

CURRICULUM VITAE

Full name: **Eliane KARSAKLIAN**
Present position: Professor - Université Sorbonne Nouvelle, Paris 3
Clinical Visiting Professor - UIC
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LinkedIn: www.Linkedin.com/in/ElianeKarsaklian

Languages spoken

Fluent : Spanish, Portuguese, English, and French
Basic knowledge : Italian and Armenian

QUALIFICATIONS

HDR - Habilitation à Diriger des Recherches 2017

Université Paris II – Panthéon Assas

Degree higher than the PhD, to which only well-published researchers can apply. Process similar to the PhD to obtain such degree.

Subject: *Intercultural communication research with complex populations*

PhD Business Science 1995

HEC Doctoral Program - GROUPE HEC – France

HEC is the top Business School in France and the only doctoral-granting Business School in France. Otherwise, only public universities award PhDs.

Dissertation topic: *Children's advertising memorization: the influence of school, as a cultural product, in an international multi-method approach.*

MSc in Management 1991

Paris IX-Dauphine Dauphine is one of the top universities in the Business field in France

Subject: *Culture and consumer behavior*

MBA 1991

Universidade Federal do Rio Grande do Sul – Brazil (collaboration with NYU)

Subject: *PLADESCOM - Communication Strategies Development Plan*

Bachelor of Journalism, Advertising and Public Relations 1981

Universidade Federal do Rio Grande do Sul - Brazil

Professional Qualifications

- 1 Global Talent China – recently invited to be a member of The General Committee. The GTC is a China-based institution with a mission to help new generations of business people and students to work in an internationally interlinked world.
<http://www.globaltalentchina.org/sponsor/gtc-committee>
- 2 International Bar Association [legal practitioners] – panellist at the Global Governance Board meeting in Tokyo October 2014.
At the invitation of: Mr Mike Hales, resident of Australia and Partner at Minter Ellison, co-Chair IBA Worldwide Litigation Committee http://www.minterellison.com/people/mike_hales/
- 3 Member of ESCP Europe Business School and La Fabrique de l'Export
Think Tank for International Business Development
ESCP is one of Europe's premier Business Schools, with campuses in Paris, London, Berlin, Madrid and Torino <http://www.escpeurope.eu/escp-europe/welcome/>
Some other members of the Think-Tank: Prof. M. Dupuis, Prof. C. Obadia, Prof. Diamantopoulos

Keynote addresses

- 1 Keynote speaker
Theme – *Sustainable Negotiation. What Physics Can Teach Us About International Negotiation*
French Consulate, Chicago, United States, October 30th 2018.
- 2 Keynote speaker
Theme – *From Marketing to International Negotiation: Why do Companies Fail?*
French-American Chamber of Commerce, Chicago, United States, 24 Mai 2018.
- 3 Keynote speaker
Theme – *Future Education: An International Conversation*
Keynote topic - *Educating for an intercultural world. The need of cultural expertise and local adaptation.*
Singapore Management University (SMU) - Singapore, 1-5 November 2016.
- 4 Keynote speaker and panellist
Theme - *Heading Global – Leading the change through Knowledge Economy to Build a Better Future*
Keynote topic - *Smart Negotiation; The role of integrative (win-win) and distributive (win-lose) negotiating styles in generating Smart Growth. Where can compromising and conflicting negotiations take organizations and countries to?*
Public Authority for Applied Education and Training in collaboration with the George Washington University in Kuwait, 14-18 November 2016
- 3 Keynote speaker at 4th PREM International Conference
Theme – *Transparency, Governance&Innovation: Opportunities and/or Threats Towards Sustainable Development?*
Keynote topic – *Negotiation Crashers. Why do people get it wrong with international negotiation?*
Université Antonine – Faculty of Business Administration – Beirut – Lebanon
May 27&28, 2015

<http://www.upa.edu.lb/actualites/colloques/colloque/article/transparency-governance-innovation-opportunities-andor-threats-towards-sustainable-development.html>

- 4 Invited by Mercadex International and Desjardins Cooperative as keynote to Directors of exporting Canadian companies in Montréal, Quebec – September 2015 with the title: *Negotiating your company's internationalization*
- 5 Keynote speaker at the Heading Global 2016 Conference organized by the Public Authority for Applied Education & Training of Kuwait in Kuwait – November 2016
Keynote topic - *The role of integrative (win-win) and distributive (win-lose) negotiating styles in generating Smart Growth. Where can compromising and conflicting negotiations take organizations and countries to?*

