
RAPPORT D'ACTIVITÉS 2009

Nos réalisations scientifiques sont les suivants :

PUBLICATIONS

Articles publiés dans des revues internationales

- **Bezençon, V. and Blili, S.**, *Ethical Products and Consumer Involvement: What's New?*, European Journal of Marketing (accepté pour publication)
- **Bezençon, V., Blili, S.**, *Fair Trade Managerial Practices: Strategy, Organisation and Engagement*, Journal of Business Ethics, Vol. 90, Iss.1, p 95-113. DOI 10.1007/s10551-009-0029-9. November 2009
- **Kostecki, M.**, *The Business of Intellectual Property and Economic Development: Did the WTO Get It Right?* Argumenta Oeconomica, No. 2(23), 151-175. PL ISSN 1233-5835. 2009
- **Reiner, G.**, Natter, M., Drechsler, W., *Life cycle profit - reducing supply risks by integrated demand management*, Technology Analysis & Strategic Management, Vol. 21, No. 5, 653 – 664, 2009
- **Reiner, G.**, Fichtinger, J., *Demand forecasting for supply processes in consideration of pricing and market information*. International Journal of Production Economics, Vol. 118, No. 1, 55-62, 2009

Ouvrages

- Hoekman, B., **Kostecki, M.**, *The Political Economy of the World Trading System: WTO and Beyond*, Oxford, Oxford University Press, 2009, xviii- 740 p. Third Edition, ISBN 978-0-19-955376-1
- **Reiner, G., (Ed.)**: *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 2009

Contributions publiées dans des actes de congrès internationaux

- **Kostecki, M.**, *What Crises Strategy for the WTO? Globalization and Regionalization*, Wroclaw (Breslau), Economic University Press, J. Jajuga (ed.), 2009
- Kalchschmidt, M., **Nieto, Y., Reiner, G.**, *The impact of forecasting on operational performances: mediation effects through flexibility*, In 16th International Annual EurOMA Conference: Implementation –realizing Operations Management knowledge - Proceedings, eds. Chalmers University of Technology, Göteborg, Sweden, 2009
- Kotzab, H., **Reiner, G.**, Teller, C., *Description and Evaluation of Instore Logistics Processes*. In Proceedings of the 15th conference of the European Association for Education and Research in Commercial Distribution (EAERCD), Ed. Wood, Steve, Guildford/UK: EAERCD, USB-Devis (Section 7D), 2009
- **Reiner, G.**, *Approvisionnement compte tenu de mode de transport alternative*. In *Séminaire Spécialisé sur le Transport : Enjeux et Perspectives*, Faculté des Sciences Exactes, Faculté de Technologie, Laboratoire de Modélisation de d'Optimisation des Systèmes (LAMOS), Université de Béjaïa, 16 – 17, Algérie, 2009

- **Reiner, G., Antunes, D., Bezençon V., Blili, S., Grether, J-M., Stoffel, K.,** Topics and approaches for entrepreneurship education: Experiences from the University of Neuchâtel. In 2009 EFMD Entrepreneurship Conference - The Role of Entrepreneurship Training in Tomorrow's Society - Proceedings, Barcelona, Spain

Chapitres dans des ouvrages collectifs

- **Kostecki, M.,** *What Crises Strategy for the WTO? Globalization and Regionalization*, Wroclaw (Breslau), Economic University Press, J. Jajuga (ed.), 2009
- **Kostecki, M.,** *Trade-related Technical Assistance*, The Max Plank Encyclopedia of International Law, 2009 (with Claudio Dordi of the Bocconi University).
- **Kostecki, M.,** *Technical Assistance Services in The Princeton Encyclopedia of International Economy*, 2009
- **Kostecki, M.,** *Strategy for Trade in Services in The Economic Development Strategy for Vietnam: 2010 - 2020*, Andras Lakatos (ed.) Hanoi, 2010 forthcoming in English and Vietnamese (European Union's Project, MUTRAP 2009).
- Fichtinger, J., **Nieto, Y., Reiner, G.:** *A Dynamic Forecasting and Inventory Management Evaluation Approach*. in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 65-78, 2009
- **Gläßer, D., Nieto, Y., Reiner, G.:** *Performance Evaluation of Process Strategies Focussing on Lead Time Reduction Illustrated with an Existing Polymer Supply Chain*. in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 79-90, 2009
- Kalchschmidt, M., **Nieto, Y., Reiner, G.:** *Managing Demand Through the Enablers of Flexibility: The Impact of Forecasting and Process Flow Management* in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 265-276, 2009
- **Rabta, B., Alp, A., Reiner, G.:** *Queuing Networks Modeling Software for Manufacturing* in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 15-24, 2009
- **Rabta, B.,** *A review of decomposition methods for open queueing networks* in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 15-24, 2009
- Petty, J. S., **Reiner, G.:** *Is There a Relationship Between VC Firm business Process Flow Management and Investment Decisions?* in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 209-220, 2009
- **Reiner, G.:** *Gestion intégrée de la demande et de la chaîne d'approvisionnement*. in: *Chroniques Universitaires 07/08*, Université de Neuchâtel, 62-77, 2009
- Petty, J. S., **Reiner, G.:** *The Best of Both Worlds - Integrated Application of Analytic Methods and Simulation in Supply Chain Management?* in: Reiner, G. (Ed.): *Rapid Modelling for Increasing Competitiveness – Tools and Mindset*, Springer, London, 155-162, 2009

