



Chavi (Chi Yun) FLETCHER-CHEN

Ph.D. in Business Administration

Assistant Professor, International Negotiation

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EDUCATION

2008 Ph.D. in Business Administration, University of Manchester, United Kingdom

2002 Human Relations, Nottingham University, United Kingdom

RESEARCH INTERESTS

Business to Business Network, Innovation, Key Account Management, Language in MNCs, Value Co-creation

EMPLOYMENT EXPERIENCE

ACADEMIC:

2018 - 2018 Visiting professor, Keele University, Newcastle-Under-Lyme, United Kingdom

2018 - 2018 Visiting professor, University Carlo Cattaneo - LIUC, Castellanza (VA), Italy

2017 - Present Visiting professor, University Carlo Cattaneo - LIUC, Castellanza (VA), Italy

2017 - Present Visiting professor, Keele University, Staffordshire, United Kingdom

2014 - 2015 National adjunct, College of Management Mahidol Univeristy, Bangkok, Thailand

2013 - Present Visiting Lecturer, Birkbeck College University of London, London, United Kingdom

2010 - Present Lecturer, Marketing and Negotiation, IÉSEG School of Management, Paris, France

2008 - 2009 Data Catgorising Project Consultant, Revans Academy/University of Manchester, Manchester, United Kingdom

2008 - 2010 Research Associate in Marketing, International Business and Strategy Division, University of Manchester, Manchester, United Kingdom

2007 - 2008 Graduate teaching-research assistant, University of Manchester, Manchester, United Kingdom

PROFESSIONAL:

2004 - 2008 Online-business consultant, Substance®, Sheffield, United Kingdom

2001 - 2002 Communication Project Consultant, Acer Associate Publishing, Taipei, Taiwan

2000 - 2001 Digital Marketing Project Consultant, Paul Ping Electronic Co., Ltd, Taipei, Taiwan

1998 - 2001 Appeal case negotiator, International Asian Pacific Patent, Trade and Commercial Law Office, Taipei, Taiwan

CONSULTING EXPERIENCE

2010 Consultant, BBC/University of Manchester, United Kingdom

2009 - 2010 Consultant, Revans Academy/University of Manchester, United Kingdom

2009 Consultant, Astrazeneca/University of Manchester, United Kingdom

2002 Consultant, Acer Associate Publishing, Taiwan

2001 Consultant, Asia Pacific Patent, Taiwan

2001 International Marketing Sales Promotor, Yamaguchi & Associates, Japan

2000 - 2001 Corporate strategic alliance manager, Asia Pacific Patent, Taiwan

1999 - 2000 International Communication Officer, Asia Pacific Patent, Taiwan

1995 - 1999 Sales representative , Kawasima Co., Taiwan

COURSES TAUGHT

- Introduction to negotiation
- Marketing research
- Intercultural and diversity management
- Communication, Grande ecole
- E-negotiation, Grande ecole
- E-negotiation, Grande ecole
- E-negotiation, Msc in negotiation for organisations
- Interpersonal communication, Msc in negotiation for organisations
- Interpersonal communication applied to negotiation, Grande ecole
- Managerial international negotiation
- Managerial international negotiation
- Research seminar
- Research and use of structural equation modelling
- Marketing-mix: price decisions and channel management
- International business negotiation

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

- Baddar F., Fletcher-Chen C., Batt P., (2017), [Guest editorial] Networks: Relationships and Innovation, *Journal of Business & Industrial Marketing*, 32(6), pp. 773-776
- Fletcher-Chen C., AL-Husan S. F., Baddar F., (2017), Relational Resources for Emerging Markets' Non-Technological Innovation: Insights from China and Taiwan, *Journal of Business & Industrial Marketing*, 32(6), pp. 876-888
- AlHussan F., AL-Husan S. F., Fletcher-Chen C., (2014), Environmental factors influencing the management of key accounts in an Arab Middle Eastern context, *Industrial Marketing Management*, 43(3), pp. 592-602