Membership of Professional Bodies

- Intercultural Mentor and Adviser at the French-American Chamber of Commerce in Chicago – United States- Appointed in 2019
- Member of the *Grandes Ecoles* (Top French Business Schools) Alumni in Chicago – United States-2017
- Member of the European Business Schools Association (Top Business Schools from 12 European countries) in Chicago – United States-2017
- Member of the Advisory Board-*Marketing Management Association* – United States-2012 – 2015
- Member of the Advisory Board – International Academy of Management and Business – United States since 2016
- Member – International Association of Negotiation and Conflict Management – United States – since 2016
- Member - Academy of International Business - Midwest Chapter – United States – since 2010
- Member - Australia and New Zealand Academy of Marketing (ANZMAC) – since 2005
- Member - Australia and New Zealand Academy of Management (ANZAM) – since 2010

Academic Leadership

Dean of the Business School – *NEGOSUP* – School of the **Chamber of Commerce of Paris** – France – from 2003 until 2005

I developed the Business School thanks to innovative hands-on pedagogy, international team building activities, partnerships with universities abroad as well as the creation of specific master programs in purchasing and international business.

Membership of committees

I have been part of committees at the very selective recruitment process of new Professors at Sorbonne. Indeed, French public universities have few positions to offer and for several years there are no new positions at all. When one position opens, mainly at an internationally reputed university such as Sorbonne, there are hundreds of applicants for one position. There are several steps of the process candidates should go through and only the best one is admitted. **I was lucky**

enough to have attained the first place in 2000 when I was candidate. Now I am part of the committee to select new Professors.

EMPLOYMENT HISTORY

Industry / Professional

2005→Cultural Strategist - www.Linkedin.com/in/ElianeKarsaklian

Provider of International Business research, teaching, training and business development.

Content: intercultural management, international and cross-cultural HRM, international negotiation, international marketing

Predominantly global clients, many of them Fortune 500: State Grid Corporation (China), Danone (Food), Total (Energy), Pierre Fabre (Cosmetics), Valéo (Automobile), Schneider (Energy), Heineken (Food), Renault-Nissan (Automobile), Dior (Luxury), BNP Paribas (Finance), Gucci (Luxury), Rhodia (Pharmaceutics), Vinci (Energy), Airbus (Aviation), L'Oréal (Cosmetics), Casino (Retail), Ubifrance (International services and relocation), Amadeus (Hi-Tech), Lafarge (Construction), Sanofi-Aventis (Pharmaceutics), Vivendi (Energy), EDF (Energy), Orange (Telecommunications), Royal Canin (Pet Food), Servier (Pharmaceutics), Carrefour (Retail), Safran (Aviation), Faurecia (Automobile), DGAC (French Aviation Civil Authority), Disneyland Paris (Amusement), Volvo (Automobile), Eurosport (TV Chanel), Chanel (Luxury), Virbac (Pet Food)

1997– 1999 Deputy Director Partnership and Research Department

HEC School of Management – France. The only doctoral-granting Business School in France. *My role was to bring companies and scholars together in generating funds for further research, teaching innovation and international partnerships.*

1997 Marketing Manager

Hôtels Mercure, Groupe Accor – France

My role was to ensure service quality standards in the hotels of the group as well as in their respective restaurants.

1996– 1997 Deputy Director Columbus Program

UNESCO– France

My role was to bring Latin American and European Universities' Vice-Chancellors together in seminars for a cross-breeding approach in order to train them to be better university managers. The ultimate goal was to enhance teaching and research quality and partnership with industry. I was in direct collaboration with all Vice-Chancellors and often was invited to make presentations in their universities. As a result, I was involved with some of them in restructuring their universities with the aim of creating better environment for innovation and profitability. I accompanied them in managing change in their institutions.

