

# ALLIANCE ARTEM RESEARCH

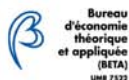
ÉCOLE



## 1<sup>ST</sup> ARTEM ORGANIZATIONAL CREATIVITY INTERNATIONAL CONFERENCE

MARCH 26 & 27TH, 2015 - NANCY, FRANCE

in PARTNERSHIP with:





THURSDAY,  
MARCH 26<sup>th</sup>

- 08.30-09.30** Registration of participants  
Welcome Coffee [Hall in front of Amphitheater 200]
- 09.30-10.00** Conference opening by the Heads of the 3 Schools of Artem Alliance  
[Amphitheater 200]
- 10.00-10.15** Speech by the President of Artem Entreprises
- 10.15-12.00** Plenary round table on “Cross-disciplinary perspectives  
of creativity and sustainability”  
[Amphitheater 200]
- 12.00-13.30** Lunch  
[Rooms A003 & A004]
- 13.30-15.00** Parallel sessions  
[Rooms: see detailed program on page 4]
- 15.00-15.30** Coffee-break  
[Rooms A003 & A004]
- 15.30-17.00** Parallel sessions  
[Rooms: see detailed program on page 4]
- FROM 19.00** Gala Dinner, Soundpainting Performance & Concert  
[At the City Hall of Nancy: Place Stanislas]

**09.30-10.00**

**CONFERENCE OPENING [AMPHITHEATER 200]**

By the Heads of the 3 Schools of Artem Alliance:  
Christian DEBIZE (ENSA), Jérôme CABY (ICN Business School) and  
Michel JAUZEIN (Mines Nancy)

Christophe CHOSEROT, Vice-President for Higher Education, Research  
and Innovation, Lorraine Regional Council

Co-Chairs of Artem OCC 2015:  
Nuno GUIMARAES DA COSTA, Kamel MNISRI, Klaus-Peter SCHULZ  
and Paul SHRIVASTAVA

**10.00-10.15**

Speech by Emmanuel DEL SORDO, Territorial Director of ERDF 54 and  
President of Artem Entreprises.

**10.15-12.00**

**ROUND TABLE [AMPHITHEATER 200]**

Plenary round table theme: "Cross-disciplinary perspectives of creativity  
and sustainability"

Moderated by **David WASIELESKI**,  
Duquesne University, Pittsburgh, USA and ICN Business School,  
Nancy-Metz France

*Keynote speakers:*

**Donald HUISINGH**,  
Editor-in-chief Journal of Cleaner Production;  
Professor of Sustainable Development at University of Tennessee, USA

**Sacha KAGAN**,  
Founding Coordinator of Cultura21 International;  
Research Associate, Institute of Sociology and Cultural Organization at  
Leuphana University, Germany

