

Publications 2015 du CRM
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Articles publiés dans des revues classées (CNRS, FNEGE, AERES, CRM)

- Amaya, D., Gauthier, G., & Léautier, T.-O. 2015. Dynamic risk management: investment, capital structure, and hedging in the presence of financial frictions. *Journal of Risk and Insurance*, 82(2): 359-399. (CNRS 2, FNEGE 2, AERES A).
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- Bonnefon, J. F., Hopfensitz, A., & De Neys, W. 2015. Trustworthiness perception at zero acquaintance : consensus, accuracy, and prejudice. *Behavioral and Brain Sciences*: à paraître. (AERES : PsyInf Eth, ERIH, JCR).
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- Borau, S., & Bonnefon, J. F. 2015. The advertising performance of non-ideal female models as a function of viewers' body mass index: a moderated mediation analysis of two competing affective pathways. . *International Journal of Advertising*. : à paraître. (CNRS 3, FNEGE 3, AERES B).
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- Paddock, E., Ko, J., Cropanzano, R., Bagger, J., El Akremi., A, Camerman, J. Greguras, G., Mladinic, A., Moliner, C., Nam, K., Törnblom, K., & Van den Bos, K. 2015. Voice and Culture: A Prospect Theory Approach. *Journal of Behavioral Decision Making*, 28(2): 167–175. (CNRS 3, FNEGE NC, AERES B).
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Ouvrages et chapitres d'ouvrages

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- Andrieu, G., & Casamatta, C. 2015. Les approches contractuelles du financement de l'innovation. In V. Bessière, & E. Stephany (Eds.), *Le Financement de l'Innovation*: de Boeck.
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- Cropanzano, R., Fortin, M., & Kirk, J. F. 2015. How do we know when we are treated fairly? Justice rules and fairness judgments. In M. R. Buckley, A. R. Wheeler, & J. R. B. Halbesleben (Eds.), *Research in Personnel and Human Resources Management*, Vol. 33: 279-350: Emerald Group Publishing Limited.
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- Petit, V.-C., & Saint-Michel, S. 2015. *Hommes, femmes, leadership : mode d'emploi*: Pearson.
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Congrès internationaux