Papers in non-refereed journals

Published

- Fletcher-Chen C., (2015), Impact of Language Diversity and Social Interaction on Knowledge Transfer , *Journal of US-China Education Review*, 5(3), pp. 159-180

Communications in refereed conferences

International

- Fletcher-Chen C., (2018), *Process dynamics of service innovation development among triadic business-to-business network firms* IMP Asia, Bandaranaike, Sri Lanka
- Fletcher-Chen C., Plé L., Zhu X., (2017), *A Case Study of New Service Development Process in Business Triads* IMP Annual Conference, Kuala Lumpur, Malaysia
- Fletcher-Chen C., Plé L., Zhu X., (2017), *Service Innovation in Business Triads* Service Frontiers 2017, New-York, USA
- Fletcher-Chen C., Zhu X., (2017), *The Role of Relational Co-production in Service Innovation Networks* Frontiers in Service, New York, USA
- Fletcher-Chen C., Zhu X., (2016), *Value Co-Creation in Business Service Networks A Triadic Approach* The IMP Conference Asia in Africa, Cape Town, South Africa
- Chen-Fletcher C., Jackson P., AlHussan Baddar F., (2014), *MNCs in Emerging Chinese Market: The Impacts of Language and Communication Media on New Product Performance through Knowledge Integration* Academy of International Business(AIB), Vancouver, Canada
- Fletcher-Chen C., AlHussan Baddar F., (2014), *Innovativeness through social-relational coordination mechanism in Chinese emerging markets* IMP, Bali, Indonesia
- Fletcher-Chen C., Baddar F., (2014), *Social capital employment in emerging market MNEs for innovativeness* Industrial Marketing and Purchasing Group - IMP ASIA, Bali, Indonesia
- Baddar AlHussan F., AlHusan F. B., Chen C., (2012), *Key factors influencing the management of key accounts in B2B markets in an Arab context* IMP Conference, Goa, India
- Baddar F., AL-Husan F. B., Fletcher-Chen C., (2012), *Key factors influencing the management of key accounts in B-2-B markets in an Arab context* Industrial Marketing and Purchasing Conference (IMP): Developing Networks in International Marketing and Purchasing, Goa, India
- Chen C., (2012), *Behavioral Actions in Conflict Management Impact Corporate Operation* 25th Annual IACM Conference, Stellenbosch, South Africa
- Chen C., Jackson P., AlHussan F., (2012), *Conflict management in multilingual communities: The emerged behavioral actions from languages* European International Business Academy (EIBA), Brighton, United Kingdom
- Chen C., (2011), *Language impact in multinational teamwork* EURAM, Tallinn, Estonia
- Chen C.-Y., (2011), *Conflict in virtual teams. Workshop on Strategic Human Resource Management* 26th Workshop on Strategic Human Resource Management, Reykjavik, Iceland

Chen C., Jackson P., (2010), *Organizations as multilingual communities: A micro-level study of language influences on parallel processes of tasks and social relations* 36th EIBA Annual Conference, Porto, Portugal

Chen C., Jackson P., (2009), *A micro-level study of language influences on task coordination and team relations* European International Business Academy (EIBA), Valencia, Spain

Chen C., Jackson P., (2009), *Language-switching, communication and knowledge process in MNEs* Workshop on language and multilingualism in management, Helsinki, Finland

Chen C., Jackson P., (2007), *Managing conflict in virtual teams: The role of communication technologies* European International Business Academy (EIBA), Sicily, Italy

Other conference and seminar presentations

International

Fletcher-Chen C., Zhu X., (2016), *Value Co-Creation in Business Service Networks A Triadic Approach* IMP Asia, Cape Town, South Africa

Fletcher-Chen C., Zhu X., Plé L., (2016), *Customer as an initiator in B2B service network Value co-creation / co-destruction* World Marketing Congress, Paris, France

