

Jessica LICHY

Professor of Marketing

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Nationality & languages

Nationality: British

English: native speaker

French: fluent

Russian: beginner

Education

June 2021 – Post-doctoral degree ‘HDR’ (*habitation à diriger des recherches*), Université Jean Moulin Lyon 3. Thesis title: « The (Not So) World Wide Web: Understanding Information and Communication Technologies (ICT) Usage Beyond Borders ».

2010 – PhD in online user behaviour, Centre for European & International Studies Research, University of Portsmouth. Thesis title: “Internet user behaviour in different cultures and linguistic communities”.

1994 – Master of Business Administration (Executive), University of Portsmouth Business School.

Academic appointments

Since 2008 – Professor of Marketing, IDRAC Business School, Lyon campus

2001-2007 – Professor of Marketing, CEFAM Business School, Lyon campus

2021-2024 – Visiting Professor in the School of Marketing, Faculty of Business, Law & Tourism – University of Sunderland.

Courses taught at IDRAC Business School

Undergraduate level: (in English)

Since 2017: Consumer Behaviour PGE2

Since 2016: Cross-cultural Management PGE3

Postgraduate level: (in English)

2012/2017: Research Methodology PGE4

2009-2019: e-Marketing/ Digital Marketing PGE4

Since 2017: International Consumer Behaviour PGE5

Since 2017: Research Methodology, Executive MBA (AIEI, China)

Other responsibilities at IDRAC Business School

Since 2016: Programme Leader (AIEI) for the Executive MBA (Shenzhen & Shanghai, China) – delivering modules in ‘Research Methodology for MBA thesis’

Since 2007: IDRAC Research Steering Group (*Comité scientifique*)

Visiting Professorships & Guest Lectures

Since 2010: Erasmus guest lecturer at SAMK University of Applied Science (Finland) in “Cross-cultural online consumer behaviour”

Since 2021: Erasmus guest lecturer at Riga Technical University (Latvia) in “Cross-cultural barriers to Digital Living”

Since 2022: Invited visiting professor at BRISTT (*Behavioural Research on Innovation, Sustainability & Technological Transformation*), Sheffield University Management School (UK)

Membership of academic association/networks

Associate Editor, *Journal of Management Development* (0262-1711)

Academy of Marketing (Special Interest Group: Consumer Behaviour)

British Academy of Management (Special Interest Group: International Business & International Management)

Associate Editor, *Journal of Sustainable Development and Engineering Economics*

Member of the Polytech Expert Council on student start-ups, Graduate School of Technology

Entrepreneurship, St Petersburg University (Russia)

Professional experience

March 2001 - March 2002 **EC UK (Lyon)** Marketing & Communications Manager (1-year contract).

Responsibility for marketing activities and database management. Introduction of web strategy: creation of online presence, driving traffic to site (virtual Business Centre), e-CRM. Prospecting new corporate clients. Design of training packages in international business skills. Achieving agreed sales, profits and marketing outreach. Organisation of PR, corporate events and campaign management.

Jan. 2000 - March 2001 **LJMU - Technology Transfer Dept.**, Marketing Manager.

Responsibility for marketing efforts and web communication to promote the transfer of advanced technology & expertise into SMEs. Monitoring and evaluation of promotional activity. Development of communications policy and CRM. Organisation of promotional activity and outreach events. Responsibility for delivery of staff appraisals and training, quality assurance and co-ordination of administrative systems. Monitoring customer satisfaction.

Sept.'96 - Dec. '99 **Wirral Metropolitan Borough**, Marketing Manager.

Managing a team of six marketing staff. Development and implementation of department marketing plans. Co-ordination of marketing activities, production and distribution of promotional material. Design, launch and promotion of social inclusion initiatives for the Leisure & Tourism Dept., to establish public-private-voluntary sector partnerships. Creation and implementation of short and long-term strategic business plans. Evaluation of current and potential product portfolio. Involvement in bid writing, income generation & funding projects. PR/ campaign management and copy writing.

Aug. '94 - Sept. '96 **De Vere Group**, Co-ordinator, Leisure Marketing.

Membership sales, PR & media liaison. Internal/ external promotion of branded products & services. Delivery of in-house training. Organisation of market research and customer satisfaction programmes. Management of product portfolio and seasonal/ theme promotions.

June '92 - Aug. '94 **IBEX Marketing & Linguistic Agency**, Marketing Assistant (Graduate Training Programme).

Database management of international clients (linguists). Co-ordination of client companies with specialist UK/ overseas translators and interpreters. Design, copywriting and proofreading of promotional material. Organisation of international language trips and pedagogical materials.