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- Ayadi, N., Paraschiv, C., & Vernet, E. 2015. *Me sentirais-je plus heureux après avoir pris du risque ? Une étude des liens entre prise de risque et bien-être du consommateur*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
- Bénet, N., & Deville, A. 2015. *The influence of organizational design and non-financial performance measurement on global performance*. Paper presented at the 36ème Congrès de l' Association Francophone de Comptabilité (AFC) "Comptabilité, Contrôle et Audit des invisibles, de l'informel et de l'imprévisible", Toulouse, France. 19-20 may
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- Bertrandias, L., & Lapeyre, A. 2015. *L'adaptation des consommateurs à une perte subie de pouvoir d'achat : entre loyauté au marché et tentation de prise de distance*. Paper presented at the 31ème Congrès de l'Association Française du Marketing, Marrakech, Maroc. 20-22 May
- Bui, P. T., Nguyen, N. D., & Decaudin, J.-M. 2015. *Contextes déclencheurs de la punition-vengeance du client : une étude qualitative exploratoire*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
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- Casteran, G., Chrysochou, P., & Meyer-Warden, L. 2015. *L'impact des antécédents liés au marché sur la fidélité à la marque. Une étude longitudinale avec des données de panel*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
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- Degorre, A., Galan, J.-P., & Giraud, M. 2015. *Contrôle, flow et propension à payer : une application à l'expérience de jeu video*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
- Frechet, M., & Rais, H. 2015. *Les managers raisonnent-ils par options réelles ? Une étude exploratoire des déterminants*. Paper presented at the 24ème Conférence Annuelle de l'Association Internationale de Management Stratégique (AIMS), Paris, France. June 3-5
- Galluzzo, A., & Galan, J.-P. 2015. *Vers une Consumer-Response Theory: étude des communautés interprétatives chez les fans de Michael Jackson*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
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- Godowski, C., & El Fassi, F.-Z. 2015. *Institutional investors needs of accounting and financial information*. Paper presented at the 38th Annual Congress of the European Accounting Association (EAA), Glasgow, UK. April 28-30
- Grand, S., & Sele, K. 2015. *Unpacking Innovation Capabilities: The Role of Routine Complementarities for the Creation of Novel Products*. Paper presented at the 31st European Group for Organizational Studies (EGOS) Conference. "Organizations and the Examined Life : Reason, Reflexivity and Responsibility", Athens, Greece. June 2-4
- Grobert, J., Fornerino, M., & Cuny, C. 2015. *Oh mon dieu, ils ont changé le logo !!!* Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May
- Grover, S., Manville, C., Abid-Dupont, M. A., & Hasel, M. 2015. *Trust recovery between leaders and followers: the importance of character attributions*. Paper presented at the 75th Annual meeting of the Academy of Management, Vancouver, Canada. August 7-11
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- Manville, C., El Akremi, A., Niezborala, M., & Mignonac, K. 2015. *Organizational justice and musculoskeletal disorders: the role of sleep and emotional exhaustion*. Paper presented at the 75th Annual meeting of the Academy of Management, Vancouver, Canada. August 7-11
- Matthias, K., & Mirc, N. 2015. *Containing the "tug-of-war" in knowledge-intensive firms: insights from social regulation theory*. Paper presented at the 24ème Conférence Annuelle de l'Association Internationale de Management Stratégique (AIMS), Paris, France. June 3-5
- Mirc, N., Rouzies, A., & Sele, K. 2015. *A matter of routine ? Challenges of performativity in postacquisition integration*. Paper presented at the 24ème Conférence Annuelle de l'Association Internationale de Management Stratégique (AIMS), Paris, France. June 3-5
- Munzel, A., Galan, J.-P., & Meyer-Warden, L. 2015. *Too Many Friends? Effects of Online Interactions Via Social Networking Sites*. Paper presented at the 44th Annual Conference of the European Marketing Academy (EMAC), Louvain, Belgique. 26-29 May
- Plotkina, D., Pallud, J., & Munzel, A. 2015. *Lie lays a burden. Emotional and attitudinal impacts of composing a fake online review*. Paper presented at the 44th Annual Conference of the European Marketing Academy (EMAC), Louvain, Belgique. 26-29 May
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- Rouzies, A., Colman, H., & Teerikangas, S. 2015. *What actually is post-deal integration following M&A? Toward a Synthesis and Reconceptualization of the Field, Symposium: Integration in the study of organizations- A lack of integration?* Paper presented at the 75th Annual meeting of the Academy of Management (AOM), "Opening Governance", Vancouver, Canada. August 7-11
- Salanié, F., Attar, A., & Mariotti, T. 2015. *Multiple Contracting in Insurance Markets : Cross-Subsidies and Quantity Discounts*. Paper presented at the 15th Society for the Advancement of Economic Theory Conference (SAET), Currents Trends in Economics, University of Cambridge, UK. July 27-31

- Sarnecki, A., Diehl, M., & Fortin, M. 2015. *Dual Authorities and Dual Standards of Justice? Understanding the Adaptation Experience of Expatriates through the Lens of Organizational Justice*". *Symposium "Organizational Justice: The Roles of Power and Authority"* Paper presented at the 17th congress of the European Association of Work and Organizational Psychology (EAWOP) "Respectful and effective leadership - managing people and organizations in turbulent times" Oslo, Norway. May 20-23rd
- Vellera, C., & Gavard-Perret, M.-L. 2015. *Stimuler les capacités créatives des utilisateurs enrôlés dans des processus de cocréation: l'effet du type de stimulation de l'activité d'imagerie mentale*. Paper presented at the 31ème Congrès International de l'Association Française du Marketing (AFM), Marrakech, Maroc. 20-22 May

