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Department : Management & SI

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Area of teaching : HRM / OB / Management

Date of 1st appointment at ISC Paris : 09/2011

Nationality 1 : German

Participating or supporting : Participating

Nationality 2 :

Qualification : SA

Education

PhD, Human Resource Management, University of Trier – Germany, 1996

MSc, Finance, University of Trier – Germany, 1993

Certification and other professional training

Certificate of aptitude as instructor, certifies ability of instructing employees in a professional context, Chamber of Commerce, Trier – Germany, 1993

Apprenticeship (German Dual System) with professional certificate, Banking, Dresdner Bank AG Düsseldorf – Germany, 1998

Teaching experience at ISC Paris

Class title	B*	PGE	MBA	Ex. Ed	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
International & Intercultural Management		x					x	x	x
International & Intercultural Management			x			x			
International Human Resource Management		x	x		x	x	x	x	x
Human Resource Management		x			x	x			
Diversity Management		x					x		
Doing Business in Emerging Markets		x			x	x	x	x	x
Learning Business by Doing Business (Business game)		x			x	x	x	x	x
International Leadership		x	x			x		x	x
Méthodologie de recherché appliqué = mémoire			x			x	x		
Méthodologie de recherché appliqué = mémoire		x			x	x	x	x	x
International Leadership & Change Management		x							x

*Programme ISC: B= Bachelor, PGE=Programme Grande Ecole, Ex. Ed = Executive education

Teaching experience other than ISC Paris

Class title and Institution	B*	M	D	Ex. Ed	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
International Human Resource Management		x			x				
Organizational Behavior	x								
International Leadership – The Michelin Case		x				x	x		
Leadership		x		xx	x				x
Workshop Women in Management				x					
Diversity Management						x			
Knowledge Management		x						x	
Leadership & Change management		x							x

*Level: B=Bachelor, M=Master, D=Doctorate, Ex. Ed = Executive Education

Professional and academic career

2017-present, Head of Management Department, ISC Paris Business School, Paris, France

2016-2018, Head of AOL Committee, ISC Paris Business School, Paris, France

2011-present, Associate Professor / Head of master specialization IBM, ISC Paris Business School, Paris, France

2009-2011, Senior Lecturer and Associate Professor, ESCE, Paris, France

2008-2010, Senior Lecturer, Neoma Business School, Rouen, France

2007-2010, Senior Lecturer, ICN Business School, Nancy, France

2002-2006, Senior Researcher Pension Markets, Allianz Group, Frankfurt, Germany

2001-2002, Head of Business Intelligence, Dresdner Bank, Frankfurt, Germany

1999-2001, Senior Researcher Asset Management, Dresdner Bank, Frankfurt, Germany

1996-1999, Wealth Manager, Dresdner Bank, Cologne, Germany

1993-1996, Credit Analyst, Dresdner Bank, Wiesbaden, Germany

1986-1988, Trainee, Dresdner Bank, Düsseldorf, Germany

Appointments as visiting professor:

2018 Voronej State University, Voronej, Russia

2018 Laurea University of Applied Sciences, Helsinki, Finland

2017/18 Shanghai Fuce Management Enterprise Center, Shanghai, China – ISC EMBA

2016 ISEG, Lisbon School of Economics and Management, Lisbon, Portugal

2016 University of Applied Sciences, Mainz, Germany

2015 University of Vaasa, Finland

2014 Savannah State University (AACSB accredited), Georgia, USA

2014 University of Applied Sciences Bern/ Switzerland

2013 Kozminski University (AACSB accredited), Warsaw, Poland

2012 ENA Strasbourg, France

Intellectual contributions over the past 5 years

Peer reviewed journals

YANG, I.; BACOUÉL-JENTJENS, S. (in press). Identity Construction in the Workplace: Different Reactions of Ethnic Minority Groups to an Organizational Diversity Policy in a French Manufacturing Company, *Organization* DOI: 10.1177/1350508418812547 (Cnrs 1; Fnege 2).

BACOUÉL-JENTJENS, S.; YANG, I. (forthcoming). Do we see the same? - Discrepant perception of diversity and diversity management within a company, *Employee Relations* (accepted 10 August 2018) (Cnrs 4; Fnege 3)

KLEIN, A., HORAK, S., BACOUÉL-JENTJENS, S., LI, X. (in press): Does culture frame technological innovativeness? A study of millennials in triad countries. *European Journal of International Management* (accepted 24 July 2018) (Cnrs 4; Fnege 4). DOI 10.1504/EJIM.2019.10016816

HENNEKAM, S.; BACOUÉL-JENTJENS, S.; YANG, I. (forthcoming). Ethnic diversity management in France: a multilevel perspective. *International Journal of Manpower* (accepted 13 April 2018) (Cnrs 3).