**Takaya KAWAMURA**,  
Associate Professor, Graduate School of Business, Osaka City University,  
Japan

**Tudor RICKARDS**,  
Professor of Creativity and Organizational Change, Manchester Business  
School, United Kingdom

**Paul SHRIVASTAVA**,  
Executive Director of Future Earth, Canada and ICN Business School,  
Nancy-Metz, France

**12.00-13.30**

**LUNCH [ROOMS A003 & A004]**

> PROGRAM OF THE  
1<sup>ST</sup> CONFERENCE DAY

	Paralell Session 1 [Room P308]	Paralell Session 2 [Room P320]	Paralell Session 3 [Room A304]	Paralell Session 4 [Room A309]
<b>13.30-15.00</b> <b>PARALLEL SESSIONS</b>	<p>Session Chair: Kenneth DOOLEY</p> <p>F50465 "Syncretism and paradigm change in business management" Author(s)/Speaker(s): MARTINEZ Fabien</p>	<p>Session Chair: Harry JALONEN</p> <p>F47304 "Social networking sites (SNSs)? Smart platforms for public service innovation" Author(s) Speaker(s): JALONEN Harri</p>	<p>Session Chair: Filali DOUNIAZED</p> <p>F51697 "LISA model: A new way to apprehend advertising persuasion process" Author(s) Speaker(s): FILALI Douniazed</p>	<p>Session Chair: Klaus-Peter SCHULZ</p> <p>F50039 "Two-step Impact Evaluation of Consumer Climate Education Interventions" Author(s) Speaker(s): GAUS Hansjoerg</p>
	<p>F51227 "Combating environmental risk in low velocity industries using dynamic capabilities to develop new organizational processes that lead to systemic innovations" Author(s) Speaker(s): DOOLEY Kenneth</p>	<p>F51516 "What drives creativity and innovation in insurance industry: Application of Amabile's framework to highly regulated industry" Author(s) Speaker(s): WILLIAMS Dina, PATEY-FORD Harvey</p>	<p>F90001 "The future is in dialogue" Author(s) Speaker(s): PAKEL Caroline</p>	<p>F49095 "Art based intervention through tool-kitbased modeling and serious play? A case study from regional health care development in Japan" Author(s) Speaker(s): SCHULZ Klaus-Peter, KAWAMURA Takaya, GEITHNER Silke</p>
	<p>F51973 "Creativity and Entrepreneurship: A Team-Based Learning Analysis of Firm Early Development and Performance" Author(s) Speaker(s): BIGA DIAMBEIDOU Mahamadou</p>	<p>F51746 "Creativity and maturity in team-based innovation - a model for assessment of interaction quality in relation to task characteristics" Author(s) Speaker(s): KÖPING OLSSON Bengt</p>	<p>F52221 "Determinants of Responsible Consumer Behavior in France" Author(s) Speaker(s): KHELLADI Insaf</p>	<p>F51828 "Creative Learning Methods: The C<sup>2</sup>-Business Game" using LEGO® Serious Play®" Author(s) Speaker(s): GEITHNER Silke</p>

**15.00-15.30 - COFFEE BREAK [ROOMS A003 & A004]**

	Session Chair: Ad VAN ITTERSON	Session Chair: Silke GEITHNER	Session Chair: Ricardo MARTINS	Session Chair: Thierry HOUE
<b>15.30-17.00</b> <b>PARALLEL SESSIONS</b>	<p>F51046 "Ideas are feelings first: On epiphanies in everyday workplace creativity" Author(s) Speaker(s): VAN ITTERSON Ad</p>	<p>F51406 "Learning and sustainable development in High Reliability Organizations? A role model for traditional work organizations?" Author(s) Speaker(s): GEITHNER Silke , SCHULZ Klaus-Peter</p>	<p>F51877 "SSDSIM, or how to be creative to produce a sustainable solar drier simulator" Author(s) Speaker(s): GRAU Antoni</p>	<p>F50859 "Art, finance and logistics: creative arrangement for a sustainable economic development" Author(s) Speaker(s): HOUE Thierry</p>
	<p>F49256 "Who Should Be on a Board Corporate Social Responsibility Committee?" Author(s) Speaker(s): EBERHARDT-TOTH Edina</p>	<p>F51825 "Sustaining Human Resources Via Aesthetic Practices" Author(s) Speaker(s): CRICHTON Rohan, SHRIVASTAVA Paul</p>	<p>F48948 "United we stand, divided we fall". Learning from creative SME collaborations. Author(s) Speaker(s): DECHAMP Gaëlle, SZOSTAK Bérange</p>	<p>F90002 "Lean and CSR between contradiction and complementarity" Author(s) Speaker(s): MÉLANIE COLLET</p>
	<p>F51737 "Corporate finance practice in Brazil: a survey" Author(s) Speaker(s): BENETTI Cristiane</p>	<p>F50868 "Self-Employment: Does Parental Cultural Diversity Matter?" Author(s) Speaker(s): MARINO Marianna</p>	<p>F51853 "2mw: A Novel Metamodel To Enhance Creativity In Participatory Conceptual Design Of Bioenergy Systems" Author(s) Speaker(s): MARTINS Ricardo</p>	<p>F51596 "Determination of Corporate Social Responsibility: Case From Indonesia" Author(s) Speaker(s): BARUSMAN Yusuf</p>

