



Associate Professor Kevin Sevag KERTECHIAN

Academic Department: Organization, Management and Human Resources Email: kevin.kertechian@essca.fr

INFORMATION

RESEARCH INTERESTS

- Organizational behavior (satisfaction, commitment, OCB)
- Human resource (recruitment process)
- Individual differences, personality, values
- Psychology of appearance

TEACHING DOMAINS

- Human resources management
- Performance management
- International mobility and expatriation

EDUCATION

Highest degree :

2017 Ph.D. in Business Administration, Management, Université Panthéon-Sorbonne - Paris 1, France
L'apparence corporelle : perception de la personnalité et influence au moment du recrutement

2013 Master of Arts (M.A.), Human Resource Management and Labor Relations, Université Panthéon-Sorbonne - Paris 1, France

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

Since 2022 Associate Professor, ESSCA School of Management, France

2020 - 2022 Assistant Professor, Canadian University Dubai, United Arab Emirates

2019 - 2020 Assistant Professor, Seneca College, Canada

2019 - 2020 Adjunct Lecturer, French language, Collège Boreal, Canada

2017 - 2018 Assistant Professor, Saint Joseph University, Lebanon

2017 - 2018 Lecturer, Lebanese French University, Lebanon

2015 - 2017 Temporary Research and Teaching Assistant, Université Panthéon-Sorbonne -

ACADEMIC AND PROFESSIONAL EXPERIENCE

Academic career

Paris 1, France

2013 - 2015 Lecturer, Université Panthéon-Sorbonne - Paris 1, France

Company career path

2018 - 2020 HR Advisor (620 employees) (620 employees) - Marché Adonis, Metro Group, Canada

2014 - 2015 HR Generalist (+1000 employees), Estée Lauder Companies, France

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed articles

BEHNKE, M., KLOSKOWSKI, M. and KERTECHIAN, K.S. (2025). Using AI to Generate Affective Images: Methodology and Initial Library. *Forthcoming Advances in Methods and Practices in Psychological Science*.

KERTECHIAN, K.S. and ELIDRISSI, R. (2025). The Productive Silence. *Forthcoming Accounting, Auditing & Accountability Journal*.

EL-FARR, H. and KERTECHIAN, K.S. (2025). Job desperation in the “liquid society”: prioritising work recognition and reassurance over financial satisfaction. *Labour and Industry: a journal of social and economic relations of work*.

KERTECHIAN, K.S. (2025). Reflection in the mirror: from seeing “Yourself” to perceiving your “Employability”. *Current Psychology*, 44, pp. 14597-14607.

ISMAIL, H.N., KERTECHIAN, K.S. and ABDALLAH, M. (2025). Interpersonal Justice, Employee Engagement, and Customer Delight: A Two-Wave Study in the Banking Sector. *International Journal of Bank Marketing*.

KERTECHIAN, K.S. and EL FARR, H. (2025). Beyond the Usual Suspects: Job Desperation as the Top Driver of Turnover Intention and Job Search Behavior. *Forthcoming Relations industrielles / Industrial Relations*.

KERTECHIAN, K.S. and EL-FARR, H. (2025). Body image in the workplace: Assessing the impact on self-esteem and employee engagement. *Acta Psychologica*, 259, pp. 105355.

MARTIN, P. and KERTECHIAN, K.S. (2025). Managing Stress Among Healthcare Professionals: Insights from the Snoezelen Approach. *Journal of Health, Organisation and Management*.

KERTECHIAN, K.S. (2025). Answering the Call: Reclaiming the Hero’s Journey for Human Agency in an AI-Dominated World. *The Journal of Applied Behavioral Science*.

KERTECHIAN, K.S. and ISMAIL, H.N. (2025). A positive view of excessive smartphone utilization and its relationship with other academic-related variables within the online course setting. *Psychological Reports*, 128(4), pp. 2757-2783.

MAALOUF, J., CHAHINE, L., ABI AAD, A. and KERTECHIAN, K.S. (2025). Determinants of Business Resilience: Investigating the Roles of Business Agility, Digitalization and Environmental Hostility During the COVID-19 Pandemic. *Journal of International Entrepreneurship*, 23, pp. 196–223.

BIZRI, R. and KERTECHIAN, K.S. (2024). Investigating the link between psychological entitlement and workplace deviance: moderations and post hoc analysis. *International Journal of Organizational Analysis*, 32(10), pp. 2177-2204.