Main Research Interests

Big Data and digital transformation from an end-user perspective; the evolution in the consumption of social technologies and digital influence; technology-enhanced living

Intellectual contribution

Papers under review:

Lichy, J., Leslie, W., Sebai, J. "How COVID-19 has Influenced Uptake and Practices of Telemedicine: A Pre- and Post- COVID-19 Lockdown Analysis", *Journal of Communication Management*

Lichy, J., Dutot, V., Newman, V., Kachour, M, Korbi, F. "Challenges of the Coronavirus Pandemic as an Opportunity for integrating Virtual Classroom in Management Education", *Journal of Management Education*

Lichy, J., Farquhar, J., Kachour, M. "Value Co-creation: the case of female entrepreneurs in MENA", under review at *Entrepreneurship & Regional Development*

Lichy, J. et al. "New horizons in customer resistance: Exploring consumer difficulties in adopting Autonomous Vehicles (AV) from a marketing perspective", *Psychology & Marketing*

Lichy, J. "Understanding the impact of cultural dynamics on millennial entrepreneurs' work practices in transition economies", *Management International*

Lichy, J., Watson, D., Zhai, Y. "Using Live Action Role Playing (LARP) for developing management skills – the case of early-career managers in China", *Journal of Management Development*

1. Articles in refereed journals (peer-reviewed)

Lichy, J. (2023). 'Managing consumption for a cleaner future ... but what's in it for me?', *Question(s) de Management*. Avril, n°43, 89-104.

Lichy, J., Bousquet, C. & Lemoine, L. (2022). « Un # Au Secours Du Droit Dans Le Harcèlement Sexuel Au Travail : Le Cas #BalanceTonPorc », *Recherche en Sciences de Gestion (Management Sciences)*, No. 150, 195-218.

Lichy, J. & Ng, W. (in press). Digital disruption in a State-controlled ecosystem: A sociomaterial perspective of internet use in China, *Technological Forecasting & Social Change*.

Othmani, L. & Lichy, J. (in press). Managing the concept of hospitality to stimulate behavioural loyalty – a post-pandemic challenge for hotel managers in the luxury sector, *Question(s) de Management* [article 202150]

Lichy, J., Dutot, V., & Kachour, M. (2022). When technology leads social business: Food truck innovation. *Technological Forecasting and Social Change*, 181, 121775.

Lichy, J., Khvatova, T. & de Oliveira, M. (in press). BRICs & clicks: insights into the sociomateriality of consuming social networking sites, *Management International*. (to be published May 2023)

Moore, N., Rowe, L., Stokes, P., Lichy, J., Rodgers, P. and Smith, S.M. (2022). An examination of the dynamics of intergenerational tensions and technological change in the context of post-pandemic recovery, *Production Planning & Control*. DOI: 10.1080/09537287.2022.2083523

Racat, M. & Lichy, J. (in press). [Negative effects of distance learning accentuated by COVID-19 outbreak: a perspective of learners and teachers](#), *Knowledge Management Research & Practice*, [Volume 20 Issue 6](#)

Lichy, J., McLeay, F., Burdfield, C., & Matthias, O. (2023). Understanding pre-teen consumers social media engagement. *International Journal of Consumer Studies*, 47(1), 202-215.

Lichy, J. et al. (2021). New Insights Into ‘Technologies of Touch’: Information Processing in Product Evaluation and Purchase Intention, *Technological Forecasting & Social Change*, Manuscript Number: TFS-D-21-00226R1, 170, 120900.

Lichy, J. & Racat, M. (2021). Tracing digital fragmentation at the user level: Gen Y & Gen Z from a European perspective. *Management International*, 25 (spécial), 124-147.

Lichy, J. & Lacheret, A. (2021). The role of the family in empowering women managers/entrepreneurs in the Persian Gulf: managing patriarchy, *Gestion 2000*, 6, 141-164.

Lichy, J. (2021). Editorial Preface: Technology and Innovation – A Half-Century of Internet-Enabled Change, *International Journal of Technology and Human Interaction*, Vol. 17, Issue 2, pp. vii-viii – Author & Guest Editor. Available at: <https://www.igi-global.com/submission/manuscripts/>

Codignola, F., Căpăţină, A., Lichy, J., Yamazaki, K. (2021). Customer information search in the context of e-commerce: a cross-cultural analysis, *European Journal of International Management*, 16(1), 28-59.

Lichy, J., Farquhar, J. & Kachour, M. (2021). Entrepreneurship via Social Networks – ‘Connected Woman’ in Lebanon, *Qualitative Market Research*, 24(4), 426-448 <https://doi.org/10.1108/QMR-01-2020-0004>

Lichy, J., Kachour, M. & Chesneau, C. (2020). «Networking or Not-working: Managing ‘Bring Your Own Devices’ for French Gen X employees», *Gestion 2000*, 37(1), 117-148.

Lichy, J. & Merle, K. (2020). Clicks & Tweets in Continuing Professional Development – A cross-cultural comparison of ICT usage. *Management International*, Vol. 24 N°5, 153–169.

