



# The Art and Science of Managing Performance

February 29th, 2024, at Collège de Paris ISF campus, La Défense, and Online.

The symposium will be held in two simultaneous parallel sessions. The first session will feature presentations either in-person or in hybrid format and will take place in the studio room. The second session is for online presentations, but it will also be displayed on a screen in a designated room for in-person attendees. You can switch between sessions and participate in the presentations which topic interest you the most. Both sessions will be streamed live and accessible at: <https://live.collegeparis.tv>

| <b>Session 1</b><br><i>(In-Person or Hybrid / Live from CNIT Studio)</i> |  | <b>Session 2</b><br><i>(Online Presentations / Virtual)</i>   |
|--|--|---|
| <b>8:30</b>  | Reception and Badges Distribution to Registered Participants   |   |
| <b>9:00</b>  | Welcome Speech: Mr. Olivier de Lagarde, Président Collège de Paris<br>Mr. Guillaume FINCK, Vice- Président Collège de Paris International          |   |
| <b>9:10</b>  | Opening Statement: Dr. Phil Cartwright, Ascencia Business School - CABMR<br>Dr. Peter Konhäusner, Gisma University of Applied Sciences             |   |
| <b>9:20</b>  | Adams Rebecca, Cartwright Phil, Barbolla Zapater Maria :<br>« Exploring Identity and Possible Selves Across Ensemble Performing Artists »          | Navanuch Pilaipan : « The Impact of Soft Power on Leadership in SMEs: A Case Study of SMEs in Thailand »  |
| <b>9:40</b>  | Makaya Christian, Hamard Albin : « Nonviolent communication as a lever for performance and well-being for business schools: an exploratory study » | Devasia Jophy : « Influence Of Majority Expatriate National Cultures On The Organizational Culture In The Uae Healthcare Sector – An Empirical Study Of Two Private Sector Tertiary Care Hospitals In Abu Dhabi, Uae. » |
| <b>10:00</b>   | Nakhle Patricia, Kashouh Yasmina : « Cultural Considerations in Leadership and Performance Management »  | Dorairajan Veena : « Performance and Cybersecurity: Examination of the Interplay »  |
| <b>10:20</b>   | <b>COFFEE BREAK</b>  |   |
| <b>10:35</b>   | Cartwright Phil, Nahas Virginie : « Comparative Analysis of ESG & Non-ESG Securities: A Market Model Perspective »                                 | Gardner Le Gars Joanne : « Performance management during crises: exploring the cognitive origins of effective and ineffective crisis performance »  |
| <b>10:55</b>   | Nylund Kristian : « Evaluating the Financial Performance Dynamics of Non-European Companies under GDPR Regulations »                               | Harake M.F. : « Post-Conflict Public Sector Projects : Measuring the Performance of International Interventions to Ensure Effective Peacebuilding »   |
| <b>11:15</b>   | Hemmings Barry : « Examining the relationship between system noise and organisational performance in local government in Australia »               | Hemmet Abdullah : « Exploring the Role of Green R&D Investment, Green Transformational Leadership (GTFL), and Green Cross-Cultural Perspectives in Shaping Green Performance Management (GPM) in Manufacturing Sector»  |
| <b>11:35</b>   | <b>COFFEE BREAK</b>  |   |

|              |   |  |
|--------------|---|--|
| <b>11:50</b> | Gaida Debby, Konhäusner Peter : « The implementation of SEO for local businesses – an analyses of event locations in Berlin »   | Riabko Natalija : « Education features of political leaders »  |
| <b>12:10</b> | Obi Rosemary : « Leveraging Technology and Data Analytics in Performance Management: An Exploratory Study »   | Esfandani Vahab, Ravan Ramzani Sara, Ahmadi Reza, Borghei Mohammad Amin : « A comprehensive review of the Value Relevance of Accounting Information and The Role of Disclosure. »  |
| <b>12:30</b> | Moss-Zobel Anthony : « Neuropedagogy in Higher Education »  | Sajeel Zaki Abira : « Technological innovations in performing arts management »  |
| <b>12:50</b> | <b>LUNCH BREAK</b>  |  |
| <b>13:50</b> | Ginocchio Stephane : « "Uncertainty and fragility, I love you" artists' words. How neuroscience can help managers build the anti-fragility they need to survive in a corporate world that has become BANI. »        | Mahadevan Ananthalakshmi, Zakari Issoufou Boulyamine : « A study of Logistical Footprint in Atmospheric Pollution and Review of Ethical Practices for a Sustainable Environmental Protection and Business Performance of Logistic companies, UAE » |
| <b>14:10</b> | Ismail Caroline Rakia : « Obesity factors influencing performance management & food behaviour among UAE Youth »   | Dare Richard : « Reimagining Academic Performance Management in the Age of AI »  |
| <b>14:30</b> | Krishnappan Gandhimathi : « A study on the Malaysian Education system's Employability skills »  | Malam Ousmane Aboubacar Laouali : « The impact of entrepreneurial support on business performance: Case of a sample of young Nigerien companies »  |
| <b>14:50</b> | <b>COFFEE BREAK</b>   |  |
| <b>15:05</b> | ROUND TABLE - « Exploring The Varied Perspectives of Performance Management Across Disciplines »  |  |
|              |   |    |
|              |   |   |
|              |   |    |
|              | <b>Dr. Phillip Cartwright</b><br><i>Director of CABMR, Dean of DBA programs at Ascencia Business School - France</i>  | <b>Dr. Peter Konhäusner</b><br><i>Prof. of Digital Entrepreneurship at Gisma University of Applied Sciences - Germany</i>  |
|              | <b>Dr. Lisa McCormick</b><br><i>Senior Lecturer at the University of Edinburgh - United Kingdom</i>   | <b>Mr. Arnaud Ameline</b><br><i>Chief Executive Officer at Sézane - France</i>   |
|              | <b>Dr. Fotis Papageorgiou</b><br><i>Vice President (Academic) at Gisma University of Applied Sciences - Germany</i>   | <b>Ms. Kristina Gudziunaite</b><br><i>Principle Ballet Dancer at Lithuanian National Opera &amp; Ballet Theater – Lithuania</i>  |
| <b>15:45</b> | <b>KEYNOTE - «Alibaba's New Management Style»</b><br><b>Dr. Renata Thiébaud</b> , <i>Chief Operating Officer at Green Proposition Consulting and Professor of Marketing at GISMA University of Applied Sciences</i> |  |
| <b>16:05</b> | <b>COFFEE BREAK</b>   |  |
| <b>16:20</b> | Semmerau Sharon-Maria, Konhäusner Peter : « Crowdfunding Campaign Influences on Market Pricing Decisions »  |  |
| <b>16:40</b> | Hajkasem Abdullah : « Leading for Performance: Empirical Insights into Leadership's Role in Effective Performance Management. »   |  |
| <b>17:00</b> | Closing Statement: Dr. Phil Cartwright, Ascencia Business School – Director CABMR<br>Dr. George Kassar, Ascencia Business School – Assoc. Director CABMR  |  |