Colloques, conférences, workshops

- Andries, M. 2015. Information Aversion. *8th Joint French Macro Workshop*, Paris. 22 juin
- Andries, M., & Haddad, V. 2015. Information Aversion. *BRIC Conférence*, New-York University, USA. 31st May
- Attar, A. 2015. Multiple Contracting in Insurance Markets : Cross-Subsidies and Quantity Discounts. Bonn, University, Germany. January 14th
- Attar, A., Casamatta, C., Chassagnon, A., & Décamps, J.-P. 2015. Multiple Lenders, Strategic Default and Covenants *Trading and Post-trading Workshop*, Toulouse, France. 13-14 December
- Attar, A., Mariotti, T., & Salanié, F. 2015. Multiple Contracting in Insurance Markets: Cross-Subsidies and Quantity Discounts. *Microeconomics Research Workshop, European University Institute (EUI)*, Florence. 4 février
- Bédoué, C., Soldano, C., & Croity-Belz, S. 2015. Créer de l'interdisciplinarité en sciences humaines et sociales : l'exemple du réseau Evaluation Formation Emploi. *IDEP – Interdisciplinarité dans les études du Politique, "Oser les ponts, sortir des impasses"*, Paris, France. 4-5 juin
- Bertrandias, L., Carricano, M., & Sadik-Roznyai, O. 2015. From driver to passenger: security and well-being trade-off in car-driving delegation. *4th French-German Workshop on Consumer Empowerment and Transformative Services*, Strasbourg, France. 1-2 october
- Biais, B., Decklerk, F., & Moinas, S. 2015. Who provides liquidity, how and when? . *Trading and post-trading workshop*, Toulouse, France. 13-14 December
- Biais, B., Heider, F., & Hoerova, M. 2015. Optimal margins and equilibrium prices *Trading and post-trading workshop*, Toulouse, France. 13-14 December
- Biais, B., Hombert, J., & Weill, P.-O. 2015. Collateral asset pricing *Trading and post-trading workshop*, Toulouse, France. 13-14 December
- Bonnefon, J. F. 2015. Eye movements track the early processing of unfathomable behavior during narrative comprehension. *Leading Edge Workshop: The Process of Explanation.* , Champaign, IL, USA. 6-8 November
- Bonnefon, J. F. 2015. The Cognitive Architecture and Developmental Trajectory of Accurate Trustworthiness Detection from Faces *International Convention of the Association for Psychological Science*, Amsterdam, Holland. March 13
- Bonnefon, J. F., & De Vito, S. 2015. People see each other as selfish hedonic maximizers. *International Convention of the Association for Psychological Science*, Amsterdam, Holland. March 13