1990 - 1991 Public Relations Coordinator

Porto Alegre City Hall – Brazil

My role was to help the Mayor to gain visibility and reputation by organizing events

1988 - 1990 Research and Product Analysis Coordinator

Zero Hora, Journalistic Enterprise - Brazil

I was involved in Market Research in conjunction with the Research and Development department to identify market needs for new products' development and work on the communication campaign at launch

1985 - 1986 Market Research Coordinator

Como e Porque - Brazil

My role was to design and conduct market research for the this market research company

1983 - 1984 Market Research Coordinator

Marca Propaganda - Brazil

My role was to design and conduct market research for the Agency's clients

1983 Market Research Assistant

Ogilvy - United States

I interviewed consumers for surveys and helped to organize focus groups

1982 Market Research Assistant

Standard, Ogilvy and Mather – Brazil

I interviewed consumers for surveys and helped to organize focus groups

Academic

2017 → Clinical Visiting Professor at the University of Illinois at Chicago – UIC

Teaching and research at the Department of Managerial Studies

2000 - 2017 Professor and Director of the Master's Degree in International Negotiation

Université Paris 3 – Sorbonne Nouvelle – France

2011 → Associate Professor

ESCP Europe, French Guiana and Guadeloupe

Professional workshops to managers and executives working at private corporations as well as at public institutions in International Business

2008 – 2014 Associate Professor at: Paris Dauphine, ENSAM Paristech, Neoma Business School

Courses: International Marketing, Services Marketing, International Negotiation, Marketing Research

All courses were in English and taught at a Master's Degree level

2005– 2006 Professor and International Partnerships Developer

EDC – Ecole des Dirigeants Commerciaux – France

I was hired by this school to teach marketing and management and also to assist the Vice-Chancellor to develop partnerships with international institutions

1998 - 2005 Professor at the Chamber of Commerce of Paris

(2003) Dean of the Business School –Negosup as described above

1997- 2002 Associate Professor at: HEC School of Management and ESSEC - France

Courses taught and led: International Marketing, Marketing Research, Strategic Marketing, Marketing Communication

1996 Visiting Professor at the American University of Armenia

Erevan – Armenia

I was invited by Professor Kassarjian himself. Professor Kassarjian has been one of the most reputed researchers in the field of Marketing and Consumer Behavior

1990 Professor

Federal University of RS - Brazil

RESEARCH

My main research interest has been in the field of International Business. I integrate

- Negotiation
- Marketing
- Management.

Much of my research has been conducted in Australia and the USA; although data have been sourced worldwide.

My research has been dominated thus far by conceptual and theoretical work

I have concentrated on applied research rather than pure research. This concentration has been a necessity of my career and professional needs.

Thinker-in-Residence at Deakin University, Melbourne, Australia, in 2015.

PUBLICATIONS

Refereed Journal Articles

Karsaklian, E. (2020). Followers Narratives Are a Double-Edged Sword in Telling a Story about Authentic Transformational Leadership. *International Business Research and Practice*

Karsaklian, E. (2019). An Explorative Case Study: Barilla Corporation Use of Diversity Sensitivity Via Transformational Leadership to Contain a Public Relations Crisis. *Journal of Leadership Studies*, Volume 3, Issue 2, pp. 83-88

Karsaklian, E. (2017). The Wave-Particle Duality: Towards an Integrative Framework for International Business, *Journal of International Business and Economics*, Volume 17, Issue 1, pp. 51-66

Karsaklian, E. (2016). A Picture can be worth a thousand stories: Interpreting advertising differently in 10 countries” *Journal of Marketing Development and Competitiveness*, Volume 10, Issue 2, pp. 45-53

Karsaklian, E. (2016). Negotiating with the Chinese and the Schrödinger’s Cat Paradox: The Collapse/Superposition Contradictory Paradigms, *International Journal of Management and Business*, Volume VII, Issue 2, pp. 71-85

Karsaklian, E. (2016). The Invisible Negotiator in the Land of Paradox Management, *Journal of US-China Public Administration*, Volume 13, Issue 5, pp.333-347.

Karsaklian, E. and Sorbello, A. (2016). Country of Origin effect on emotional engagement: An analysis of Italian Week in Australia based on ELM, *European Journal of Business Research*, Volume 16, Issue, pp. 63-72

Karsaklian, E. and Sorbello, A. (2016). Everybody wants to be Italian: a qualitative study of emotional engagement created by a cultural festival, *International Journal of Business Research*, Volume 16, Issue, pp. 49-62.

Karsaklian, E. and Sorbello, A. (2016). Fun, culture and emotional engagement increase sales. The Residual Effect of Italian Week in Australia, *European Journal of Management*, pp.113-126.

