”, *International Business Review*, Vol.33, No 2, 10229 (ABS 3).

Obadia, C. (2024) “Mitigating the unwillingness to exchange knowledge: A focus on exporters’ networks”, *Journal of Knowledge Management*, Vol. 28, No 7, pp. 1917-1936 (ABS 2)

Kadić-Maglajlić S., Obadia C., Vida I. Robson M. (2023) " Moral categorization of opportunists in cross-border interfirm relationships", *Journal of Business Ethics*, Vol. 188, No 2, pp.221-238 (ABS 3, FT50).

Obadia C. and Robson M. (2021) “The two sides of cooperation in export relationships: When more is not better”, *Journal of International Business Studies*, Vol. 52, No 8, pp.1616-1627 (ABS 4*, FT50)

BOOK CHAPTERS:

Obadia C. (2026) “Exporting: Understanding and selecting export entry modes ”, *Elgar Encyclopedia of International Marketing Management*, Forthcoming.

RESEARCH AWARDS:

Conference Best Paper Award Nominee: Academy of International Business South-East (AIB-SE) conference, Atlanta, October 26-29 2023 (With Vida, I.)

Ranked third most prolific author of research articles on exporter-importer relationships by Aykol, B. (2018), The Profile of Research on Exporter–Importer Relationships: A Chronological Analysis, *Journal of Global Marketing*, Vol.32, No 3, pp.177-199.

Temple/AIB 2014 Conference Best Paper Award Nominee: Academy of International Business (AIB) conference, Vancouver, Canada, June 23-26 (With Pla-Barber J., and Vida I.)

Award for Outstanding Paper in International Marketing: Annual Conference Marketing Management Association, Chicago, March 18-20, 2009 (With Vida I., Prime N. and Kunz M.)

IMR Award for Best Paper in International Marketing: 34th European International Business Academy (EIBA) Conference, Tallinn (Estonia), December 11-13, 2008 (With Vida I. and Reardon J).

Prix de Thèse (National Dissertations Awards, France): Ph.D. dissertation “Relationships, Strategies and Export Performance” nominated for the 2007 Prix de Thèse (category: Marketing).