- Boreau, S., & Munzel, A. 2015. The Good Life of the Powerful Consumer? Effects of Personal and Social Power on Role Satisfaction and Subjective Well-Being. **4th French-German Workshop on Consumer Empowerment and Transformative Services**, Strasbourg, France. 1-2 October
- Cuny, C., Fornerino, M., & Grobert, J. 2015. Updating logo: Impact of seniority with the brand, brand attachment and surprise on logo perception. **10th Global Brand Conference**, Turku, Finlande. 27-29 April
- Fernez-Walch, S. 2015. Devenir pro-actif dans le management de l'innovation au sein des agro-filières. **Conférence de clôture de la Journée de présentation. Résultats des appels à projets 2010, CASDAR Innovation et partenariat, Recherche finalisée et innovation**, Paris. 3 novembre
- Fernez-Walch, S. 2015. Comment devenir proactif dans le management de l'innovation au sein des filières agro-industrielles. **Food For Life France**, Paris. 1er décembre
- Fernez-Walch, S., & Wiart, M. 2015. Etudier la pratique du management de l'innovation d'une PME grâce au concept de routine organisationnelle : étude du cas d'un programme de soutien à l'innovation **6ième Rencontre du Groupe de Recherche Thématique Innovation de l'AIMS**, Strasbourg, France. September 17-18
- Galan, J.-P., Meyer-Warden, L., & Munzel, A. 2015. Too many friends? The impact of Facebook on Happiness. **4th French-German Workshop on Consumer Empowerment and Transformative Services**, Strasbourg, France. 1-2 October
- Godowski, C. 2015. Les pratiques budgétaires dans les entreprises en période de crise. Le budget a-t-il encore une utilité ? **Table-ronde dans le cadre des 3ième rencontre IAE de Toulouse / DFCG**, Toulouse. 2 mars
- Guembel, A., & Sussman, O. 2015. A Welfare Analysis of Fragmented liquidity Markets. **Trading and post-trading workshop**, Toulouse, France. 13-14 December
- Igalens, J. 2015. Les relations entre les entreprises et la société 1915-2015. **Colloque « Entreprise et Société » Académie des sciences, Inscriptions et Belles Lettres de Toulouse. Un siècle d'évolution des rapports entre l'entreprise et la Société.** , Toulouse. 19 mai
- Igalens, J., & Sachet-Milliat, A. 2015. Régulation du lobbying en France : quelle articulation entre droit et RSE ? Une approche par la théorie de la co-régulation. **Colloque ISC Paris en partenariat avec le Groupe de Recherche Thématique « Normes et déviance dans les organisations » de l'Association pour la Recherche Interdisciplinaire sur le Management des Entreprises (ARIMHE)**, ISC Paris, France. 1er octobre
- Jolivet, E., Avila Robinson, A., Nohara, H., & Sengoku, S. 2015. Accounting for the knowledge dynamics process of a science-based innovation. The case of IPS-C. **XXVIe Annual Meeting "Shaping the frontiers of Innovation Management" International Society for Professional Innovation Management (ISPIM)**, Budapest, Hongrie. June 14-17
- le Bris, D., Goetzmann, W., & Pouget, S. 2015. Testing Asset Pricing Theory on Six Hundred Years of Stock Returns. **Financial Econometrics Conference**, Toulouse, France. 22-23 May
- Lejard, C. 2015. Accounting Treatment and Claims of Asset Securitizations. **Annual Conference of the Canadian Academic Accounting Association (CAAA)**, Toronto, Canada. May 28-31
- Maurice, J. 2015. Pratiques de divulgation des provisions environnementales en environnement réglementaire contraint. **3rd French Conference of the Centre for Social and Environmental Accounting Research (CSEAR)**, Cergy-Pontoise, France. June 11-12

- Munzel, A., & Borau, S. 2015. Is the powerful customer a happy customer? Effects of personal and social power on role satisfaction and subjective well-being. **23rd International Colloquium on Relationship Marketing (ICRM)**, Helsinki, Finland. 15-17 September
- Munzel, A., Kunz, W. H., & Jahn, B. 2015. How to Deal with Negative Word-of-Mouth in Social Media : Experimental Insights About the Effectiveness of Company Response Strategies. **QUIS14 Symposium**, Shanghai, China. 18-21 June
- Munzel, A., Kunz, W. H., & Jahn, B. 2015. How to Deal with Negative Word-of-Mouth in Social Media : Experimental Insights About the Effectiveness of Company Response Strategies. **24th Annual Frontiers in Service Conference**, San Jose, CA, USA. 22 July
- Picard, S., & Sele, K. 2015. Synchronizing routines for organizational effectiveness – A process perspective. **7th International Symposium on Process Organization Studies (POS). "Enacting Expertise, Competence, and Capabilities in Organizations"**, Helona Resort, Kos, Greece. June 24-27
- Plotkina, D., Munzel, A., & Pallud, J. 2015. Does the power blur the eyes? An investigation into consumers' capacity to detect fake online reviews. **4th French-German Workshop on Consumer Empowerment and Transformative Services**, Strasbourg, France. 1-2 October
- Plotkina, D., Pallud, J., & Munzel, A. 2015. Fake online reviews: Impact on users' perceptions, emotions, and attitudes. **Information and Communication Technologies in Organizations (ICTO2015) Conference**, ESCE Paris, France. 12-13 March
- Plotkina, D., Pallud, J., & Munzel, A. 2015. TrApAdvisor: the impact of fake online reviews on the continuous usage of reviewing websites. **12th Conference of the Italian Chapter of Association for Information Systems (AIS)**, Rome, Italy. 9-10 October
- Rahwan, I., Krasnoshtan, D., Shariff, A., & Bonnefon, J. F. 2015. Analytical reasoning task reveals limits of social learning in networks. **Workshop on Information in Networks**, New York, USA. 2-3 October
- Shariff, A., Bonnefon, J. F., & Rahwan, I. 2015. Tragedy of the Forum : Social visibility distorts moral decision-making and suppresses utilitarianism. **Workshop on Information in Networks**, New York, USA. 2-3 October
- Skourtis, G., Decaudin, J. M., & Assiouras, I. 2015. Conceptualizing Service Dominant-logic through the Lens of Service-Dominant Logic: A Value-Based Approach. **AMA Winter Marketing Educators' Conference**, San Antonio, Texas, USA. 13-15 February
- Skourtis, G., Decaudin, J. M., Assiouras, I., & Karaosmanoglu, E. 2015. Conceptualizing Service Dominant-logic through the Lens of Service-Dominant Logic: A Value-Based Approach When employee co-destroyed customers' well-being. **The Agenda 2015 Naples Forum on Service, Service Dominant Logic, Network & Systems Theory and Service Science: Integrating Three Perspectives for a New Service**, Naples, Italy. 9-12 June