- Karsaklian, E. and Sorbello, A. (2016).** Grounded Theory and Emotional Engagement: What do we Learn From the Field?, *Review of Business Research*, Volume 16, Issue 2, pp. 59-70
- Karsaklian, E. and Sorbello, A. (2016).** Residual Impacts of COO in Cultural Festivals: A Case of Italian Week in Australia, *Journal of International Management Studies*, Volume 16, Issue 1, pp. 45-60
- Karsaklian, E. and Sorbello, A. (2016).** The Multidimensionality of Identities and Emotional Engagement: The Case of Italian Week in Australia, *International Journal of Strategic Management*, Volume 16, Issue 1, pp.105-119
- Karsaklian, E. and Schembri, S. (2014).** Who Sees What? One Print Advertisement and a Dual Semiotic Analysis. *International Journal of Marketing Semiotics*, Volume 2, pp. 63-80
- Karsaklian, E., Spillan, J. and Bahhouth, V. (2014).** Are Students Driven by Negative or Positive Perception about Sales Profession in France?.*European Journal of Business and Social Science*, Volume 3, issue 1, pp. 16-32.
- Karsaklian, E. (2011).** Why should American expatriates know about roosters and stars before going to France? *Journal of International Business Research and Practice*, Volume 5, pp. 78-88
- Karsaklian, E. (2010).** Using narratives to understand expatriates' relationship with brands and advertising, *Romanian Journal of Marketing*, Volume 4, pp.46-61
- Karsaklian, E. (1999).** Les enfants sont tous pareils, ce qui change, c'est leur nationalité. Eh bien, justement... *Décisions Marketing*, Volume18 (Sept/Déc), pp. 85-93
- Karsaklian, E. and Rodrigues, A. (1991).** Estratégias competitivas y estrategias de comunicacion. *Marketing Directo*, Volume 3, pp. 7-16
- Karsaklian, E. and Rodrigues, A. (1991).** Estratégia competitiva e estratégia de comunicação. *Revista Administração (Universidade de Sao Paulo)*, Volume 26, Issue 4, pp. 3-13

Books

- Karsaklian, E (2020).** *The Negotiation Process. Before, During and After you Close a Deal.* Austin Macauley Publishers (Upcoming)
- Karsaklian, E. (2019).** *The After-Deal. What Happens After you Close a Deal.* Information Advertising Publishing
ISBN: 9781641138079
- Karsaklian, E. (2018).** *Between Two Worlds.* Scholar's Press
ISBN: 978-3-639-86460-1
- Karsaklian, E. (2017).** *Sustainable Negotiation: What Physics Can Teach Us about International Negotiation,* Emerald Insight
ISBN: 978-1-78714-576-4
eISBN: 978-1-78714-575-7
- Karsaklian, E., Martin, R. and Dias, J. (2016).** *Un Monde de Bonnes Manières.* La Martinière Jeunesse
ISBN-13: 978-2-7324-7523-3

Karsaklian, E. (2015). *From Foreign to International: Lessons on Being a Citizen of the World*. Ubi&Orbi.

ISBN-13: 978-1517263874

ISBN-10: 1517263875

Karsaklian, E. (2014). *The Intelligent International Negotiator*. New York: Business Expert Press.

ISBN-13: 978-1-60649-806-4 (paperback)

ISBN-13: 978-1-60649-807-1 (e-book)

ISSN: 1948-2752 (print) International Business Collection

Karsaklian, E. (2011). *Devenir Manager International*—ebook. Paris, France: UPublisher. ISBN: 978-2-7599-0000-8 www.upublisher.com/ebook/karsaklian/eliane/devenir-manager-international

Karsaklian, E. (2009). *Internationalisation d'Entreprises : Démarche et stratégies pour vendre sur les marchés étrangers*. Paris : Dunod
ISBN 978-2-10-051917-0

Karsaklian, E. (2007). *Le Marketing International*. Paris :GroupeEyrolles

ISBN 10 : 2-7081-37775-1

ISBN 13 : 978-2-7081-3775-2

Karsaklian, E. (2001). *Cybermarketing*. Sao Paulo: Editora Atlas

ISBN 85-224-2737-2

Karsaklian, E. (2000). *Comportamento do Consumidor*. Sao Paulo: Editora Atlas

ISBN 85-224-2411-X

ISBN 85-224-3779-3 (2nd edition 2004)

Book Chapters

Karsaklian, E. and Fee, A. (2013). Could International Volunteers be considered Ethical Consumers? A Cross-Discipline Approach to Understanding Motivations of Self-Initiated Expatriates. Chapter 5 in Vaiman, V. and Haslberger, A. (Eds). *Talent Management of Self-Initiated Expatriates. A Neglected Source of Global Talent*. New York: Palgrave MacMillan.
ISBN 978-0-230-39279-3

