



## 2017-2018 academic year: 11 new professors join EDHEC Business School

### Press release

Lille, 21 September 2017 – EDHEC Business School continues its development via the arrival of 11 new professor-researchers for the start of the 2017-2018 academic year.

This wave of recruitment is consistent with EDHEC's strategic plan and its objective of recruiting 50 professors between 2015 and 2020. Since the onset of the plan, EDHEC has recruited 32 new professors, representing over 15 different nationalities (Dutch, American, Austrian, Belgian, Mexican, etc.) These new arrivals increase the number of permanent professors employed by the School to 167 versus 133 five years ago, a significant 26% increase in the teaching faculty during the period.

EDHEC's strategic model, based on excellence in research - supported by permanent interaction with businesses and regular soliciting of students for their expectations and opinions - makes the School an attractive proposition on the international academic stage. All these new professors command significant international experience and chose EDHEC for its demanding requirements, whether in terms of research excellence, its commitment to make an impact on the business world and its ability to devise top-level innovative pedagogical approaches for the benefit of students.

*"These professors strengthen our pedagogical team and perfectly round out our pool of research expertise. They all hold PhDs, boast highly international profiles and collectively embrace a wide range of fields and disciplines. In particular, Ibolya Schindele's arrival reinforces our finance research team, while Christophe Croux is set to contribute to EDHEC's development in the data sciences field, following the School's launch of an MSc in Data Analytics & Digital Business in September",* explains Christophe Roquilly, Associate Dean for Faculty and Research at EDHEC Business School.

EDHEC Business School is pleased to announce the arrival of 11 new professor-researchers:

- [Johanna Brunneder](#), Austrian, professor of **Marketing**, formerly of the University of Oxford
- [Christophe Croux](#), Belgian, professor of **Econometrics/Data Science**, formerly of KU Leuven
- [Inge De Clippeleer](#), Belgian, professor of **Management**, formerly of Vlerick Business School
- [Mario Hernandez Tinoco](#), Mexican, professor of **Corporate Finance**, formerly of the University of Groningen

- [Hager Jemel](#), French, professor of **Management/Leadership**, formerly of the University of Lille 2
- [Michel Philippart](#), Belgian, professor of **Supply Management**, formerly of the Grenoble School of Management
- [Margot Racat](#), French, professor of **Marketing**, formerly of IDRAC Business School
- [Ibolya Schindele](#), Hungarian, professor of **Finance**, formerly of CEU Business School
- [Ammar Sharkatli](#), Syrian, professor of **Law**, formerly of the University of Lille 2
- Sara Van Der Maelen, Belgian, professor of **Marketing**, formerly of KU Leuven
- [Cedric Verbeeck](#), Belgian, professor of **Strategy and Operations Management**, formerly of the University of Ghent

### Press contact

Angèle Pellicier

[angele.pellicier@edhec.edu](mailto:angele.pellicier@edhec.edu)

+33 (0)1 53 32 87 67 / +33 (0)6 68 11 39 04

### About EDHEC BUSINESS SCHOOL

- 5 campuses: Lille, Nice, Paris, London and Singapore
- 7,900 students in academic education
- 20 degree programmes: BBA, Master in Management, MScs, MBAs, PhD, etc.
- Over 30,000 alumni in 125 countries
- 156 permanent professors
- 13 research and teaching chairs
- A €121.5m budget
- €20m of R&D revenues, including €15m from international sources
- One of the first business schools worldwide to hold the triple crown of accreditations from AACSB, EQUIS and AMBA

Operating from campuses in Lille, Nice, Paris, London and Singapore, EDHEC is one of the world's top 20 business schools. Fully international and directly connected to the business world, EDHEC commands a strong reputation for research excellence and the ability to train entrepreneurs and managers capable of breaking new ground. EDHEC functions as a genuine laboratory of ideas and produces innovative solutions valued by businesses.

The School's teaching is inspired by its research work and a focus on "learning by doing", all with the aim of equipping people with the skills to succeed in business.

For more information on EDHEC Business School: [www.edhec.com](http://www.edhec.com)

[Johanna Brunneder](#), received her PhD at the Geneva School of Economics and Management (GSEM) at the University of Geneva and had doctoral and post-doctoral visits at Said Business School, University of Oxford; Cass Business School, City University of London and Jesse H. Jones Graduate Business School, Rice University.

Dr. Brunneder's research is focused on the study of consumption, technology and sustainability, at the intersection of information systems, innovation and marketing. She combines large-scale data analysis, experiments, in-depth interviews and text mining to study consumption and consumer interaction. Her research examines the impact of competition on online innovation networks, paradoxes of social innovation, human versus machine implications on consumer choices, and mindful consumption. Her research has been awarded by the *European Marketing Conference* and *Swiss National Science Foundation* and has been presented among others at the *American Marketing Educator* conferences in San Francisco and Chicago and at the *Digital Marketing Symposium* at Cass Business School in London. She regularly reviews for Common Grounds Publishing journals.

Dr. Brunneder teaches courses specialized in "Digital Marketing", "Consumers Insights & Big Data", "Innovation & Marketing". She has consulting experience in a large number of industries, including telecommunication, market research, international organisations and FMCG. She is also actively involved in innovation projects at the International Committee of the Red Cross.