Conférences invitées

- Andries, M. 2015. Invited discussion. Financial Econometrics Conference. Toulouse. 22-23 May
- Attar, A. 2015. Multiple Contracting in Insurance Markets: Cross-Subsidies and Quantity Discounts, Paris School of Economics, France. February 9
- Bonnefon, J. F., Krasnoshtan, D., Rahwan, I., Toth, A. P., & Shari, A. 2015. Keynote Speaker. Cognitive and moral reaction across social networks. A. Conference on Reasoning, and Critical Thinking Instruction, Lund, Sweden. february
- Casamatta. 2015. keynote speaker : Financial markets' short-termism: Designing incentives for the long term., University of Technology, Sydney AUS. October 8-9
- Casamatta. 2015. Multiple lenders, strategic default, and covenants. PWC Conference on Capital Markets Dysfunctionalities. University of Technology, Sydney AUS. October 8-9
- Décamps, J. P. 2015. Invited speaker. Conference ``Information in Finance and Insurance. Institut Louis Bachelier, Paris. June 23-25
- Fernex-Walch, S. 2015. Innovation project management in Galderma: Comparing theory and practice. Animation du workshop Galderma R&D. Sophia-Antipolis. 18 novembre
- Guembel, A. 2015. Invited discussion. Financial Econometrics Conference. Toulouse. 22-23 May
- Guembel, A. 2015. A Welfare Analysis of Fragmented Liquidity Markets. Seminar on Macroeconomics and Econometrics, Deutsches Institut fuer Wirtschaftsforschung (DIW) , Berlin. 22 Avril
- Guembel, A. 2015. Université de Porto (Faculté d'Economie), Porto. 15 mai
- Guembel, A. 2015. Session Chair. 30th Annual Congress of the European Economic Association Annual Meetings (EEAA). University of Mannheim. 25 Août
- Guembel, A., & Sussman, O. 2015. A Welfare Analysis of Fragmented Liquidity Markets. Humboldt Universitaet, Berlin. 20 Avril
- Guembel, A., & Sussman, O. 2015. Trading and post-trading workshop. Toulouse, France. 13-14 December
- Guembel, A., & Villeneuve, S. 2015. Managerial Turnover and Long-term Investments. Frankfurt School of Finance and Management, Frankfurt 29 Avril
- Igalens, J. 2015. Guest speaker. 12ème journée Humanisme et gestion "La culture : facteur d'intégration". Mons, Belgique. 3 avril
- Moinas, S. 2015. Invited presentation : Arrow-Debreu Equilibria. Workshop for the Promotion of Experimental Validation of the Theory of Asset Pricing. Sundance, Utah, USA. 23-25 October