Lichy, J. & Kachour, M. (2020). “Fake it and make it”: How Gen Y and Z manage Facebook as a news source. *Gestion 2000*, Vol. 37, 4(4), 125-146. <https://doi.org/10.3917/g2000.374.0125>

Lichy, J. & McLeay, F. (2020) The SME styling of HEI HR of management of international mobility: motivations, benefits & barriers as drivers of innovation, *Employee Relations*, Vol. 43 No. 2, 571-588.

- Lichy, J. (2020) Matching the future capabilities of an Artificial Intelligence-based software for Social Media Marketing with potential users' expectations, *Technological Forecasting & Social Change*, vol. 151, (co-authors: Căpăţină, A., Kachour, M., Micu, A-E, Micu, A. Codignola, F.) <https://doi.org/10.1016/j.techfore.2019.119794>
- Thraya, M. F., Lichy, J., Louizi, A., & Rzem, M. (2019). High-tech acquirers and the moderating role of corporate governance. *The Journal of High Technology Management Research*, 30(2), 100354. <https://doi.org/10.1016/j.hitech.2019.100354>
- Lichy, J., Kachour, M. & Pon, K. (2020). Keep calm and Drink Tea - Comprendre les Préférences Alimentaires des Consommateurs Anglo-Saxons en France, *Question(s) de Management*. 1 (27), 13-30.
- McLeay F., Lichy, J. & Major, B. (2019). Co-Creation and the Ski Chalet Community Experiencescape, *Tourism Management*, 74, 413-424.
- Lichy, J. & Khvatova, T. (2019). Rethinking solutions for re-balancing the education-job mismatch, *Journal of Management Development*, 38(9), 733-754.
- Dutot, V. & Lichy J. (2019). The Role of Social Media in Accelerating the Process of Acculturation to the Global Consumer Culture: An Empirical Analysis. *International Journal of Technology and Human Interaction (IJTHI)* 15(1), 65-84. DOI: 10.4018/IJTHI.2019010105
- Lichy, J. et al. (2019) Guest Editor for *Journal of Management Development*. Special issue: 'Managing Change in the 21st Century' <https://www.emerald.com/insight/publication/issn/0262-1711/vol/38/iss/9>
- McLeay, F.; Lichy, J.; Asaad, F. (2018). Insights for a post-Brexit era: marketing the UK as a study destination – an analysis of Arab, Chinese and Indian student choices, *Journal of Strategic Marketing*, 1-15. <https://doi.org/10.1080/0965254X.2018.1500625>
- Lichy, J. & McLeay, F. (2018). Bleisure: motivations and typologies, *Journal of Travel & Tourism Marketing*, 35(4), 517-530. <http://dx.doi.org/10.1080/10548408.2017.1364206> **Winner of the '2018 JTTM Martin Oppermann Article of the Year' Award.**
- Lichy, J. & Stokes, P. (2018). Questioning the Validity of Cross-Cultural Frameworks in a Digital Era: The Emergence of New Approaches to Culture in the Online Environment, *International Studies of Management and Organization*, 48(1), 121-136 doi.org/10.1080/00208825.2018.1407179
- Lichy, J. & Kachour, M. (2017). Differentiating Enterprise & Product-Focused Business Models for HEIs, *La Revue des Sciences de Gestion* (3), 87-94.
- Lichy, J.; Kachour, M.; Khvatova, T. (2017). Big Data is watching YOU: Opportunities & challenges from the perspective of young adult consumers in Russia, *Journal of Marketing Management*, 33(9-10), 719-741. <http://dx.doi.org/10.1080/0267257X.2017.1313301>
- Birch, C.; Lichy, J.; Mulholland, G.; Kachour, M. (2017). An enquiry into potential graduate entrepreneurship: Is higher education turning off the pipeline of graduate entrepreneurs?, *Journal of Management Development*, 36(6), 743-760 <https://doi.org/10.1108/JMD-03-2016-0036>
- Lichy, J. (2017). Guest Editor for *Journal of Management Development*. Special Issue: Advanced business models for management education in the twenty-first century: international perspectives, <http://www.emeraldinsight.com/toc/jmd/36/6>
- Stokes, P.; Baker, C.; Lichy, J. (2016). The Role of Embedded Individual Values, Belief and Attitudes and Spiritual Capital in Shaping Everyday Post-secular Organizational Culture, *European Management Review*, 13(1), pp. 37-51 doi: 10.1111/emre.12065
- Lichy, J.; Khvatova, T.; Block, M. (2016). Understanding the context and concept of business models in HEIs, *La Revue des Sciences de Gestion*, 1160-7742, 2016/2 N° 278-279, 118-130.

Lichy, J. & Kachour, M. (2016). Understanding how students interact with technology for knowledge-sharing: the emergence of a new 'social' divide in France, *International Journal of Technology and Human Interaction*, 170515-124853, 12(1), 90-112.