Karsaklian, E. and Colla, E. (2003). Optimisation des Outils de Pilotage Marketing et Commercial. *Marketing et Management Commercial : Etudes et recherches*. Editions Vuibert

ISBN 10: 2711769836

ISBN 13: 9782711769834

Refereed International Conference Papers

2018- *How to Grow with Sustainable Negotiation?* – **MBAA Spring Conference** – AIB Midwest Chapter, Chicago, US

2017- *Between two worlds: Using meta-fields to get richer data from complex populations* – **IAMB Annual Conference** – International Academy of Management and Business, Dubai, United Arab Emirates

2017- *How can a cat help to better manage cultural paradoxes?* –**MBAA Spring Conference** – AIB Midwest Chapter, Chicago, US

- 2017-** *Onions, oceans and rainbows: Using metaphors to understand cultural differences in management?* – **MBAA Spring Conference** – AIB Midwest Chapter, Chicago, US
- 2017-** *The wave-particle duality: Towards an integrative framework for international entrepreneurship* – **ACERE Conference** - Melbourne, Australia
- 2016 -** *The invisible negotiator in the land of paradox management* – **IACM Annual Conference** – International Association for Conflict Management, New York, US
- 2016 –** *From Lasagna to Lamborghini. Leveraging the power of an Italian festival as a comprehensive marketing tool: The case of Italian Week in Australia* – **IABE Annual Conference** - International Academy of Business and Economics, Florence, Italy
- 2016-** *Negotiating with the Chinese and the Schödinger's Cat Paradox: The collapse/Superposition Contradictory Paradigms* – **IAMB Annual Conference** – International Academy of Management and Business, Montréal, Canada
- 2016-** *Educating and Inspiring Transnational Entrepreneurs (TEs) in Emerging Economies: An Empirical Case from China* - **MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2015 –** *Re-visiting Customer Response Models and the Role of Integrated Marketing Communication Based on contradictory Cultural Values: An Ethnographic Case Study on Chinese Private Education-* **MMA Fall Educators Conference** - Marketing Management Association, San Juan, Puerto Rico
- 2015 -** *Leveraging Emotional Engagement in Country of Origin thanks to a Cultural Festival: An Analysis of Italian Week in Australia and its Impact on Consumer Behavior* – **ANZAM Annual Conference**, Queenstown, New Zealand.
- 2014 -***From product placement in movies to movie placement in products: The Movie Placement phenomenon and the moderating role of brand pervasiveness* –**ANZAM Annual Conference**, Sydney, December
- 2014 -***From Green to Ethical consumers: what should you change in your advertisement to motivate them to buy ethical products?* –**ANZAM Annual Conference**, Sydney, December
- 2014 -** *Can Emotional Engagement in Festivals increase products' consumption? The Case of Italian Week in Australia*–**ANZMAC Annual Conference**, Brisbane, December.
- 2014 -** *Do you know which story your logo tells your consumers? The gap between intended and perceived messages from well-known logos*–**ANZMAC Annual Conference**, Brisbane, December
- 2013 –** *A Picture can be worth a thousand stories: Interpreting advertising differently in 10 countries* – **ANZAM Conference**, December, Hobart, Australia.
- 2013 –** *In Brands We Trust* – **ANZMAC Conference**, December, Auckland, New Zealand
- 2013 –** *The Predictive Value of Motivations in Consumer Loyalty to Ethical Products* - **ANZMAC Conference, December**, Auckland, New Zealand
- 2013 –** *From Green to Ethical Consumers: What Really Motivates Consumers to Buy Ethical Products?* – **AMS World Class Conference**, July, Melbourne, Australia