Chen C., Jackson P., (2008), *Lingua franca, communication and knowledge process in MNEs* EURAM European Academy of Management, Liverpool, United Kingdom

National

Fletcher-Chen C., (2015), *Customer as an initiator in B2B service network: Value co-creation/co-destruction* Paris, Paris, France

Fletcher-Chen C., Xia Z., (2015), *Customer as an initiator in B2B service network: Value co-creation/co-destruction* IESEG School of Management, Paris, France

Chen C., Jackson P., (2010), *Virtual teamwork in MNCs* Centre for Comparative and International Business Research (CIBER), Manchester, United Kingdom

Books

Published

Fletcher-Chen C., Baber W., (2015), *Practical Business Negotiation*, 978-1-138-78147-1, Routledge, London, 256 pages

Case studies

Baber W., Fletcher-Chen C., (2018), *Intellectual Property Negotiation between Mukashi Games and Pixie, The Case Centre*, case study 318-0033-8, teaching note 318-0033-8B, 318-0033-1

Fletcher-Chen C., (2017), *The perception of e-mail between sender and receiver, The Case Centre*, case study 417-0056-1, teaching note 417-0056-8

Fletcher-Chen C., Schmid P., Baber W., (2017), *Electro Car Merger Negotiation, The Case Centre*, case study 317-0215-1, teaching note 317-0215-8, teaching note supplement 317-0215-8B

Fletcher-Chen C., (2016), *Conflict Alteration Through Emotion Recognition, The Case Centre*, case study 416-0101-1, teaching note 416-0101-8

Fletcher-Chen C., (2016), *Non Literal Communication-Response to Emotion, Case Centre*, case study 416-0017-1, teaching note 416-0017-18

Fletcher-Chen C., (2016), *Communication for job interview, The Case Centre*, case study 416-0016-1, teaching note 416-0016-8

Fletcher-Chen C., (2016), *Relationship Bonding, The Case Centre*, case study 416-0015-1, teaching note 416-0015-8

Fletcher-Chen C., (2015), *Mind reading for uncertainty reduction in communication, The Case Centre*, case study 415-126-1, teaching note 415-126-8