Lichy, J. & Pon, K. (2015). For Better or For Worse: The Changing Life of Academic Staff in French Business Schools, *Journal of Management Development*, 34(5), 536-552. doi: <http://dx.doi.org/10.1108/JMD-03-2014-0022>

Lichy, J.; Pon, K.; Khvatova, T. (2014). Engaging in digital technology: one size fits all, *Journal of Management Development*, 33(7), 638-661. doi: <http://dx.doi.org/10.1108/JMD-12-2012-0153>

Lichy, J. & Kachour, M. (2014). Understanding the culture of young Internet users in a rapidly changing society, *International Journal of Technology and Human Interaction* 1548-3908, 10(4), 1-18. doi: [10.4018/ijthi.2014100101](http://dx.doi.org/10.4018/ijthi.2014100101)

Lichy, J. & Kachour, M. (2014). Business Models & Social Networking Sites: 50 Shades of Generation Y, Mar, N°5 de la revue *Question(s) de Management*, ISSN 2262-7030, pp.59-71

2. Papers presented at scholarly meetings (peer-reviewed)

2023 Academy of Marketing Conference Birmingham, 2 papers:

- Decoupling Gen Z environmentally-conscious consumer behaviour
- Autonomous vehicles – consumer perceptions of risks and benefits

2023 Academy of International Business (AIB), Warsaw. ID#:978, 'Visualizing Invisible Values Across Societies and Institutions' (co-authors Koch, B., Zukowska, J., Deng, Y., Sarpong, F., Koch, P.)

2023 Gender, Work & Organisations (GWO), Stellenbosch, S. Africa. Track 9 Gender & health at work: 'Tackling sexual harassment in the workplace – lessons to be learnt' (co-authors Bousquet, C. & Middleton, K.)

2022 Academy of Marketing Conference Huddersfield, "Marketisation of Higher Education", (co-authors Do Val, G., Brown, J. & Apostolidis, T.) – (5-8 July 2022)

2022 BAM SIG Alternative research methods: untangling research rhetorics and publishing realities "Visual data analysis – Photo Elicitation and Rich Picture Techniques"

2022 AIRSI2022: Technologies 4.0 in Services & Marketing "New horizons in customer resistance: Exploring consumer difficulties in adopting Autonomous Vehicles (AV) from a marketing perspective" (submission no. 1034) (co-authors McLeay, F.; Olya, H. & Pandit, A.)

2022 3^{ème} Journée de Recherche Marketing sur les Pays d'Afrique, Marrakech, Maroc, 9-10 juin 2022 «Understanding impact of hospitality on behavioral loyalty in luxury hotels» (co-author Othmani, L.)

2022 XII^{ème} conférence Atlas AFMI (Nice): 2 papers: "Understanding the impact of cultural dynamics on millennial entrepreneurs in transition economies: resilience in work practices" and "Risks & challenges of conceptualising unconventional consumption"

2022 International Research Meeting in Business and Management "Developing Human Resources Management and Organizational Performance in SMEs – The Role of Proximity Managers (co-authors Bousquet, C. & Delattre, M.)

2021 3rd International Digital Innovation, Entrepreneurship & Financing Conference, INSEEC Lyon, France, “Inked subcultures 2.0 – market boundary-spanning in liminal spaces” (20-22 Dec, 2021)

2021 3rd International Scientific Conference on Innovations in Digital Economy, “Dark sides of technology innovation for knowledge transfer”, St. Petersburg Polytechnic University (14-15 Oct. 2021)

2021 International Congress of Emerging Trends in Tourism (ICETT 2021), “Managing ‘Professeurs Sans Frontières’: Academic Tourism Revisited” Turkey – online (30 Sept 2021)

2021 EURAM, SIG 06 - INNO – Innovation, “Digital users in a constrained environment: Towards an innovative ecosystem ‘Made in China’” (co-author Dutot, V.) – online (16-18 June 2021)

2021 Academy of Management, “Leveraging strategy for better implementation: the (hidden) role of employees in micro firms” (co-authors Bousquet, C. & Delattre, M.) – (30 July-3 August 2021)

2021 MMBD Conference, submission #1081 “Perceptions of Big Data tools: a micro-firm perspective”, Huaqiao University, China – online (8-11 Nov.)

2020 IDRAC Business School & Leicester Castle Business School DeMontfort University, ‘The Impact of Culture on Entrepreneurial Dynamics: International Perspectives’ (Avignon, France): 2 papers:
“Understanding the Study Abroad experience as a trigger for developing an entrepreneurial mind-set” (co-authors: Ubierna, F. & Merle, K.)
“The Challenges of Social Entrepreneurship in Isolated Regions” (co-authors Booth, P. & Birch, C.)

2020 Academy of Management, Paper submission #17780 “How to align strategy with individual and collective skills: the case of an SME” – online (co-authors Bousquet, C. & Delattre, M.)