- 2012 – *Using Brands to Overcome Culture Shock* –**ANZAM Annual Conference**, December, Perth, Australia
- 2012 – *Saving the Corporate Soul Consumers' Reactions Towards Takeovers of Ethical Brands by Larger Companies*–**ANZMAC Annual Conference**, December, Adelaide, Australia
- 2012 – *Teaching International Marketing with Lego Bricks* -**ANZMAC Annual Conference**, December, Adelaide, Australia
- 2012 –*The Motivational Roots of International Volunteering: A cross-disciplinary framework.* **AOM Annual Conference**, August, Boston, US
- 2012 – *And what if your expatriate was not expatriable?* –**MBAA Spring Conference** – AIB Midwest Chapter, Chicago, US
- 2012 – *Going to France? Beware of the Paris Syndrome* –**MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2011 – *When brands are helpers in overcoming cultural shock* –**MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2010 – *When the packaging tells more about the unfamiliar brands: A cross-cultural research with American and French consumers* -**ANZMAC Annual Conference**, December, Christchurch, New Zealand
- 2010 – *Using packaging as a tangible influence for acceptance of unfamiliar brands: A cross-cultural research with American and French consumers* –**MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2010 – *Why should American expatriates know about roosters and stars before going to France?*–**MBAA Spring Conference** – Midwest AIB Chapter Chicago, US
- 2009 – *Can uncertainty avoidance explain acceptance and rejection of familiar and unfamiliar brands? A cross-cultural research on American and French attitudes* - **ANZMAC Annual Conference**, December, Melbourne, Australia
- 2009 – *Using narratives to understand expatriates' relationship with brands and advertising* – **EMAC**, Nantes, France
- 2009 – *Advertising and Global brands as signals for expatriates* – **First Tricontinental Rotating Conference on Global Advances in Business Communication and Practices (GABC)**, Ypsilanti, US
- 2009 – *When narratives explain expatriates' relationship with brands and advertising* – **First Tricontinental Rotating Conference on Global Advances in Business Communication and Practices (GABC)**, Ypsilanti, US
- 2009 – *Americans prefer famous and cheap, but French would buy healthy and tasty* –**MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2009 – *Americans go overseas while French go abroad* –**MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2009 – *Storytelling and story reading: which one better translates expatriates' relationship with brands and advertising?* –**MMA Spring Conference** - Marketing Management Association, Chicago, US

- 2008 – *Reducing cultural shock with global brands and advertising* – **ANZMAC Annual Conference**, December, Sydney, Australia
- 2008 – *Cross-cultural research methods for interviewing young children: the role of school* – **International Conference on Survey Methods in Multinational, Multiregional and Multicultural Contexts (3MC)**, Berlin, Germany
- 2008 – *Designing specific advertising for expatriates* – **EMAC**, University of Brighton, Brighton, UK
- 2008 – *Cross-cultural research on children's advertising memorization* – **Child and Teen Consumption Seminar**, Trondheim University, Trondheim, Norway
- 2008 – *Bridging home and host countries with global brands* – **Thought Leaders International Conference on Brand Management** – University of Birmingham, Birmingham, UK
- 2008 – *School as a key factor in designing research methods for young children* – **MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2008 – *Can global brands help consumers to reconcile cultural dilemmas?* – **MMA Spring Conference** - Marketing Management Association, Chicago, US
- 2007 – *Interviewing Young Children: A New Interactive Method* – **ANZMAC Annual Conference**, December, Dunedin, New Zealand
- 2007 – *Interactive methods for researching young children* – **EMAC**, Reykjavik, Iceland
- 2006 – *Interactive methods for young children* – **Child and Teen Consumption Seminar**, Copenhagen Business School, Copenhagen, Denmark
- 1998- *Tell me what you see and I will tell you where you come from.* **Multicultural Marketing Conference** - Academy of Marketing Science, Montreal, pp.145-150 – Canada.
- 1997- *Global advertising for children products. Are you joking?* **ESOMAR Seminar on Youth Research**, Copenhagen, pp.181-200 - Denmark
- 1996- *La mesure de la mémorisation de messages publicitaires par les enfants : une approche internationale de quatre méthodes.* Actes du XII **Congrès de l'AFM** (Association Française du Marketing), Poitiers, pp. 161-173 - France
- 1995- *Global Research Methods for Global Advertising: Do They Work When Researching Children?* Actes du 24th **EMAC Conference**, Cergy-Pontoise, pp. 1755-1764 – France

Awards

Best Teacher Award – Master International Negotiation – Université Sorbonne, Paris, March 2017

Outstanding Research Award – IABE – International Academy of Business and Economics – Florence, Italy, June 2016

Best Applied Manuscript Award – IAMB – International Academy of Management and Business – Montréal, Canada, May 2016

Editorial Roles

I am member of the Editorial Committee and reviewer for the following Journals:

