

## **New academic year 2020: EDHEC announces the arrival of nine new professors**

*Press release*

*Paris, 15 September 2020* – EDHEC Business School is strengthening its teaching faculty with the arrival of nine new professors and researchers. This recruitment furthers the School's strategy of expanding its faculty in line with its new 2025 plan - Impact Future Generations – which aims to hire 10 new professors a year without any significant increase in student numbers. These new recruitments will expand dissemination of the faculty's research work and teaching expertise in all of EDHEC's programmes.

Training engaged leaders is a priority for EDHEC and the School's strategic model is based on producing and disseminating research of real practical use to society, businesses and students. In light of the economic, social, technological and environmental challenges facing society, the first objective of these new professors will be to prepare students to make a positive impact on society.

EDHEC is bolstering its teaching faculty in disciplines that resonate with its [strategic priorities](#): entrepreneurship, artificial intelligence and more particularly the field of law, where two new professors are joining the [EDHEC Augmented Law Institute](#). This very-newly created Institute aims to become a go-to player worldwide in terms of augmented law, whether in terms of its offering of training solutions, devised from a hybridisation standpoint, or its research programmes, centred on the impact of new technologies on law and legal practices. Including these new recruits, EDHEC now has 177 professors and researchers.

*“At EDHEC, we are furthering our recruitment strategy geared to strengthening and diversifying our teaching faculty in terms of disciplines, profiles and nationalities. We are welcoming nine high-level international professors who combine academic excellence with high-quality teaching, and are connected to the world of business and its current issues”,* underlines Christophe Roquilly, Associate Dean for Faculty and Research at EDHEC Business School.

EDHEC is pleased to announce the arrival of nine new professors:

- [Raginee Baruah](#), PhD, Assistant Professor of **Accounting** (India)
- [Maria Figueroa Armijos](#), PhD, Associate Professor of **Entrepreneurship**, Academic Director of the [Msc in Entrepreneurship & Innovation](#) (Ecuador)
- [Ivan Gordeliy](#), PhD, Assistant Professor of **Marketing** (Russia)
- [Sachin Kamble](#), PhD, Professor of **Strategy** (India) – *Arrival in July 2020*

- [Gianclaudio Malgieri](#), PhD, Associate Professor of **Law**, [EDHEC Augmented Law Institute](#) (Italy)
- [Serge Pires Da Motta Veiga](#), PhD, Professor of **Human Resource Management** (United States) – *Arrival in January 2020*
- [Arash Talebi](#), PhD, Assistant Professor of **Marketing** (Iran)
- [Anne Witt](#), PhD, Professor of **Law**, [EDHEC Augmented Law Institute](#) (Germany)
- [Kim Yenee](#), PhD, Assistant Professor of **Marketing** (Korea)

### Press contacts

Béatrice Malasset - [beatrice.malasset@edhec.edu](mailto:beatrice.malasset@edhec.edu) - +33 (0)1 53 32 76 55

Angèle Pellicier - [angele.pellicier@edhec.edu](mailto:angele.pellicier@edhec.edu) - +33 (0)1 53 32 87 67

### About EDHEC BUSINESS SCHOOL

Based in Lille, Nice, Paris, London and Singapore, and counting 100 nationalities on its campuses and partnerships with 280 leading universities around the world, EDHEC is a fully international business school directly connected to the business world. EDHEC's 40,000 alumni spread over 120 countries represent a community of engaged leaders, trained to act practically and deliver solutions to the main economic, social, technological and environmental challenges facing the world.

The School has developed a unique model founded on research of real practical use to society, companies and students. EDHEC is a centre of excellence, innovation, experience and diversity, focused on impacting future generations in a fast-transforming world. The School exists to make a positive impact on the world.

#### EDHEC in figures:

- 8,600 students in academic education, 177 professors and researchers, 11 research centres
- 5 campuses and a platform devoted to 100%-online certificate and degree programmes: EDHEC Online
- a comprehensive portfolio of 23 programmes designed for future decision-makers: Bachelors (BBA and BSc), a Master in Management, Masters of Science (MSc), MBAs (Full-time and Executive MBA), a PhD in Finance
- an extensive EDHEC Executive Education offering of certificate and degree programmes for managers, business leaders and entrepreneurs

**Raginee Baruah**, PhD, Assistant Professor of **Accounting** (India)

Her research work involves exploring the management control systems firms use as a 'system' to manage their workforce. She also researches into various hiring strategies used for hiring Chief Executive Officers. Her teaching portfolio at EDHEC consists of courses on Financial Accounting, at both graduate and undergraduate levels. Before joining EDHEC, Raginee pursued a PhD in Accounting from Maastricht University. She also has over five years of industry experience, working in firms like PricewaterhouseCoopers, and Asian Development Bank.

**Maria Figueroa Armijos**, PhD, Associate Professor of **Entrepreneurship**, Academic Director of the [Msc in Entrepreneurship & Innovation](#) (Ecuador) – *Arrival in January 2020*

Prior to joining EDHEC, Maria was a faculty member at the Kogod School of Business in Washington, DC. Her research focuses on entrepreneurship and regional innovation. Current projects include work in entrepreneurial finance, women's entrepreneurship, crowdfunding, regional innovation, entrepreneurship policy, and corporate social responsibility. Her field research has included projects with SANREM CRSP/USAID in Bolivia, Peru, and Ecuador; and with USDA's Rural Development Division, USDA Economic Research Service (ERS), the U.S. Department of Homeland Security, the U.S. Department of Education, and the Rural Policy Research Institute (RUPRI). Aside from France, Maria has also previously lived in the United States of America (14 years), Switzerland, Costa Rica, Ecuador, Bolivia, and Belgium.