Articles de presse, interviews

- Bonnefon, J.-F. 2015. Confier le pouvoir aux hommes n'est pas rationnel. *le Monde, supplément économie* 6 mars.
- Fernez-Walch, S. 2015. De l'innovation ouverte à l'innovation frugale : point de vue sur ces concepts qui envahissent les pratiques de management de l'innovation. *innovationmanagement.fr*, 13 mars.
- Grobert, J. 2015. Le Crédit agricole Centre Est lance son parfum *Le Figaro économie*, 06 mars.
- Grobert, J. 2015. Le Crédit agricole Centre Est lance son parfum. Interview *BFMbusiness*, 09 mars.
- Grobert, J. 2015. Emosens met le Crédit Agricole Centre-Est au parfum *Le Progrès*, 17 février.
- Grobert, J. 2015. Les banques se mettent aux parfums. *le Monde, supplément "Idées"*, 1er octobre.
- Jolivet, E. 2015. Les villes plus intelligentes donc plus vertes? *Revue Electronique de UTIC Comprendre pour Entreprendre* 16 septembre.
- Manville, C. 2015. Confiance au travail Pourquoi se perd-elle et comment la rétablir ? *Revue Electronique de UTIC Comprendre pour Entreprendre*, 9 juin.
- Moinas, S. 2015. Interview. Trading Haute Fréquence: risque ou opportunité? 2015. . *Louisbachelier.org*, 30 avril.
- Moinas, S. 2015. Table ronde. Les dangers du trading à la vitesse de la lumière. *Forum Science Recherche & Société, Le Monde- La Recherche*, 28 May
- Munzel, A. 2015. Citizen Republic donne sens à l'avis. *Stratégies*, 15 janvier 2015: 19.
- Munzel, A. 2015. Andreas Munzel – Chasseur de fakes, Exploreur *Magazine scientifique de l'Université Fédérale Toulouse Midi-Pyrénées*, mai: 24.
- Munzel, A. 2015. Il traque les avis bidon sur le Web. *Metronews*, 29 juin.
- Munzel, A. 2015. Dans la jungle des faux commentaires – Tour d'horizon des faussaires qui rédigent les « avis » des internautes. *Le Monde (Éco & Entreprise)*, 3 juin.
- Munzel, A. 2015. Faux avis sur Internet : la répression des fraudes monte au créneau. *Europe 1 (Le Grand Direct de l'Actu – L'invité actu)*, 17 juin.
- Munzel, A. 2015. Hôtels, restaurants... attention aux faux avis. *Europe 1 (Europe Matin – Journal de 7h)*, 16 juin.
- Phuong Thao, B., Décaudin, J.-M., & Grégoire, Y. 2015. Gestionnaire de crise : attention au ressenti de vos clients ! Les clients aussi peuvent chercher à se venger. *Revue Gestion de HEC Montréal*, décembre.
- Pouget, S. 2015. Toulouse : le capitalisme a vu le jour sur les bords de la garonne. *20 minutes*, 6 juillet.
- Pouget, S. 2015. L'entreprise moderne est née au Moyen Age en France. *Boursorama*, 6 juillet.
- Pouget, S. 2015. Les moulins toulousains, avant-poste du capitalisme dès le XIVe siècle. *L'Express L'entreprise*, 14 juillet.
- Sébastien, P. 2015. Interview: Le capitalisme est-il né à Toulouse ? *France 3 Midi-Pyrénées*, 8 juillet.
- Vellera, C. 2015. Des consommateurs inventifs. *Le Monde, supplément "Idées"*, 6 mai.

Rapports

Fernez-Walch, S. 2015. Respect des normes françaises et européennes par le programme Innovation PME®- Avis d'expert.

Fernez-Walch, S., & Godowski, C. 2015. Evaluer le programme innovation PME : proposition d'un prototype. Comité stratégique et exécutif Innovation PME, 26 juin.

Godowski, C., & Fernez-Walch, S. 2015. Vers un outil pratique d'évaluation du programme innovation PME. Comité stratégique et exécutif, Thésame.