Cahiers de recherche

- **Gil, Waldemar Piotr,** *Impact of Marketing Activities Upon Financial Rentability of Swiss Small Enterprises of the Service Sector in the Process of Internationalization*. Cahier de recherche en marketing & management, Institut de l'entreprise, Université de Neuchâtel, March 2009
- **Kostecki, M.,** *The Business of Intellectual Property and Economic & Development : Did the WTO Get It Right ?* Cahier de recherche en marketing & management, Institut de l'entreprise, Université de Neuchâtel, February 2009
- **Kostecki, M.,** *What Crises Strategy for the WTO?* Cahier de recherches en marketing & management, Institut de l'Entreprise, Université, May 2009

Articles de presse

- **Kostecki M.**, *Tempête dans le verre d'eau du robinet facturé par le restaurateur*, Le Temps, 28 mai 2009. http://www.letemps.ch/Page/Uuid/efc6b3a8-4afe-11de-817d-26630ae64ef8/Temp%C3%AAte_dans_le_verre_deau_du_robinet_factur%C3%A9_par_le_restaurateur

Congrès & Conférences Internationales
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Organisation de colloques, conférences

Reiner, G., *1st Rapid Modelling Conference, Increasing Competitiveness – Tools and Mindset*. 29 juin – 1er juillet, 2009, Université de Neuchâtel.

Présentations lors de colloques et conférences

- **Kostecki, M.**, *What Crises Strategy for the WTO?*, International Conference on Globalization and Regionalization, (Plenary presentation), Wroclaw, Economic University, September, 2009.
- **Rabta, B.**, *A Hybrid Method for Performance Measurement of Queueing Networks*, International Conference on Quality, Productivity and Performance Measurement, Putrajaya (Malaysia), November 16-18, 2009.
- **Rabta, B.**, *Approximations in Queueing Networks with Batch Arrivals and Variable Transfer Batch Sizes*, European Meetings of Statisticians, Toulouse (France), July 20-24, 2009.
- **Rabta, B.**, *Determining optimal batch sizes by evolutionary algorithms and queueing networks analysis*, 23rd European Conference on Operational Research, Bonn (Germany), July 5 - 8, 2009.
- **Rabta, B., Alp, A., Reiner, G.**, *Queueing Networks Modelling Software for Manufacturing*, 1st Rapid modelling conference, Neuchatel (Switzerland), June 30-July 1st, 2009.
- **Rabta, B.**, *A review of decomposition methods for open queueing networks*, 1st Rapid modelling conference, Neuchatel (Switzerland), June 30-July 1st, 2009.
- **Rabta, B and Reiner, G.**, *Multiclass Queueing Networks Analysis by Aggregation*, 3rd International Conference on Mathematics and Statistics, Athens (Greece), 15-18 June, 2009.
- **Rabta, B.**, *Perturbation results for comparison of Markov models*, 5ème Colloque d'Analyse Mathématique et Applications, Bejaia (Algeria), 13--14 April, 2009.

Autres

Michel Kostecki :

Member of the Board of Editors (The Philadelphia list journals only):

Argumenta Oeconomica
Journal of Service Research
Service Business: International Journal

Reviewer for:

Journal of Marketing (one paper)
World Trade Review (one paper)
Social Sciences and Humanities Research Council of Canada (one review of a research proposal for grant allocation)
JSR – three reviews
Service Business: International Journal (one review)
Argumenta Oeconomica (review of the journal's strategy –committee meeting)

Sujets de thèses de doctorat en cours de réalisation à l'Institut de l'entreprise

Arda, A.:

(Directeur de thèse: G. Reiner)

Increasing Companies Competitiveness - An Analysis of Lead Time Reduction Improvements under Consideration of Non Speed-based Performance Objectives as well as Financial Performance

Ciulli, F.:

(Directeur de thèse: M. Kostecki)

Business strategy and renewable

Gibb, Y.

(Directeur de thèse: S. Bllili)

The objective of the research is to understand what characterises a broader business environment that is conducive to the effective functioning of a competitive SME and to develop a framework/model that will permit the evaluation of a given business environment in order to assess the degree to which it is conducive.

Gomes Dos Santos, G.

(Directeur de thèse: G. Reiner)

Integrating environmental concerns in financial services operations management.

Hanssens, N.

(Directeur de thèse: M. Kostecki)

What International Marketing for the Luxury Goods? The Case of the Swiss Watch Industry in Emerging Economies.

Naray, O.:

(Directeur de thèse: M. Kostecki)

Commercial Diplomacy and International Business: An Empirical Investigation

Nieto, Y. :

(Directeur de thèse : G. Reiner)

Matching Supply and Demand: An integrated, dynamic analysis of supply chain flexibility enablers

Stucki, H.:

(Directeur de these: S. Bllili)

Critical corporate skills in a fast changing world: From atoms to bytes centric activities