2019 9^{ème} conference Atlas AFMI (Fribourg, Switzerland) “Gen Y & Gen Z in Russia and France: tracing digital fragmentation at the user level”

INEKA (formerly GIKA) Conference 2019: Knowledge, Business, and Innovation - Economies and sustainability of future growth: “Matching the Future Capabilities of an Artificial Intelligence-Based Platform for Social Media Marketing in Line with User Expectations” (co-authors: Căpăţînă, A., Kachour, M., Micu, A., Micu, A., & Codignola, F.)

2019 3rd International Conference on E-commerce, E-Business and E-Government (Lyon) Proceedings: “Big Data Perception & Usage: A Micro-Firm Perspective” (co-author: Maher Kachour)

Academy of Marketing Conference 2019 (London): 2 papers:
“Social media marketing, gender discrimination and hashtag movements in the digital era: a French perspective” (co-author: Jo Brewis)
“SNS consumption among Gen Z and Millennials in BRIC countries” (co-authors: Tatiana Khvatova & Mauro J. De Oliveira)

British Academy of Management Conference 2019 (Birmingham) “Insurrection as recognition: riots for love, rights, and solidarity” (co-authors: Didier Chabanet & Tony Wall)

Academy of Marketing Conference 2018 (Stirling): 2 papers
“50 Shades of ‘Mainstream’ Consumer Behaviour; An investigation into 21ST Century Consumer Trends” (co-author: Fraser McLeay)
“Analysing ethnic consumers’ acculturation to multicultural and cosmopolitan London: A study of food consumption” (co-authors: Bidit Dey, Sharifah Alwi & Stephanie Agyepong)

British Academy of Management Conference 2018 (Bristol) “From Taboo to Mainstream: an analysis of the roles played by digital and culture in the evolution of consumer behaviour”

Academy of Marketing Conference 2017 (Kingston-Upon-Hull): 2 papers

“Mind the gap: Self-initiated expatriates (SIE) and the role of training and support to ease workplace adjustment” (co-author: Jason Turner)

“Understanding the factors that influence long-term brand loyalty: Exploring the role of childhood memories” (co-authors: Maher Kachour & Fraser McLeay)

British Academy of Management Conference 2017 (Warwick University Business School): 2 papers

“Beyond Brand and Online Communities: Motivations and the Co-Created Ski Chalet Community Experience” (co-author: Fraser McLeay)

“Challenges in international HRM of self-initiated expatriation” (co-author: Jason Turner)

Academy of Marketing Conference 2016 (Newcastle-upon-Tyne): 2 papers

“Retro-marketing to Gen Y: Selling Study Abroad to Students” (co-author: Alison Pearce)

“Big Data - Opportunities & challenges from the perspective of young adult consumers” (co-authors: Maher Kachour & Tatiana Khvatova)

British Academy of Management Conference 2016 (Newcastle-upon-Tyne): 2 papers

“Factors affecting international academic mobility” (co-author Fraser McLeay)

“Living with Big Data in a censored society” (co-authors: Maher Kachour & Tatiana Khvatova)

EDiNEB (Education Innovation in Economics & Business) 2015 (Brighton): 2 papers

“The student voice: listening to what they (*think* they) want!” (co-author Maher Kachour)

“Effectiveness of MOOCs in Higher Education” (co-author: Mounia Benabdallah)

Academy of Marketing Conference 2015 (Limerick, Eire): 2 papers

“BRICs and clicks: Understanding the Internet user behaviour in of young adults in Brazil, Russia, India & China” (co-author: Mauro J. de Oliveira)

“Overcoming Psychic Distance by Applying Relationship Marketing to the Internationalisation of the Student Experience” (co-author: Tony Conway) – **‘Best Paper in Track’ Award**

25th International Conference on Teaching & Learning, Jacksonville, Florida, 24-28 March 2014. “Creating new business models – powered by technology, driven by learning” www.teachlearn.org - Selected for Special Issue “*SELECTED PAPERS from the 25th International Conference on College Teaching and Learning*”, pp. 46-66 (co-author: Chris Birch).

Academy of Marketing SIG workshop (Social identity), Chester, 13-14 April 2014. “Young Internet users: building identity in the digital era” (co-author: Arnaud Delannoy)

Western Business & Management International Research Conference, Lyon France, 17 April 2014.

