




ISCID-CO, ULCO
 Dunkirk, France


June 11-12
 2026



8th WORKSHOP on EXPORT MANAGEMENT

**Export Management in a Turbulent World:
Relationships, Resilience in Times of
Polycrises & Sustainability**



8th WORKSHOP on EXPORT MANAGEMENT



**DAY 1
JUNE 11**

**DOCTORAL COLLOQUIUM
& OPENING**

**09:00 – 10:30
DOCTORAL
SESSION**

**Emerging Research on
Export Relationships,
Innovation &
Inter-Organizational
Dynamics**

*Session reserved
for doctoral students*



CHAIRS :

Raluca Mogos Descotes
Université du Littoral Côte d'Opale, Dunkerque, France

Dora Triki
ESCE International Business School, Paris, OMNES Education, France

Alfredo Valentino
ESCE International Business School, Paris, OMNES Education, France

09:00 – 09:45

The impact of trust and self-efficacy on the innovative work behavior of virtual supply chain practitioners in Tunisia : The role of knowledge sharing

Amal Amari
University of Tunis, Tunisia, CNAM Paris

09:45 – 10:30

Les déterminants du codéveloppement de l'innovation produit durable dans la relation importateur–exportateur et leur impact sur la performance exportatrice

Mohammed Mernissi
LEM, Université du Littoral Côte d'Opale, Dunkerque, France



DAY 1
JUNE 11

**DOCTORAL COLLOQUIUM
& OPENING**

10:30 – 11:00
DOCTORAL
ROUNDTABLE

**Academic Positioning,
Publishing Strategy
& Career Development**



11:00 – 11:30
WELCOME OF
PARTICIPANTS

11:30 – 12:15
KEYNOTE

Minjung Kim
Chungnam National University, South Korea

*Resilience and innovation of
korean exporters in polycrises*



12:15 – 14:30
LUNCH BREAK
& NETWORKING

8th WORKSHOP on EXPORT MANAGEMENT



DAY 1
JUNE 11

DOCTORAL COLLOQUIUM
& OPENING

14:30 – 15:20
1ST SESSION

International Seafood
Trade : Sustainability
Transitions,
Eco-labels
& Relational
Reconfiguration



CHAIR :

Dora Triki

ESCE International Business School, Paris, OMNES Education, France

14:30 – 14:55

*Sustainable innovation constraints and their transformative effects :
an analysis of the role of eco-labels in importer–exporter relationships*

Oumaima Chamchat

HEM Business & Engineering School, Casablanca, Morocco

Raluca Mogos Descotes

LEM, Université du Littoral Côte d'Opale, Dunkerque, France

14:55 – 15:20

*Before and after certification : How eco-labels reconfigure
importer–exporter relationships*

Mohammed Mernissi

LEM, Université du Littoral Côte d'Opale, Dunkerque, France

Raluca Mogos Descotes

LEM, Université du Littoral Côte d'Opale, Dunkerque, France



15:20 - 15:50
Coffee Break & Networking

8th WORKSHOP on EXPORT MANAGEMENT



**DAY 1
JUNE 11**

**DOCTORAL COLLOQUIUM
& OPENING**

**15:50 – 17:05
2ND SESSION**

**Resilient and
Sustainable Export
Strategies in
Industrial and
Territorial Contexts**



CHAIR :

Alfredo Valentino

ESCE International Business School, Paris, OMNES Education, France

15:50 – 16:15

*Building resilience through international expansion for SMEs
in unstable environments : Insights from lebanese SMEs*

Sarah El Kadi

**Consultant in Crisis Management and Crisis Communication, DGA Group, Paris ;
ESCE International Business School, OMNES Education, Paris, France**

16:15 – 16:40

*Management control systems as drivers of extra-financial performance
in exporting firms : Toward sustainable and responsible export practices*

Ayoub Jroundi & Azzouz Elhamma

Ibn Tofail University, National School of Business and Management

16:40 – 17:05

Zones industrielles et dynamique des territoires : Cas de la région Fès-Meknès

Zineb Mikdam

ENCG, Université Moulay Ismaïl, Maroc

**17:05 - 17:30
Final Closing**

DAY 2
JUNE 12

8th WORKSHOP
on EXPORT MANAGEMENT



09:00 – 09:45
KEYNOTE

Claude Obadia
ESCP Business School, Paris,
OMNES Education, France

Managing importer–exporter relationships

09:45 – 11:50
1ST SESSION

**Governance Adaptation,
Power Asymmetries
& Coordination in
Global Value Chains**



CHAIR :