- Fletcher-Chen C., (2015), *Value co-creation in communication* , *Case Centre*, case study 415-117-1 , teaching note 415-117-8
- Fletcher-Chen C., (2014), *First Encounter: Self-presentation for a job interview*, *Case Centre*, case study 414-095-1, teaching note 414-095-8
- Fletcher-Chen C., (2014), *Breaking the ice: The first encounter*, *Case Centre*, case study 414-096-1, teaching note 414-096-8
- Fletcher-Chen C., (2013), *The Power of Attraction (A): How to Impress People in Resume*, *Case Centre*, case study 413-111-1, teaching note 413-111-8
- Fletcher-Chen C., (2013), *The Power of Attraction (B): How to Impress People to Get Hired*, *Case Centre*, case study 413-112-1, teaching note 413-112-8
- Fletcher-Chen C., (2013), *Brand Impact on Business Expansion (B)*, *Case Centre*, case study 813-065-1, teaching note 813-065-8
- Fletcher-Chen C., (2013), *Managing Business Competition and Collaboration*, *European Case Clearing House*, case study 313-022-1, teaching note 313-022-8
- Fletcher-Chen C., (2013), *Strategic Market Expansion Between Entrepreneur Consultancy and MNC*, *European Case Clearing House*, case study 813-004-1, teaching note 813-004-8
- Fletcher-Chen C., (2013), *Topic Avoidance and Information Disclosure in Business Sales Negotiation (A)*, *European Case Clearing House*, case study 813-018-1, teaching note 813-018-8
- Fletcher-Chen C., (2013), *Brand impact on business expansion (A)*, *Case Centre*, case study 813-063-1, teaching note 813-063-8
- Fletcher-Chen C., (2013), *Negotiation in Pursuit of Equity and Social Exchange*, *European Case Clearing House*, case study 813-008-1, teaching note 813-008-8
- Fletcher-Chen C., (2013), *Negotiation in Pursuit of Equity and Social Exchange (B)*, *European Case Clearing House*, case study 813-028-1, teaching note 813-028-8
- Fletcher-Chen C., (2013), *Intra-team Conflict Resolution (A)*, *European Case Clearing House*, case study 413-061-1, teaching note 413-061-8
- Fletcher-Chen C., (2013), *Intra-team Conflict Resolution (B): How to write convincing e-mails*, *European Case Clearing House*, case study 413-062-1, teaching note 413-062-8
- Fletcher-Chen C., (2013), *Wedding Plans*, *European Case Clearing House*, case study 513-043-1, teaching note 513-043-8
- Fletcher-Chen C., (2013), *Ethics in Negotiation*, *European Case Clearing House*, case study 713-038-1, teaching note 713-038-8
- Fletcher-Chen C., (2013), *Brainstorming on Property to Sale and Purchase*, *European Case Clearing House*, case study 913-005-1, teaching note 913-005-8
- Fletcher-Chen C., (2013), *Topic Avoidance and Information Disclosure in Business Sales Negotiation (B)*, *European Case Clearing House*, case study 813-019-1, teaching note 813-019-8
- Chen C., (2012), *E-Negotiation on property sale*, *European Case Clearing House*, case study 512-112-1, teaching note 512-112-8
- Chen C., (2012), *CircuitInnovator Virtual Team Project*, *European Case Clearing House*, case study 612-046-1, teaching note 612-046-8
- Fletcher-Chen C., (2012), *Crisis Negotiation*, *European Case Clearing House*, case study 212-063-1, teaching note 212-063-8

PROFESSIONAL MEMBERSHIPS

- | | |
|-------------|---|
| 2016 | AMS |
| 2014 | Academy of International Business (AIB) |
| 2014 | AIB, USA |

- 2013** Industrial Marketing & Purchasing Group (IMP) Conference
- 2009** European Academy of Management (EURAM)
- 2008** European International Business Academy (EIBA)
- 2008 - 2010** Academy of Management (AOM), USA

EDITORIAL ACTIVITY

Guest editor of an a academic journal

Journal of Business and Industrial Marketing

Reviewer in an academic journal

Journal of Business and Industrial Marketing

Reviewer in an book / textbook

Marketing: An Introduction, United Kingdom

Marketing (Sage publisher)

PROFESSIONAL SERVICE

Chair in an academic conference

IMP, Malaysia

IMP Asia, South Africa

Chair of the organizing committee of an academic conference

Industrial Marketing & Purchasing Group (IMP) Asia Conference, IÉSEG School of Management, Indonesia

Invited Lecturer

Marketing Research, United Kingdom

Introduction to Negotiation , Italy

Marketing Strategy, United Kingdom

Negotiation, Thailand

Reviewer for an academic conference

2014 Industrial Marketing & Purchasing Group (IMP) Conference, Indonesia

2014 AIB, USA

2012 IACM: The International Association for Conflict Management

2008 EURAM Conference

2007 EIBA

World Marketing Congress (WMC), France

Session chair in an academic conference

Industrial Marketing & Purchasing Group (IMP) Asia Conference, South Africa

INSTITUTIONAL SERVICE

Co-Organizer of a workshop

Sales Management Research Seminar, IÉSEG School of Management, France

Member of a recruitment jury (orals)

School Jury Service on Student Recruitment , IÉSEG School of Management, France

Participation in recruitment of professors

Departmental Service on Professor Recruitment, IÉSEG School of Management, France

Participation in the development of an academic program

Developing MSc in International Business Negotiation, IÉSEG School of Management, France

Substantial support to students' association and activity

The Negotiation Competition Training, IÉSEG School of Management, France