“Engaging in Digital Technology – One size fits all?” (co-author: Kevin Pon)

EDiNEB (Education Innovation in Economics & Business) 2014 (Limerick, Eire): 4 papers

“Winds of Change” (co-author: Chris Birch)

“Drivers of Change in Higher Education” (co-authors: Tatiana Khvatova & Madeleine Block)

“Transmitting knowledge in the technology-led era” (co-author: Karine Merle)

“Higher education: a North-South divide?” (co-author: Mounia Benabdallah)

Academy of Marketing Conference 2014 (Bournemouth, England): 2 papers
“Internationalising ‘student experience’: marketing ‘value added’” (co-author: Tony Conway)
“Understanding internationalization & business modelling” (co-author: Florence Gervais)

Congrès AGRH (*Association francophone de Gestion des Ressources Humaines*) 2014 (Chester, England):
“Catching the technology wave: an enquiry into perceptions and usage of ICT in higher education – Implications for HRD” (co-authors: Karine Merle & Peter Stokes)

EDiNEB (Education Innovation in Economics & Business) 2013 (Milton Keynes): “Educating Generation Facebook: SNS and new business models” (co-author: Maher Kachour)

MEF (Managing enterprises of the future) Conference 2013, Poznan University of Technology (Poland), 17-18 June: “Bridging the chasm between academia and enterprise” (co-author: Aleksandr Kozlov)

Academy of Marketing Conference 2013 (Cardiff, Wales): 3 papers
“50 Shades of Generation Facebook” (co-author: Maher Kachour)
“The International Skills Gap” (co-author: Aleksandr Kozlov)
“The Business Models of Facebook” (co-authors: Mounia Benabdellah & Maher Kachour)

Conference: The problems of scientists and scientific group activity - International annual papers. Volume XXIX. Proceedings of XXVIII session of the International School for the Sociology of Science & Technology (ed. Kugel, Samuel A.) 2013, - 427p. “Applying ICT in education - experiences of Russian and French universities”, pp. 232-245 (co-author: Tatiana Khvatova).

Symposium: Educating leaders - Leadership in Russia. Proceedings of the 2013 Conference: Leadership in Russia and Global Context, 22-24 October 2013, Moscow, Russia: National Research University Higher School of Economics, ISSN 2324-4283 “Rethinking Business Models for 21st Century Higher Education” (ed. Littrell, R.F.) pp.1-40 (co-author: Tatiana Khvatova)

EDiNEB (Education Innovation in Economics & Business) 2012 (Haarlem, Holland): “Exploring ICT to modernise undergraduate teaching: a Franco-Russian partnership” (co-author: Tatiana Khvatova)

Academy of Marketing Conference 2012 (Southampton, UK): 2 papers
“Intra- or Inter cultural difference? Anglo-Saxons in France” (co-author: Kevin Pon)
“A review of Gen Y Consumers in the Digital Society” (co-author: Wided Batat)

ESSEC Executive Education (CNIT Paris La Défense, France) 20 sept 2012 “le changement est-il rentable?” Les Premières Rencontres Internationales de la Conduite du Changement: Exploring emergence & impact of change in cross-cultural management <http://chairechangement.essec.edu/>

ECOPROM International Conference (St Petersburg, Russia) "Economy and industrial policy of regions" 24-30 Sept. 2012 <http://www.ecoprom.spbstu.ru>: Rethinking the teaching of cross-cultural management (co-author: Aleksandr Kozlov)

Nauchno-Technicheskiye Vedomosti (2012) “Closing the gap between business and education”, St Petersburg University Annual Research Symposium (Russia), November (co-author: Aleksandr Kozlov)

Western Business & Management Association International Research Conference (Paris, France) 5-6 October 2012: “Innovations in the Teaching and Learning in Management Education: A Finnish Experience” (co-authors: Salahub J. & Pon, K. <http://www.wbmconference.com/>)

EDiNEB (Education Innovation in Economics & Business) 2011 (Lyon, France): "From *sage on the stage* to *guide on the side*"

Academy of Marketing Conference 2011 (Liverpool, UK): 2 papers

"Talkin' 'bout my generation (Generation Y and SNS)"

"Blended & Online Learning - the French exception?"

PROPELIA *Management & Avenir* 2011 (Paris, France): 2 papers

"Dealing with the Sacred in today's Business World"

"Values, Beliefs and Attitudes in the Era of Late-Capitalism"

Academy of Marketing Conference 2010 (Coventry, UK): "Digital Inequality among teenage Internet users in urban and suburban neighbourhoods"

EDiNEB (Education Innovation in Economics & Business) 2010 (Thames Valley, UK): "Digital inequality beyond national borders among teenage Internet users"

3. *Scholarly books*

Lichy, J. (2022). *The Digital Generation Reaches Maturity: Brave New World Wide Web*, ISBN: 1-5275-7745-7 Cambridge Scholars Publishing (ed. Lichy, J.).

Lichy, J. *et al.* (2021). *International Business: Post-COVID Perspectives from Post-Millennial Graduates*, ISBN-13: 978-1-5275-6906-5, Cambridge Scholars Publishing (ed. Lichy, J.).

Lichy, J. *et al.* (2019). *The Driving Trends of International Business in the 21st Century*, ISBN-13: 978-1527535251, Cambridge Scholars Publishing (ed. Lichy, J.).