**FROM 19.00 - GALA DINNER**  
**[AT THE CITY HALL OF**  
**NANCY: PLACE STANISLAS]**

Welcome speech by Laurent HÉNART,  
Mayor of Nancy City



friday,  
MARCH 27<sup>th</sup>

- 08.30-10.00 Parallel sessions  
[Rooms: see detailed program on page 6]
- 10.00-10.15 Coffee-break  
[Rooms A003 & A004]
- 10.15-11.00 “Dans quelle vie tu Monde(s)” by Catherine CHAMPEROL  
[Amphitheater 200]
- 11.00-12.00 Parallel sessions  
[Rooms: see detailed program on page 6]
- 12.00-13.30 Lunch  
[Rooms A003 & A004]
- 13.00-14.30 “Can you hear me?” from Philippe MAIRESSE  
[Rooms P206]
- 13.30-14.30 “Light Augmented by Dance, an Art Based Innovation Approach” from Jeanne BLOCH  
[Room P208]
- 14.30-14.45 Coffee-break  
[Rooms A003 & A004]
- 14.45-16.15 Parallel sessions  
[Rooms: see detailed program on page 7]
- 16.15-17.30 Closing of the conference  
by Co-Chairs, keynote speakers and Representative  
of the Great Nancy Urban Council  
[Amphitheater 200]

	Paralell Session 1 [Room P308]	Paralell Session 2 [Room P320]	Paralell Session 3 [Room A304]	Paralell Session 4 [Room A309]
<b>08.30-10.00</b> <b>PARALLEL SESSIONS</b>	Session Chair: Wendelin KÜPERS	Session Chair: Sybil PERSSON	Session Chair: Nuno GUIMARAES-DACOSTA	Session Chair: Sebastien BAYON
	F51219 "Embodied & artful design for a creative and sustainable inter-practicing in organizations and leadership" Author(s) Speaker(s): KUEPERS Wendelin	F51647 "What Popular Music Can Teach: Blues as an Example of Sustainable Living to Renew the Conception of Business Life in Organizations and Business Schools" Author(s) Speaker(s): PERSSON Sybille, AGOSTINI Bertrand	F51684 "The triple layered business model canvas: a tool to design more sustainable business models" Author(s) Speaker(s): JOYCE Alexandre	F51768 "Socially Responsible Research, but whom to trust? The example of a Renewable Energy" Author(s) Speaker(s): BAYON Sébastien, ANDRÉ Jean-Claude
	F51531 "The rise and fall of Art Nouveau: (de) legitimation processes in creative industries?" Author(s) Speaker(s): IVANOVA Olga	F49439 "Assessment of Creativity in Project-Organized Group (POG) for Developing Sustainable Pedagogy in Chinese Universities" Author(s) Speaker(s): ZHOU Chunfang	F52185 "Stressing the Green in Green Supply Chain Management: a framework of key success factor dynamics" Author(s) Speaker(s): GUIMARAES-DACOSTA Nuno	F49286 "When Biological Analogies Miss Sustainability" Author(s) Speaker(s): CHUPIN Jean-Pierre CUCUZZELLA Carmela
	F51713 "Music and Sustainability: organizational cultures towards creative resilience" Author(s) Speaker(s): Kagan Sacha	"Arts-mediated Critical Management Learning for Health/Social care in Japan" Author(s) Speaker(s): KAWAMURA Takaya	F52019 "Society and Materials, a series of regular seminars based on a dialog between soft and hard sciences" Author(s) Speaker(s): BIRAT Jean-Pierre	
<b>10.00-10.15 - COFFEE BREAK [ROOMS A003 &amp; A004]</b>				
<b>10.15-11.00</b>	"Dans quelle vie tu Monde(s)" by Catherine CHAMPEROL [Amphitheater 200]			
<b>11.00-12.00</b> <b>PARALLEL SESSIONS</b>	Session Chair: Dorothea ERNST	Session Chair: Silvester IVANAJ	Session Chair: Kamel MNISRI	Session Chair: Chunfang ZHOU
	F50682 "Organizational diffusion of creative process developments: a case example from home care" Author(s) Speaker(s): SCHULZ Klaus-Peter	F52290 "Art as theoretical inspiration in management science" Author(s) Speaker(s): IVANAJ Silvester	F51767 "Towards an exploratory study of the effect of moral imagination on ethical work climate" Author(s) Speaker(s): MNISRI Kamel, WASILESKI David	F51428 "When Creativity Meets the Practice of Sustainability: A Systems Approach to the Analysis of a Danish Renewable Energy Project" Author(s) Speaker(s): ZHOU Chunfang
	F51204 "Art as Tool? Museum as Lab: Concept development of a new value creation stream to co-create the cultural context for innovation for sustainable development" Author(s) Speaker(s): ERNST Dorothea ESCHE Charles	F51628 "Créativité et gestion du patrimoine : L'investissement alternatif dans le Vin" Author(s) Speaker(s): MBAREK Sondes, BENETTI Cristiane	F51523 "Creativity in the economic downturn: a review of the empirical literature" Author(s) Speaker(s): SRAML GONZALEZ Jakoba	F51430 "Evaluation of ideas generated during creative workshops" Author(s) Speaker(s): BOLY Vincent
<b>12.00-13.30 - LUNCH [ROOMS A003 &amp; A004]</b>				