Raluca Mogos Descotes
LEM, Université du Littoral Côte d'Opale, Dunkerque, France

09:45 – 10:10

*Exporter governance adaptation in international
buyer–seller relationships in the digital era*

Luyang Gao
Cardiff Business School, Cardiff University, United Kingdom

Matthew J. Robson
Cardiff Business School, Cardiff University, United Kingdom

DAY 2
JUNE 12



10:10 – 10:35

*Navigating power dynamics in the space global value chain :
The suppliers' perspective*

Magdalena Teissandier
TBS Education, Toulouse, France

Martine Boutary
TBS Education, Toulouse, France

10:35 – 11:00

Consortium exports : Beyond trust

Jean-Christophe Gessler
Université Paris Cité, France, TT Fabrique de l'Exportation

11:00 – 11:25

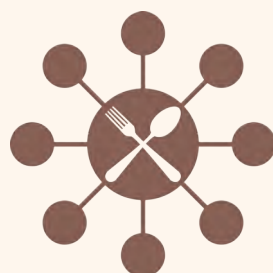
*Time perception and strategic risk-taking in exporting firms :
A quantitative study of moroccan leaders*

Meriem Hanine
HEM Business School, Rabat et Casablanca, Maroc

Mohamed Mamad
Ibn Tofail University, Kenitra, Maroc

11:25 – 11:50

Discussion



12:00 – 14:00
LUNCH BREAK
& NETWORKING

DAY 2
JUNE 12

8th WORKSHOP
on EXPORT MANAGEMENT



14:00 – 15:40
2ND SESSION

**Digital Transformation,
AI Capabilities
& Export Performance
in SMEs**



CHAIR :

Alfredo Valentino

ESCE International Business School, Paris, OMNES Education, France

14:00 – 14:25

*Hybrid AI and export performance :
Rethinking digital transformation for SMEs in turbulent markets*

Matt Hayet

CEO & Co-Founder, Manatex, France

Maneli Parsy

Senior Consultant, Strategy, Innovation & Transformation, France

Nadya Mamet

Co-Founder & Marketing Director, Manatex, France

14:25 – 14:50

*Digitalization, entrepreneurial orientation, and export intensity :
Evidence from entrepreneurs in emerging economies*

Omar Jaoual

Université Internationale de Casablanca, Maroc

DAY 2
JUNE 12

8th WORKSHOP
on EXPORT MANAGEMENT



14:50 – 15:15

*Digital capabilities as a buffer against financing constraints :
Evidence from SME export participation*

Ghassen Bouslama
NEOMA Business School, France

15:10 – 15:40

*Capability complementarity and SME export intensity :
When digitalization meets cross-cultural competence*

Mohammed Sqalli
ENCG, Université Moulay Ismaïl, Maroc



15:40 - 16:10
Coffee Break & Networking

DAY 2
JUNE 12



16:10 – 17:25
3RD SESSION

SME
Internationalization,
Competitive Intelligence
& Strategic
Capability Building



CHAIR :

Raluca Mogos Descotes
Université du Littoral Côte d'Opale, Dunkerque, France

16:10 – 16:35

*Competitive intelligence as a driver of SME internationalization :
A systematic review*

Ghizlane Bouchenna
ENCG, Université Moulay Ismaïl, Maroc

Mohammed Sqalli
ENCG, Université Moulay Ismaïl, Maroc

16:35 – 17:00

*International entrepreneurship and the export of mid-range products :
Bridging the resource-based view and the composition-based view*

Magdalena Godek-Brunel
ESCE International Business School, Lyon, France

Norchène Ben Dahmane Mouelhi
ESCE International Business School, Lyon, France

Olivier Brunel
Université Jean Moulin Lyon 3, France

Anthony Chung
ESCE International Business School, Paris, France

DAY 2
JUNE 12

8th WORKSHOP
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17:00 – 17:25

*Business intelligence in exporting SMEs :
Toward a maturity matrix grounded in dynamic capabilities*

Nada Harek

MIRL, ENCG, Moulay Ismail University, Morocco

Mohammed Sqalli

**MIRL, ENCG, Moulay Ismail University, Morocco ;
CEREGE, IAE, University of Poitiers, France**

17:25 - 17:35
Final Closing