Lichy, J. *et al.* (2016). *New Business Models in International Higher Education*, ISBN - 13: 978-14438-7211-9, Cambridge Scholars Publishing (eds. Lichy, J. & Birch, C.).

Lichy, J. (2012). *Generation 'connected' - Managing change across generations: plus ça change, plus c'est la même chose?* LAMBERT ACADEMIC PUBLISHING, ISBN 978-3-659-22851-3 (ed. Lichy, J.)

4. *Chapters in scholarly books*

Lichy, J., & McLeay, F. (2022). "Bleisure". In *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK: Edward Elgar Publishing. pp. 306–308. <https://doi.org/10.4337/9781800377486>

Lichy, J. & Ramphort, D. (2019). Managing Linguistic Hegemony & Communication in the Digital Era, in *The Driving Trends of International Business in the 21st Century*, Cambridge Scholars Publishing, Newcastle, pp.4-26. (ed. Lichy, Jessica)

Lichy, J. & Khvatova, T. (2019). Brand loyalty in the digital era, Communication strategies of the information society: Proceedings of the XI International scientific-theoretical conference, October 25-26, 2019. – St. Petersburg: POLYTECH-PRESS, 2019, pp.404-408. (ed. Kugel, Samuel A.)

Lichy, J. & Favre, B. (2018). Chapter 12: Leaving the comfort zone. *International Enterprise Education: Perspectives on Theory and Practice*. Routledge (978-1-13-869875-8), pp. 234-259 (ed. Turner, Jason)

Lichy, J. & Khvatova, T. (2018). User engagement in Social Networks: a study of BRIC Countries, *Communication strategies of the information society: Proceedings of the Xth International scientific-theoretical conference*, October 26–27, 2018. – St. Petersburg: POLYTECH-PRESS, 2018, pp. 160-167 (ed. Kugel, Samuel A.)

Lichy, J. (2017). Bring Your Own Devices (BYOD) for Lobbying. In: Harris P., Bitonti A., Fleisher C.S., Skorkjær Binderkrantz A. (eds) *The Palgrave Encyclopedia of Interest Groups, Lobbying and Public Affairs*. Palgrave Macmillan, Cham. pp. 83-96 https://doi.org/10.1007/978-3-030-13895-0_178-1

Lichy, J. & Kachour, M. (2017). Chapter 5 in *Research Paradigms and Contemporary Perspectives on Human-Technology Interaction*, a volume in *Advances in Human and Social Aspects of Technology (AHSAT) book series: "Insights into the culture of young Internet users - emerging trends: Move over Gen Y, here comes Gen Z!"* (040416-033400), pp. 86-118. (ed. Daly, Peter and Doyle, Elaine)

Lichy, J.; Kachour, M.; Hetet, B.; Kiley, P. (2017). A Cultural Taboo: How Social Media Is Transforming the French 'Slow Food' Hegemony. In *Key Challenges and Opportunities in Web Entrepreneurship* (250116-033743), IGI Global, pp. 188-210. (ed. Mesquita, Anabela)

Lichy, J.; Khvatova, T.; Block, M. (2016). Part II: A Critical View on the Transformational Effects of New Business Models in Higher Education, [Innovative Business Education Design for 21st Century Learning](#) in [Advances in Business Education and Training](#) (SPRINGER) pp.131-143. (eds. Daly, Peter and Doyle, Elaine)

Lichy, J. (2016). Chapter 8: Managing internet user behaviour within organizations: Inter and intra-generational trends, in *Organizational Management Approaches and Solutions*, KOGAN PAGE Ltd <http://www.koganpage.com/article/changing-paradigms> pp. 162-185. (ed. Stokes, Peter)

Lichy, J. & Birch, C. (2016). Part II: Do Universities Need to Rethink Their Business Models in a Rapidly Changing World?, [Innovative Business Education Design for 21st Century Learning](#). Part of the series [Advances in Business Education and Training](#) (SPRINGER) pp.111-130. (ed. Daly, Peter and Doyle, Elaine)

Lichy, J. (2014). The difficulty of obtaining reliable Internet statistics, in *Research Methods*, by Peter Stokes and Tony Wall, PALGRAVE, ISBN 978-0230362031 pp.146-168. (eds. Stokes, Peter and Wall, Tony)

Lichy, J. (2013). "Professor's Perspective", Part II Chapter 5 in *Marketing: A Global Perspective*, by Bronis Verhage, CENGAGE Learning, ISBN 978-1-4080-6490-0 (ed. Stokes, Peter)

5. *Reviewing*

Journal of Organizational Behavior (0894-3796), *Behaviour & Information Technology* (0-12-350772-3), *International Journal of Consumer Studies* (0-07-820448-8), *Journal of Marketing Management* (0267-257X)

6. *Others*

Invited academic at partner institutions: Zhejiang Business College (Hangzhou, China)