NEEB, M., BACOUÉL-JENTJENS, S. (2017): Alter, Arbeitserfahrung und effektive Führung! *PERSONALquarterly*, 03/17, 40-45.

ROWLEY, C., BAE, J., HORAK, S., BACOUÉL-JENTJENS, S. (2017): Distinctiveness of Human Resource Management in the Asia Pacific Region: Typologies and Levels. *International Journal of Human Resource Management*, 28 (10): 1393-1408. DOI 10.1080/09585192.2016.1189151 (Cnrs 3; Fnege 3).

YANG, I.; KITCHEN, P.; BACOUÉL-JENTJENS, S. (2017): How to promote relationship-building leadership at work? A comparative exploration of leader humor behavior between North America and China; *International Journal of Human Resource Management*, 28 (10): 1454-1474. DOI 10.1080/09585192.2015.1089065 (Cnrs 3; Fnege 3).

ARORA, A. S., WU, J., Arora, A., BACOUÉL-JENTJENS, S., MCINTYRE, J. (2016): Miu Miu Diffuses Prada: Coupling Country-of-Origin versus Country-of-Manufacture Effects with Brand Authenticity and Contagion. *Journal of International Consumer Marketing*, 28 (4): 228-250. Doi 10.1080/08961530.2016.1148655 (not ranked in Cnrs and Fnege / Abdc-ranking: C).

BACOUÉL-JENTJENS, S., BRANDL, J.(2015): Cross-cultural responses to performance appraisals in Germany and France, *International Journal of Cross Cultural Management*, 15 (3): 285-304. DOI 10.1177/1470595815603412 (Cnrs 4, Fnege 4).

HORAK, S., BACOUÉL-JENTJENS, S., BEYLER, I. (2013): Stuck Between a Rock and a Hard Place: Restoring Economic Growth in South Korea by Building a Domestic Green Technology Industry? In: *Journal of International Business Education JIBE*, 8 : 5-26.

Academic/professional meeting proceedings

NEEB, M., BACOUÉL-JENTJENS, S.; YANG, I. (2017). Old minds? How does followers' job tenure moderate transformational and transactional leadership outcomes? AIB SE Annual Meeting, Washington DC, 26/10-29/10/2017.

KLEIN, A., HORAK, S., BACOUÉL-JENTJENS, S., LI, X. (2017): Technological Innovativeness of Late Millennials in Triad Countries: Does Culture Matter?, Conference: 2017 Academy of Management Meeting, 4-8 August 2017, Atlanta, Georgia, USA.

DUMOULIN, A.; BACOUÉL-JENTJENS, S. (2015): China's Africa Safari: Can China contribute to Africa's Economic Development? Presented at: AIB SE Annual Meeting, Savannah, 12-14 November 2015.

EL HAUARI, S.; BACOUËL-JENTJENS, S. (2015): MNC CSR-strategies at BoP-markets. Presented at: AIB SE Annual Meeting, Savannah, 12-14 November 2015.

CERQUEIRA, M.; BACOUËL-JENTJENS, S., (2015): The Soft Power of the Music Industry: From the United States to Japan. Presented at: AIB SE Annual Meeting, Savannah, 12-14 November 2015

BACOUËL-JENTJENS, S., YANG, I. (2015). Perceptions of Workplace Diversity: A French Case Study. Specialized conference of the EuroMed Academy of Business. HR Practices, strategic and entrepreneurial challenges: Academic and Practitioners Views. 21-22 May, Paris. EuroMed. ISBN ISBN 978-9963-711-32-1

BACOUËL-JENTJENS, S. (2013): *Cross-cultural differences in performance appraisals: The case of Germany and France*: XI International scientific conference "Management and engineering'13", Sozopol, Bulgaria, 23-26 June 2013, ISSN 1310-3946, 1314-6327

BRANDL J., CARBERRY E-J, BACOUËL-JENTJENS S. (2011): *Legitimate and illegitimate strengths: Responses to performance appraisals in Germany and France*, New Institutionalism Workshop, EMLYON Business School, Lyon: 17th-18th March 2011.