> PROGRAM OF THE  
2<sup>nd</sup> CONFERENCE DAY



	Paralell Session 1 [Room P308]	Paralell Session 2 [Room P320]	Paralell Session 3 [Room A304]	Paralell Session 4 [Room A309]
<b>13.00-14.30</b>	"Can you hear me?" from Philippe MAIRESSE [Room P206]			
<b>13.30-14.30</b>	"Light Augmented by Dance, an Art Based Innovation Approach" from Jeanne BLOCH [Room P208]			
<b>14.30-14.45 - COFFEE BREAK [ROOMS A003 &amp; A004]</b>				
<b>14.45-16.15</b> <b>PARALLEL SESSIONS</b>	Session Chair: Kamel MNISRI	Session Chair: Daniele VADALÀ	Session Chair: Rodrigo LOZANO	Session Chair: Nigam NIRJHAR
	F50594 "Exploring and designing sustainable management by applying and embedding creative and playful modelling methodologies in a cross cultural context" Author(s) Speaker(s): FINSTAD-MILION Krista, SCHULZ Klaus-Peter, JANCZAK Sergio	F51764 "Towards a responsible research applied to rare earths for a sustainable development" Author(s) Speaker(s): BAYON Sébastien, ANDRÉ Jean-Claude	F49169 "Creativity and organisational learning as means to foster sustainability" Author(s) Speaker(s): LOZANO Rodrigo	F51617 "Can Creativity Thrive Within Virtual Teams?" Author(s) Speaker(s): DAVIDSON Philippe
	F51434 "Study of Aalto University: is the 'innovation university' creative?" Author(s) Speaker(s): PALOMÁKI Kalle	F49403 "Light infrastructures and site-specific practices as revitalization engine of marginal areas" Author(s) Speaker(s): VADALÀ Daniele	F49287 "Creativity in Sustainable Design in a Society of Risk Management" Author(s) Speaker(s): CUCUZZELLA Carmela	F50963 "Creative Evidence-Based Designs toward Achieving Sustainable Healthcare Service Systems: A Developing Country Perspective" Author(s) Speaker(s): HAMED Sara
	F51528 "Creative Business Days: Ideas in Action" Author(s) Speaker(s): MNISRI Kamel , CLERC-GIRARD Marie-France, MORIN-ESTEVEES Christine, MEYER Alexandre	F51784 "Investigating a safer and greener frother option for oxidised coal flotation" Author(s) Speaker(s): OTSUKI Akira	F51703 "Signaling for Sustainability: An Affective Sensemaking Process for Generative Change within Organizations" Author(s) Speaker(s): WASIELESK David	F51315 "Can innovative reforms and practices resolve financial distress efficiently?" Author(s) Speaker(s): NIGAM Nirjhar, BOUGHANMI Afef
<b>16.15-17.30</b>	Closing by co-chairs, keynote speakers and François WERNER, Vice-President for Higher Education, Research and Innovation, Great Nancy Urban Council			