[Christophe Croux](#) had been appointed a professor of data science at Edhec Business school. He was a professor in statistics and econometrics at the Université Libre de Bruxelles (1995-2001) and the KU Leuven (2001-2017). The research he conducted was on mathematical and computational statistics, marketing modelling, and applied econometrics. He was the supervisor of more than 15 PhD students, and is author of more than 100 papers in international journals. His current research activity is on the detection of anomalies in large and complex data sets, and the development of forecasting methods for big data. He will mainly teach in the newly created MSc in Data Analytics and Digital Business.

[Inge De Clippeleer](#) holds a Master in Educational Sciences from Ghent University (Belgium). Her PhD and research is situated in the domain of Organizational Behavior and zooms in on individual job crafting and team crafting – how individuals and teams proactively mold and organize work so it better fits their strengths and passions.

She worked for about ten years at Vlerick Business School, where she was lecturing on the topics of self-management, career management, team management, and leadership development for Master and executive audiences. Furthermore, she was responsible for the career coaching of Vlerick's MBA participants, and has extensive experience in coaching executives and teams.

[Mario Hernandez Tinoco](#) holds a PhD in Finance from Leeds University Business School and a Master of Research in Economics from Sciences Po Paris. He specializes in risk measurement and management in corporations and banking institutions. Mario's academic work at the finance department at the Leeds University Business School in the UK and the University of Groningen in the Netherlands included the creation and delivery of undergraduate and postgraduate courses in corporate finance, financial risk, mergers and acquisitions, and banking. In these courses, he employed a variety of approaches such as economic modelling, quantitative analysis, research methods and empirical econometrics. Mario has performed research on risk management and he is currently working on research projects on corporate finance and banking.

[Hager Jemel](#) holds a PhD in Management Sciences from Institut d'Administration des Entreprises de Lille, part of University Lille 1. She has amassed 13 years of experience in Management lecturing and research, and commands strong expertise in the CSR and diversity fields. She has been Director of the Pre-Master Year for the EDHEC Master in Management since June 1st. Hager Jemel is the Director of EDHEC Open Leadership Innovation Centre for Diversity & Inclusion. The Centre has conducted numerous studies on these topics, including

most recently « Promises and Paradoxes of Public Leadership », a study which provides an unexpected portrait of public leaders.

[Michel Philippart](#) is a Professor of Operations Management in the Department Management & Strategy at EDHEC Business School. He holds a DBA from Paris Dauphine, an MBA from Northwestern University's Kellogg Graduate School of Management, and a metallurgical engineering degree from University of Liège. He specializes in Purchasing and Supplier Management. His research links supplier relations and the development of sustainable competitive advantages using the Resource Based Theory as framework, and on collaboration within extended enterprises. His academic experience is built on 20 years of consulting and corporate life up to the position of Head of Purchasing for the vaccine division of GSK.

[Margot Racat](#) holds a PhD in Marketing from the University of Lyon. Her current research interests are mainly about the senses and their influences in marketing (e.g. mediated environments) and management contexts (e.g. decision making in extreme organizational contexts). She has acquired expertise on the understanding of the evolution of purchasing environments and its impact on consumer behaviour. She is also interested into topics such as luxury consumption from a cultural lens and into the phenomena of influence within the internet sphere (e.g. digital influencers). Her previous professional experiences acquired through her education helped her to get closer to managerial concerns and to better understand their difficulties encountered along the way.

Holding a PhD in Financial Economics (Amsterdam University), [Ibolya Schindele](#) is Associate Professor of Finance at EDHEC Business School. Previously, she was on the faculty of BI Norwegian Business School and worked as Senior Researcher at the Central Bank of Hungary. She also held visiting positions at the Central European University, the Swedish Institute for Financial Research (SIFR) and Toulouse Business School. Her research interests are in the fields of banking and financial intermediation. Her recently published papers focus on the active role of shareholders and non-shareholding stakeholders in governance. Since her affiliation with central banking research, her papers have investigated the impact of monetary policy on banks' lending decisions. Her research has been presented at various international conferences and published in peer-reviewed journals such as the Review of Finance, Review of Financial Studies, Economics Letters, and the Journal of Banking and Finance. She is Subject Editor of the Journal of Multinational Financial Management.

Holding a PhD in Corporate Law (University of Lille II), [Ammar Sharkatli](#) has also been a lawyer at the Damascus Bar since 2004. Before joining EDHEC Business School, he worked as a Professor and Researcher at the University of Lille II and IUT of University of Lille I. Between 2005 and 2007, he was Assistant Teacher at the University of Damascus. His research interests include Business Law and more specifically Corporate Governance, in particular senior management compensation packages.

Holding a Phd (Ghent University) in Engineering, [Cedric Verbeeck](#) is a professor of Operations management. Apart from teaching courses in operations management and supply chain management, his research concerns vehicle routing problems and topics in project scheduling. He joined the Strategy department of EDHEC Business school in September 2017. He is an author of various academic publications in journals such as the European Journal of Operations Research and Transportation Research.