KERTECHIAN, K.S. and EL FARR, H. (2024). The Impact of Negative Body Image on Turnover Intention: the Mediating and Amplifying Role of Perceived Discrimination. *@GRH*, 52(3), pp. 101-119.

KERTECHIAN, K.S. (2024). Bibliometric Methods in HRM: Contribution and Utility. *Journal of scholarly publishing*, 55(2), pp. 187-210.

KOWAL, M., SOROKOWSKI, P., DINIĆ, B.M. and KERTECHIAN, K.S. (2024). Validation of the Short Version (TLS-15) of the Triangular Love Scale (TLS-45) across 37 Languages. *Archives of Sexual Behavior*, 53(2), pp. 839–857.

ISMAIL, H.N., KERTECHIAN, K. and BLAIQUE, L. (2023). Visionary leadership, organizational trust, organizational pride, and organizational citizenship behaviour: a sequential mediation model. *Human Resource Development International*, 26(3), pp. 264-291.

KERTECHIAN, K., ISMAIL, H.N. and KARKOULIAN, S. (2023). How employable do students perceive themselves to be in the future? Evidence from the Middle East. *Industry and Higher Education*, 37(2), pp. 222–236.

KERTECHIAN, K. and BESTER, F. (2023). Validation of a Translation of the Student Career Construction Inventory in French University Students. *International Journal of Management Education*, 21(1), pp. 100751.

KOWAL, M., SOROKOWSKI, P., PISANSKI, K. and KERTECHIAN, K. (2022). Predictors of enhancing human physical attractiveness: Data from 93 countries. *Evolution and Human Behavior*, 43(6), pp. 455-474.

KERTECHIAN, K., KARKOULIAN, S., ISMAIL, H.N. and AAD MAKHOUL, S.S. (2022). A between-subject design to evaluate students' employability in the Lebanese labor market. *Higher Education, Skills and Work-Based Learning*, 12(4), pp. 732-748.

ISMAIL, H., EL IRANI, M. and KERTECHIAN, K. (2022). Green HRM and nongreen outcomes: the mediating role of visionary leadership in Asia. *International Journal of Manpower*, 43(3), pp. 660-681.

KARKOULIAN, S., BALOZIAN, P., KERTECHIAN, K. and NAHED, M.B. (2021). Employee Voice as a Mediator Between Leader-Member Exchange and Creative Performance: Empirical Evidence from the Middle East. *International Journal of Process Management and Benchmarking*.

SWAMI, V., TRAN, U.S., BARRON, D., AFHAM, R., AIMÉ, A., ALMENARA, C.A. ... KERTECHIAN, K. (2020). The Breast Size Satisfaction Survey (BSSS): Breast size dissatisfaction and its antecedents and outcomes in women from 40 nations. *Body Image*, 32, pp. 199-217.

LO PRESTI, A., KERTECHIAN, K. and LANDOLFI, A. (2020). Does the association between workload and work engagement depend on being workaholic? A cross-cultural study on Italian and Canadian employees. *Electronic Journal of Applied Statistical Analysis*, 13(3), pp. 589-611.

ISMAIL, H.N., KARKOULIAN, S. and KERTECHIAN, K. (2019). Which personal values matter most? Job performance and job satisfaction across job categories. *International Journal of Organizational Analysis*, 27(1), pp. 109-124.

KERTECHIAN, K., KARKOULIAN, S., ISMAIL, H. and NASSIF, P. (2019). Evaluation of the psychometric properties of the good management work habits scale. *Measuring Business Excellence*, 23(2), pp. 165-181.

KERTECHIAN, K. (2018). Conscientiousness as a key to success for academic achievement among French university students enrolled in management studies. *International Journal of Management Education*, 16(2), pp. 154-165.

KERTECHIAN, K. and SWAMI, V. (2017). An examination of the factor structure and sex invariance of a French translation of the Body Appreciation Scale-2 in university students. *Body Image*, 21, pp. 26-29.

KERTECHIAN, K. and SWAMI, V. (2016). The hijab as a protective factor for body image and disordered eating: a replication in French Muslim women. *Mental Health, Religion & Culture*, 19(10), pp. 1056-1068.

KERTECHIAN, K. (2016). The Impact of Beauty during Job Applications. *Journal of Human Resources Management Research*, pp. 1-7.