- E.J.M. – European Journal of Management
- EJM – European Journal of Marketing
- IBR – International Business Review
- IJCCM – international Journal of Cross-Cultural Management
- IJMB – The International Journal of Management and Business
- IJSESD - International Journal of Social Ecology and Sustainable Development
- JAME - Journal for Advancement of Marketing Education
- JIE - Journal of Innovation and Entrepreneurship
- JKEC - Journal of the Knowledge Economy
- MMJ - Marketing Management Journal
- MMR - Marketing Research Review

Visiting Academic Positions

Emphasizing the globally-connected nature of my career are the academic partnerships I have established with universities across countries thanks exclusively to my personal and professional network

2020 Guest Speaker

Tokyo University of Foreign Studies – TUFS – Tokyo - Japan

Since 2016 Guest Lecturer

Management Center Innsbruck – MCI - Innsbruck - Austria

2016 Visiting Professor

University of International Business and Economics – UIBE – Beijing – China

2016 Visiting Professor and Associate Researcher

University of Kyoto – Kobe - Japan

2015 In-Residence Researcher and Professor

Deakin University – Melbourne – Australia

Since 2014 Guest Speaker

Northwestern University – Chicago – United States

2011- 2013 Guest Speaker

Roosevelt University – Chicago – United States

Southeast Missouri State University – Cape Girardeau – United States

2013 Visiting Professor

XISU – Xi'An International Studies University – Xi'An – China

2011 Visiting Professor

Murdoch University – Perth – Australia

2010 – 2013 Visiting Professor

Université Libanaise – Beirut – Lebanon
Université Française d’Egypte – Cairo – Egypt

2007 Visiting Professor

University of the West of England – Bristol – UK

2006 Visiting Professor

The University of Kansas – Lawrence – US

2004 Visiting Professor

Institute of Management Technology – Ghaziabad – India

Research Supervision

I have undertaken and supervised research in my areas of expertise

Doctoral - Principal

Topic – Negotiating with the Chinese

Student from Brazil

Topic – Communication responses from Chinese consumers in the Services Sector in China

Student from Serbia

Topic – The impact of emotional engagement in the Italian Week Festival in Australia. Student from Australia

Topic – International marketing and negotiation by using the cultural intelligence model

Student from the UK

Topic – International marketing in the luxury market

Student from Egypt

Topic – International marketing strategies in Five-Star hotels

Student from France

Masters – Principal

I have been principal supervisor for some 30 master research monographs per year for 17 years. All were in the field of international business, marketing and negotiation.

In addition I’ve been mentor for internships in companies for some 20 students per year for 17 years.

Professional Papers and Presentations

Karsaklian, E. (2016). Does your Advertising Really Motivate Consumers to Buy Your Ethical products? *Journal of Integrated Marketing Communication*, Medill School of Journalism, Northwestern University

Karsaklian, E. (2000). Que Rei é este ? *Lojas e Lojistas*, N° 12 : 30

Karsaklian, E. (1996). O Consumidor-rei ainda é príncipe. *Amanhã*, N°106: 20

Karsaklian, E. (1989). Administração de Marketing : a orientação ao consumidor. *Marketing*, 23 (201): 64-69

French Foreign Trade Advisors

It is a French institution comprising 4,300 French corporate executives, involved in international business. For more than one hundred years, this network of private business-people has shared on a voluntary basis the experience of its members in providing government with their recommendations. Those recommendations include sponsoring small companies in their international expansion, and in educating and informing young people about an international trade career.

I have been doing presentations for and with the French Foreign Trade advisors both in France and in the USA. On October 14th 2014 I was invited by this institution to chair a panel about education in an international environment at a seminar about Export, in France.

In addition, I have been training CEO's of French companies from this institution's network to make presentations and negotiations with North-American partners, investors, suppliers and clients.

Research seminars and Workshops

Master in International Trade Negotiation – Sorbonne – Annual Colloquium

Every year, students from my Master's Degree at Sorbonne organize a Colloquium about a topic relating to international business. Approximately 50 companies attend the event.