**Ivan Gordeliy**, PhD, Assistant Professor of **Marketing** (Russia)

His research focuses on Word-of-mouth and on product reviews. His current interests are in consumer-well-being, in the issues of trust and impact of deceptive behaviors. Ivan employs machine learning and natural language processing techniques to analyze User Generated Content in order to understand how behavior affects language and how language impacts consumers' behavior and perceptions.

**Sachin Kamble**, PhD, Professor of **Strategy** (India) – *Arrivé en juillet 2020*

He holds a Ph.D. in Management, MBA in Operations and a bachelor's degree in Mechanical Engineering. Before joining EDHEC worked with National Institute of Industrial Engineering (NITIE) Mumbai, India. Dr. Sachin's teaching and research interests include Operations Management, Supply Chain Management, Big Data Analytics, Industry 4.0 and Digital transformation. He has more than 50 authored/co-authored publications in referred international journals and include high impact journals such as Int. J of Production Economics, Int. J of Production Research, Computers in Industry, Int. J of Information Mgmt. and Process Safety & Env. Mgmt. Dr. Sachin has done more than 25 consultancy assignments for leading manufacturing and service organizations representing different sectors such as cement, oil refinery, fertilizer, sea-ports, textile, tyres, and pharmaceuticals. He has also designed and executed various executive development programs for senior level executives in the area of operations and supply chain management. Sachin is a highly acknowledged person in the field of research & loves to conduct research methodology workshops for the students and young academicians.

**Gianclaudio Malgieri**, PhD, Associate Professor of **Law**, [EDHEC Augmented Law Institute](#) (Italy)

Gianclaudio Malgieri is an Associate Professor of Law and Technology at the EDHEC Business School in Lille (France), where he conducts research at the [Augmented Law Institute](#) and teaches Data Protection, Intellectual Property, ICT Law and Business Law. He is also an Attorney at Law and a doctoral researcher at the Law, Science, Technology and

Society (LSTS) Research Centre of Vrije Universiteit Brussel, where he was Work Package Leader of the EU H2020 PANELFIT Project. In 2019 he is the only European scholar to receive the Future of Privacy Award. He is also external expert of the European Commission for the ethics and data protection assessment of EU research proposals and was Deputy Editor of Computer Law and Security Review.

His PhD thesis project focused on the notion of data subjects in the GDPR, in particular on the vulnerable data subjects. He also conducts research on automated decision-making, privacy and fundamental rights, surveillance, data ownership, intellectual privacy, consumer law.

He got an LLM with honours at the University of Pisa and a JD with honours at S.Anna School of Advanced Studies of Pisa (Italy). He was visiting researcher at the Oxford University, London School of Economics, World Trade Institute of the University of Bern and École Normale Supérieure de Paris. He has authored more than 40 publications in leading international law reviews, including the Italian Handbook of Personal Data Protection.

**Serge Pires Da Motta Veiga, PhD, Professor of Human Resource Management (United States) – Arrival in January 2020**

Serge P. da Motta Veiga is Professor of Human Resource Management at EDHEC Business School. He is also a Visiting Senior Research Fellow at King's College in London. Prior to joining EDHEC, he was a Professor of Management at American University in Washington, DC, and Lehigh University in Bethlehem, PA. He earned a Ph.D. in Human Resource Management and Organizational Behavior from the University of Missouri, and a license in Economics from the Université Libre de Bruxelles in Belgium.

His research interests revolve around job search, recruitment, and career and talent management. Specifically, he is interested in examining dynamic factors in issues surrounding employment, career management and talent management. His work has been published in leading journals including the Journal of Applied Psychology, Personnel Psychology, Organizational Behavior and Human Decision Processes, Human Resource Management, Journal of Business Ethics, Journal of Vocational Behavior, and the Journal of Organizational Behavior.

**Arash Talebi, PhD, Assistant Professor of Marketing (Iran)**

Arash Talebi is Assistant Professor of Marketing at EDHEC Business School (France). His research primarily focuses on understanding the role of emotions in consumer judgment and decision-making. His recent projects explore the hedonic benefits of uncertainty and examine how consumers' attitude, intention, and behavior change as a function of their affective responses in uncertain environments.

His other research projects focus on affective (mis)forecasting and consumers' well-being, the role of mixed emotions and attitude ambivalence in decision-making, marketing placebo effects in uncertain settings, and consumption patterns in the presence of thoughts about God and religion.

Prior to joining academia, he worked in the industry for five years. He experienced different aspects of the marketing industry and market research with multinational brands.

His current teaching interests include consumer behavior, marketing communication, pricing, marketing research, and experimental research.

**Anne Witt, PhD, Professor of Law, [EDHEC Augmented Law Institute](#) (Germany)**

Anne Witt is a Professor of Law and a member of the EDHEC Augmented Law Institute. She gained her first law degree from the University of Freiburg im Breisgau, an LLM from the University of Virginia (Fulbright scholar), and a PhD from the University of Kent. She is admitted to the bar in Germany. She previously worked for the University of Leicester, and was a visiting research fellow at the European University Institute (2015) and an Emile Noël Research Fellow at NYU Law School (2019).

Her key research and teaching interests lie in the area of competition law and the digital economy.



**Kim Yenee**, PhD, Assistant Professor of **Marketing** (Korea)

Yenee Kim holds a Ph.D. in Marketing and has been an Assistant Professor at EDHEC Business School since 2020. She presented her research at the American Marketing Association Academic Conferences, European Marketing Academy Annual Conferences, Association for Consumer Research Conference, and others. Her research interests are in information processing strategies, sales influence tactics, and retailing.