



STRATEGY & MANAGEMENT

LUBICA HIKKEROVA

Assistant Professor of Management

CONTACT

Email: lubica.hikkerova@ipag.fr

Phone: +33 1 5363 3600

Campus: Paris

BIOGRAPHY

Lubica Hikkerova is Professor at the IPAG Business School, Paris. She obtained her PhD at Matej Bel University in Banska Bystrica, Slovakia (ISO 9001 certified). Her main research fields are summed up in two axes; marketing in tourism on the one hand, innovation and entrepreneurship on the other.

EDUCATION

2011 Ph. D in Management Science, University of Banska Bystrica, Slovakia

TEACHING AREAS

- Marketing & Tourism, Master & Bachelor
- Simulation Game, Master

RESEARCH AREAS

- Marketing of services
- Consumer behavior
- Innovation
- Entrepreneurship

TEACHING PROGRAMS

- Program "Grande Ecole"

PROFESSIONAL EXPERIENCES

Since 2011: IPAG Business School - Paris (FR)
Assistant Professor

2008-2010: Amiens School of Management - France Business School (FR)
Lecturer

2007-2010: La Rochelle Business School (FR)
Teaching and Research Assistant

SELECTED PUBLICATIONS

- L. Hikkerova, J.-M. Sahut, W. Ben Arfi, « External knowledge sources, green innovation and performance », *Technological Forecasting and Social Change*, vol. 129, pp. 210-220, avril 2018.
- L. Hikkerova, E. Braune, L. Wamba, « Does shareholder oriented corporate governance reduce firm risk ? », *Journal of Applied Accounting Research*, vol. 19 (2), pp. 295-311, 2018.
- L. Hikkerova, E. Braune, J.-M. Sahut, L. Wamba, « Indebtedness for young companies: effects on survival », *Entrepreneurship & Regional Development*, vol. 29 (1/2), pp. 174-196, 2017.
- L. Hikkerova, B. Branchet, J.-P. Boissin, « Modeling Entrepreneurship Intentions: An Essay of Typology », *Management International*, vol. 21 (2), pp. 109-122, hiver 2017.
- L. Hikkerova, J.-M. Sahut, S. Nyock Ilouga, « The entrepreneurship process and the model of volition », *Journal of Business Research*, vol. 69 (5), pp. 1868-1873, April 2016.
- L. Hikkerova, J.-M. Sahut, P.-C. Pupion, « Perceived unfairness of prices resulting from yield management practices », *Journal of Business Research*, vol. 69 (11), pp.4901-4906, 2016.
- L. Hikkerova, B. Aliouat, J. Gharbi, M. Ltifi, « The determinants of the choice of Islamic banks in Tunisia », *International Journal of Bank Marketing*, vol. 34 (5), pp. 710-730, 2016.
- L. Hikkerova, H. Affes, R. Zaied, « Sources externes de connaissances, innovation organisationnelle et performance », *Gestion 2000*, n°5, pp. 81-98, septembre-octobre 2015.
- J.-M. Sahut, L. Hikkerova, « Fidélisation et fidélité dans l'hôtellerie : une comparaison franco-slovaque », *Management & Avenir*, n°78, pp. 161-181, 2015.
- L. Hikkerova, N. Kammoun, J.-S. Lantz, « Patent life cycle: New evidence », *Technological Forecasting and Social Change*, vol. 88, pp. 313-324, 2014.
- L. Hikkerova, L. Djoutsa Wamba, « La responsabilité sociale d'entreprise dans les PME camerounaises : bilan, enjeux et perspectives », *Gestion 2000*, vol. 6, pp. 41-66, 2014.
- L. Hikkerova, S. Camus, G. Marceau, S. Hergli, J.-M. Sahut, « Stratégie de tourisme durable : Validation empirique dans le groupe TUI en Tunisie », *Maghreb/Machrek*, n° 216, pp. 53-72, 2013.
- L. Hikkerova, A. Nyock, S. Nyock Ilouga, «Intention entrepreneuriale et projet professionnel», *Gestion 2000*, vol. 31 (4), pp. 47-65, 2013.
- L. Hikkerova, S. CAMUS, J.-M. SAHUT, Systemic Analysis and Model of Sustainable Tourism, *International Journal of Business*, 17(4), 2012.
- L. HIKKEROVA, Internet, Politique de prix et Yield management, *Management et avenir*, n°42, pp 29-41, 2011.
- L. HIKKEROVA, J. ARLOTTO, J.-L. MUTTE, « E-tourism : comportements d'achat et canaux de vente », *Gestion 2000*, pp. 67-79. 2011.
- L. HIKKEROVA, Customer Loyalty : an Application in Hotel Industry, *International Journal of Business*, 2011.
- L. HIKKEROVA, J.-M. SAHUT, L'efficacité des programmes de fidélisation dans le secteur hôtelier : proposition d'un cadre conceptuel, *Gestion 2000*, pp. 55-66, 2010.
- L. HIKKEROVA, S. CAMUS, Tourisme durable : une approche systémique, *Management et avenir*, n°34, 2010.