# CHAIRS & COMMITTEES

## > co-chairs

Nuno  
GUIMARAES DA COSTA



Kamel  
MNISRI

Klaus-Peter  
SCHULZ



Paul  
SHRIVASTAVA

## > SCIENTIFIC COMMITTEE

Sid ABDELLAOUI, Université de Lorraine, Nancy, France  
Tamym ABDESSEMED, ICN Business School, Nancy-Metz, France  
David ALLEN, Manchester University, United Kingdom  
Ariane BERTHOIN ANTAL, WZB Berlin Social Science Center, Germany  
Marie-Reine BOUDAREL, Mines Nancy, Université de Lorraine, Nancy, France  
Christian BOURION, ICN Business School, Nancy-Metz, France  
Thierry BURGER-HELMCHEN, University of Strasbourg, France  
Stewart CLEGG, UTS Business School, Australia  
Carmela CUCUZZELLA, Concordia University, Montreal, Canada  
Jehanne DAUTREY, Ecole nationale supérieure d'art de Nancy  
Hansjörg GAUS, Saarland University, Germany  
Silke GEITHNER, Dresden University of Technology, Germany  
Corinne GENDRON, UQAM Montréal, Canada & ICN Business School Nancy-Metz, France  
Nuno GUIMARAES da COSTA, ICN Business School, Nancy-Metz, France  
Silvester IVANAJ, ICN Business School, Nancy-Metz, France  
Takaya KAWAMURA, Osaka City University, Japan  
Anthony KUHN, Université de Lorraine, France  
Patrice LAROCHE, ESCP Europe, Paris, France  
Stéphane LHUILLERY, ICN Business School, Nancy- Metz, France  
Sébastien LIARTE, Université de Lorraine, Nancy, France  
Delphine MANCEAU, ESCP Europe, Paris, France  
John MC INTYRE, Georgia Institute of Technology, Atlanta, USA  
Kamel MNISRI, ICN Business School, Nancy-Metz, France  
Laure MOREL, Université de Lorraine, Nancy, France  
Daniel MUZIO, University of Newcastle, University Business School, United Kingdom  
Stephen PARRY, Manchester University, United Kingdom  
Miguel PINA E CUNHA, Nova School of Business and Economics, Portugal  
Wahiba RAMDANE, Mines Nancy, Université de Lorraine, Nancy, France  
Tudor RICKARDS, Manchester University, United Kingdom  
Annalisa SANNINO, Helsinki University, Finland  
Klaus-Peter SCHULZ, ICN Business School Nancy-Metz, France  
Paul SHRIVASTAVA, Executive Director of Future Earth, Canada & ICN Business School, Nancy-Metz, France  
Minoo TEHRANI, Roger Williams University, Bristol, USA  
Bettina von STAMM, Innovation Leadership Forum, United Kingdom  
Eric W. STEIN, Penn State University, Pennsylvania, USA  
David WASIELESKI, Duquesne University, Pittsburgh, USA & ICN Business School, Nancy-Metz, France  
Dina WILLIAMS, University of Huddersfield, United Kingdom

## > ORGANIZATION COMMITTEE

Tamym ABDESSEMED, ICN Business School, Nancy-Metz, France  
Clarice BERTIN, ICN Business School, Nancy-Metz, France  
Marie-Reine BOUDAREL, Mines Nancy, Université de Lorraine, France  
Ana DAHI, ICN Business School, Nancy-Metz, France  
Jehanne DAUTREY, École nationale supérieure d'art de Nancy  
Nuno GUIMARAES da COSTA, ICN Business School, Nancy-Metz, France  
Kamel MNISRI, ICN Business School Nancy-Metz, France  
Klaus-Peter SCHULZ, ICN Business School, Nancy-Metz, France  
Joëlle THIERY, Mines Nancy, Université de Lorraine, France  
Carla VIDINHA, ICN Business School, Nancy-Metz, France



## > ABOUT THE ARTEM ALLIANCE

Artem is a unique Alliance between the École nationale supérieure d'art de Nancy, ICN Business School Nancy-Metz and Mines Nancy. It is a partnership which promotes, in its educational programs, interdisciplinarity, alternative learning methods, creativity and innovation, all with a view to training a new generation of creators and decision-makers.

## > PARTNERS SUPPORTING ARTEM OCC 2015

IRCASE – International Research Chair in Arts & Sustainable Enterprises  
 David O'Brien Center for Sustainable Enterprise, John Molson School of Business, Concordia  
 University, Montréal, Canada  
 Georgia Tech Atlanta, GA, USA  
 Laboratoire CEREFIGE, University of Lorraine  
 Laboratoire BETA, University of Strasbourg & University of Lorraine  
 Laboratoire ERPI, University of Lorraine  
 Laboratoire LGIPM, University of Lorraine  
 Artem Entreprises

**> links**

[artemocc2015.sciencesconf.org](http://artemocc2015.sciencesconf.org)  
[twitter.com/ArtemOCC](https://twitter.com/ArtemOCC)

**> CONTACT**

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