BRANDL J., CARBERRY E-J, BACOUËL-JENTJENS S. (2010): *Theorizing the Foundations of Normative Legitimacy*, European Group for Organizational Studies (EGOS) 26th Colloquium 2010, Waves of Globalization, Lisbon, Portugal: 28th June – 3rd July 2010. http://www.bm.edu.br/downloads/EGOS-2010_Full-program.pdf

Academic/professional meeting without proceedings

YANG, I., BACOUËL-JENTJENS, S., (2017). Discrepant Understanding of Diversity Policy within an Organization According to Functions and Hierarchies. 3rd Seoul International Conference on Social Sciences and Management (SICSSAM). 7-9 February 2017, Seoul, South Korea. <http://sicssam.org/index.asp?id=4>

BACOUËL-JENTJENS, S., CASTRO-CHRISTIANSEN, L. (2016). Focus on European Diversity: Does Culture Matter? International HRM Conference, 27th April 2016, School of Business – University of Applied Sciences Mainz <https://www.hs-mainz.de/wirtschaft/fachgruppen/hrm-und-sozialkompetenz/ihrmc/index.html>

BACOUËL-JENTJENS, S., DELCHET-COCHET, K. (2015): MNC CSR-strategies at BoP-markets. Poverty Alleviation through Microfranchise Presented at: EURAM, Warsaw, 17-20 June 2015.

YANG, I.; KITCHEN, P.; BACOUËL-JENTJENS, S. (2014): Perception of Humor in the Workplace: The impact of the Management of Human Resources in Asian and Western Countries, HRM in Asia: Distinctiveness of Asian Human Resource Management, 18 – 19 September 2014, ISC Paris, Cnam Paris, St John's University NY, Paris.

BACOUËL-JENTJENS, S, DUMOULIN, R., GAUZENTE, C. (2014) Microfranchising as a sustainable mode of entry in Bottom-of-the-pyramid markets: A discussion from the legitimacy point of view. Presented at: AIB SE Annual Meeting, Miami, 23-26 October 2014.

ARORA, A. WU, J, BACOUËL-JENTJENS, S, TINDALE, H. (2014), How Do Consumers Interpret Tropes in Advertising, to be presented at: AIB SE Annual Meeting, Miami, 23-26 October 2014.

Cases

BACOUËL-JENTJENS S., BERGER, C., DEBUIRE, P., KAMIN, R.: WatchFrog (2012), ECCH, 13p + 15p (812-017-1 + 812-017-8)

Co-edition :

ARORA, A.S., BACOUËL-JENTJENS S., EDMONDS, J. (2018): Global Business Value Innovations: Building Innovation Capabilities for Business Strategies. Palgrave Macmillan.

ARORA, A.S., and BACOUËL-JENTJENS S. (2016): International Fragmentation: Impacts and Prospects for Manufacturing, Marketing, Economy and Growth. Palgrave Macmillan

ARORA, A.S., and BACOUËL-JENTJENS S. (2014): Advertising Confluence: Transitioning the World of Marketing Communications into Social Movements. Palgrave Macmillan

Book chapters

BACOUËL-JENTJENS, S., CASTRO-CHRISTIANSEN, L. (2016). Cross-cultural response to diversity management: Diversity discourses in France and in Denmark. In: S. Rank (ed.), International Human Resource Management: Concepts and Research: 15-30. Aachen: Shaker Verlag.

CASTRO-CHRISTIANSEN, L.; BACOUËL-JENTJENS S. (2016): Diversity Management in Denmark and France: A comparative approach, in: A. Klarsfeld, E. Ng, L. Booyesen, L. Castro-Christiansen & B. Kuvaas (eds), Research Handbook of International and Comparative Perspectives on Diversity Management. Edward Elgar Publishing, p. 45-68.

BACOUËL, A. S., BACOUËL-JENTJENS S. (2014) : From Lipophilia to Lipophobia: The Role of Moral Entrepreneurs, in : A. S. Arora, and S. Bacouel-Jentjens (eds), Advertising Confluence: Transitioning the World of Marketing Communications into Social Movements. Palgrave Macmillan, p. 1-13

REBUFET, M., LOUSSAIEF, L., BACOUËL-JENTJENS S. (2014): Does the Country-of-Origin Matter for Cosmetics? The 'Made In France' Argument, in : A. S. Arora, and S. Bacouel-Jentjens (eds), Advertising Confluence: Transitioning the World of Marketing Communications into Social Movements. Palgrave Macmillan, p. 45-60

BACOUËL-JENTJENS S. (2014): Lechef, Gérer le retour de salariés expatriés. In : 15 études de cas, Studyrama Pro, p. 111-118

ANIDO FEIRE, N., BACOUËL-JENTJENS S. (2014): Bazar, Identifier les enjeux de recrutement, In : 15 études de cas, Studyrama Pro, p. 99-109

BACOUËL-JENTJENS S., ANIDO FREIRE, N (2013).: Transport et travail: sources interactives d'angoisse et de stress, in: DUPUICH, F., Santé et travail : quels défis pour le management, Collection Entreprises & Management, L'Harmattan, 2013, p. 225-236.

BACOUËL-JENTJENS S. (2012): L'évaluation de la performance : un processus mal aimé par les Français. DUPUICH, F. Regards croisés sur la responsabilité sociale de l'entreprise (RSE), L'Harmattan, 2012, p. 103-116

Date of CV: December 2018