Recent Media Exposure

2017 – Innovative Book Brings Vital New Perspective to International Negotiation – Business Digest

2017 - LID Radio Episode 74: How to Achieve Sustainable Negotiation - <https://audioboom.com/posts/6702648-lid-radio-episode-74-how-to-achieve-sustainable-negotiation>

2017 – Physics & Sales: A new take on sustainable negotiation - www.sales-initiative.com

2017 - Developing specific talents for sustainable negotiations - <http://lidradio.com/developing-specific-talents-sustainable-negotiations/>
<http://lidradio.com/podcast-page/>

2017 – How to Achieve Sustainable Negotiation - <http://lidradio.com/podcast-page/>

2014 - Linked Local Network – Blog Talk Radio – Trend On - Interview aired on August 13th 2014 in the USA

2014 - Title - International Business with Eliane Karsaklian of Paris France on Tamara Leigh's <http://www.blogtalkradio.com/linkedlocalnetwork/2014/08/13/international-business-with-eliane-karsaklian-of-paris-france-on-tamara-leighs>

2013 - Link for Global Reports – Interview with Fred McMurray – Chicago – 2013Daily Motion <http://www.univ-paris3.fr/master-2-professionnel-negociation-commerciale-internationale-nci--162412.kjsp?RH=1179926084097>

2010 - Action Commerciale – Professional review – Interview to Laure Trehorel - September 1st 2010, N° 307 – FranceTitle - Une expatriation ça se prépare.

Annual - Les Rencontres de la Mobilité Internationale – Yearly seminar organized by a pool of French companies about Expatriation. Presenter and session chair

Consultancies

Consultancy work integrates research-based training, teaching and business development, individually and with partnerships. In all companies, my interactions have been at the level of Chief Executives. Indeed, I have been training executives, owners, CEOs, CMOs and senior negotiators in companies. It proves my knowledge and experience about corporations' needs and issues and how much I am able to 'translate' research findings into language and tools that companies can understand and use. In other words, I have been bridging the gap between universities and companies for more than 15 years.

Companies to which I have consulted in the past 15 years:

Predominantly global clients, many of them Fortune 500: State Grid Corporation (China), Danone (Food), Total (Energy), Pierre Fabre (Cosmetics), Valéo (Automobile), Schneider (Energy), Heineken (Food), Renault-Nissan (Automobile), Dior (Luxury), BNP Paribas (Finance), Gucci (Luxury), Rhodia (Pharmaceutics), Vinci (Energy), Airbus (Aviation), L'Oréal (Cosmetics), Casino (Retail), UbiFrance (International services and relocation), Amadeus (Hi-Tech), Lafarge (Construction), Sanofi-Aventis (Pharmaceutics), Vivendi (Energy), EDF (Energy), Orange (Telecommunications), Royal Canin (Pet Food), Servier (Pharmaceutics), Carrefour (Retail), Safran (Aviation), Faurecia (Automobile), DGAC (French Aviation Civil Authority), Disneyland Paris (Amusement), Volvo (Automobile), Eurosport (TV Chanel), Discovery (TV Chanel) (Luxury), Virbac (Pet Food)

Universities to which I have consulted within the last 15 years:

University of Kyoto	Japan
UIBE	China
Deakin	Australia
Roosevelt	USA
Loyola	USA
Northwestern	USA
South East Missouri University	USA
Murdoch	Australia
Xi'An University	China
Université Libanaise	Lebanon
Université Française d'Egypte	Egypt
University of Western England	UK
HEC	France
ESCP Europe	France
NEOMA Business School	France
ENSAM Paristech	France
Université Dauphine	France
ESSEC	France

Public enterprises and utilities to which I have consulted:

UNESCO

Business France

TEACHING

I am creator and director of the **Master in International Trade Negotiation**, run out of **Sorbonne**, Paris. It commenced in year 2000.

This is a tri-lingual degree. Students must be fluent in English, French and one other language, chosen from Italian, German, Russian, Arabic, Chinese, Spanish, and Portuguese.

I hand-pick 20 candidates each year from an applicant pool in excess of 400 from around the world.

I have been required to set-up similar program in the following international universities:

- Université Française d’Egypte – Cairo - Egypt
- Université Libanaise – Beirut - Lebanon
- University of International Business and Economics – Beijing - China

Since graduating with my PhD in 1995, I have taught Marketing all at the graduate level; and some at the undergraduate level

Negotiation	«	«
International HRM	«	«
International Business	«	«

In China (2 universities); India (1 university); USA (3 universities); UK (1 university); Egypt (1 university); Lebanon (1 university); Armenia (1 university); France (2 universities and 5 business schools).

I have extensive experience in **Study Abroad** activities. I take my Master’s Degree students every year for two weeks to the USA. We attend my colleagues’ classes in several universities, visit companies and analyse international marketing practices by visiting shops.

Executive Education

I have conducted executive education around the world for 20 years. Clients are universities and corporations. My philosophy of teaching is heavily influenced by the executive education process.