Contribution to practice

1. Articles in Professional or trade journals / magazines

Lichy, J. (2022). *Quels sont les nouveaux défis de l'inclusion dans l'entreprise post-Covid : Question(s) d'inclusion?*, Regards croisés, (eds. Frimousse, S. & Peretti, J.) « *Question(s) de management* », (2022/1, n°38, mai 2022), pp.187-262. <https://doi-org.bdd.monbureauvirtuel.net/10.3917/qdm.218.0187>

Lichy, J. & Racat, M. (2022). Special report: 'As Western social media apps leave Russia, Snap's Zenly hangs on', *Rest of World* ©, <https://restofworld.org/2022/as-western-social-media-apps-leave-russia-snaps-zenly-hangs-on/>

Lichy, J. (2022). Webinar "Alternative research methods: untangling research rhetorics and publishing realities" at the SIG (Research Methods) British Academy of Management, 29 June 2022.

Lichy, J. (2021). Webinar "Putting the Social back in Society" at the joint SIG (Entrepreneurship) Academy of Marketing & British Academy of Management, 9 December 2021.

Lichy, J. (2020). *Les changements organisationnels induits par la crise de la Covid-19*, Regards croisés (eds. Frimousse, S. & Peretti, J.) « *Question(s) de management* », 2020/3 n°29, pp.105-149, <https://doi-org.bdd.monbureauvirtuel.net/10.3917/qdm.203.0105>

Lichy, J. *et al.* (2019). Special report: 'THE 2019 BLEISURE BAROMETER: Asia's best cities for work and recreation', *The Economist*, © The Economist Intelligence Unit Limited 2019.

Lichy, J. (2019). Special report: '[DANS MON COURS] LA CLASSE FACEBOOK POUR UN PARTAGE DES CONNAISSANCES SUR MESURE' <http://www.mondedesgrandesecoles.fr/dans-mon-cours-la-classe-facebook-pour-un-partage-des-connaissances-sur-mesure/>

Baker, C.; Lichy, J.; Stokes, P. (2015). Values, Belief and Attitudes: the Implications for Organisational Culture, *EFMD Global Focus* (European Foundation for Management Development), 9 (2), pp. 37-39 <http://globalfocusmagazine.com/values-belief-and-attitudes-the-implicationsfor-organisational-culture/>

2. Significant presentations at trade meetings

Presentation of current research project on AV (autonomous vehicles) to 'Australia France Club AuRA' in partnership with Emirates - Australia Day event, University Lyon 3, Tuesday 28th January 2020.

3. Reports - studies: Television interview

Lichy, J. (2019). FRANCE 24 « The 51% »: Why the #MeToo movement is passé in France. Available at: <https://www.france24.com/en/20191004-51percent-metoo-france-balancetonporc-sexual-harassment-assault-india-consent?ref=fb&fbclid=IwAR0lD1BaSchPTrPyJSyDkTBwUStTbuC06pcR-PxJm7L69ZTZxTHzllBFLVc>

4. Others

Citation in British Standards Institution (2018) PAS3002:2018 Code of Practice on Improving Health and Wellbeing Within an Organization, *British Standards Institution*, London (ISBN 978 0 580 96537 1) p. 22.

Consultant on 'Analysis of Food Branding', Inner Mongolian Food Federation, 4 July 2021 (organised by Derek Watson, University of Sunderland)

Learning and pedagogical research

1. *Case studies*

"Business Models in Higher Education - A Case Study of French Establishments" (co-author Elena de Preville), Annual International Scientific Forum "Business Society Human" - HSE National Research University (Moscow, Russia) October 30-31, 2013.

2. *E-learning*

Currently registered with Future Learn (MOOC: "Managing People-Centred Change"), available at: <https://www.futurelearn.com/subjects/business-and-management-courses>

3. *Others*

2016: Sabbatical year at Newcastle Business School at Northumbria University, UK.

DBA Masterclass (13 & 14 June 2020) on '*Thesis methodology*' delivered online to South-West State University, Kursk (Russian Federation) (organised by Alex Xiong)

MBA Masterclass (8 May 2020) on '*Managing Digital Transformation Cross-Culturally*' delivered online to Amity Business School, Mumbai, India/ Singapore/ Dubai (organised by Dr A K S Suryavanshi)

Invited Guest Speaker (10 March 2021) on '*Cultural Fault-lines in Digital Transformation*', DMU Executive MBA, Leicester Castle Business School, DMU, UK (organised by Peter Stokes)

Invited Guest Speaker (15 April 2021) on "Understanding the boundary-spanning between academia & entrepreneurs", Workshop: Organizational management (organised by EDC Paris Business School)

Invited Guest Speaker (15 April 2021) on '*Dark Sides of Digital Transformation*', Vilnius University of Applied Sciences, FORUM Covid-19 Resilience (organised by Giedrė Brazdauskaitė, Andrius Valickas)

QR code for ORCID