Chapters in book

KERTECHIAN, K.S. (2026). Employability. In: Grisna Anggadwita and José Ricardo Andrade (ed.). *International Encyclopedia of Business Management*. 1 ed. Elsevier, pp. 635-637.

KERTECHIAN, K.S. (2026). Workplace Discrimination. In: Grisna Anggadwita and José Ricardo Andrade (ed.). *International Encyclopedia of Business Management*. 1 ed. Elsevier, pp. 605-608.

EL-FARR, H. and KERTECHIAN, K.S. (2024). Knowledge Management and Knowledge Leadership in the Fourth Industrial Revolution: Resolving the Automation-Augmentation Paradox. In: Hadi El-Farr (ed.). *The Changing Landscape of Workplace and Workforce*. 1 ed. IntechOpen.

KERTECHIAN, K.S. and EL-FARR, H. (2024). Dissecting the Paradox of Progress: The Socioeconomic Implications of Artificial Intelligence. In: Hadi El-Farr (ed.). *The Changing Landscape of Workplace and Workforce*. 1 ed. IntechOpen.

LAMBERT, L., KHADRI, Y., MAYET, S., VEDANAYAGAM, J., VARMA, V. and KERTECHIAN, K. (2022). Thanks for asking! How UAE-based university students conceptualize happiness and how institutions can improve it. In: Floriana Irtell, Fabio Gabrielli eds. *Happiness - Biopsychosocial and Anthropological Perspectives*. 1 ed. London: IntechOpen.

Conference proceedings

GABRIEL, L. and KERTECHIAN, K.S. (2025). Leadership in Style: The Unique Influence of Sartorial Choices on Charismatic Leadership. In: *AOM Meeting*. Copenhagen: Proceedings - Academy of Management (AOM).

KERTECHIAN, K.S. (2024). Exploring the Interplay of Body Images and Micro-Level Management. In: *AOM Annual Meeting*. Hyatt Regency Chicago: Proceedings - Academy of Management (AOM).

Conference papers (with selection committee)

KERTECHIAN, K.S. (2025). Job Desperation in the "Liquid Society": Prioritizing Work Recognition and Reassurance Over Financial Satisfaction. In: Congrès AGRH. Deauville.

KERTECHIAN, K.S. (2025). Dress the leader: an investigation on how sartorial appearance impact leader's charisma. In: XXXIVe Conférence Annuelle de l'AIMS. Lille.

KERTECHIAN, K.S. and EL FARR, H. (2024). The Impact of Negative Body Image on Turnover Intention: The Mediating and Amplifying Role of Perceived Discrimination. In: 35e Congrès de l'AGRH. EADA Business School, Barcelona.

KERTECHIAN, K.S. (2024). The Scarcity of Workplace Fun and the Rise of 'Survival' Commitment: Navigating the Multi-Crisis Lebanese Context. In: EURAM. University of Bath.

KERTECHIAN, K.S. and EL FARR, H. (2024). Exploring the Socioeconomic Challenges of Artificial Intelligence. In: 4e édition des journées de recherche en éthique : Le monde professionnel à l'heure du management éthique (ESSCA-ESG UQAM). Bordeaux.

KERTECHIAN, K.S. (2023). Mapping corporate social responsibility and human resource management: a bibliometric analysis. In: 3e édition des Journées de recherche en éthique "L'

éthique en situations complexes et contemporaines : vers de nouvelles perspectives" (ESG-UQAM, ESSCA). Montréal.

KERTECHIAN, K.S. (2022). Leader-Member Exchange, Voice and Performance among employees from the Middle East. In: 7th IASS Conference. Canadian University Dubai.

KERTECHIAN, K.S. and ISMAIL, H.N. (2021). The Relationship between Visionary Leadership and Organizational Citizenship Behavior in the Middle East: A Sequential Mediation Model. In: AIB Annual Conference - The Middle East and North Africa (MENA) Chapter. Dubai.

AMINE, A.A., KERTECHIAN, K.S. and NEHME, M. (2021). Parallel mediation model of distributive and procedural justice on the relationship between commitment and performance during COVID-19 pandemic. In: 9th ISCLO. TELKOM University, Bandung.

KERTECHIAN, K.S. (2021). Tackle the "bureaucratic paradox" by enabling employee ambidexterity: best-practice recommendations. In: British Academy of Management Conference. Lancaster University Management School.

KERTECHIAN, K.S. (2020). Applying the Push-Pull-Mooring Framework to Better Understand Newcomers' "In and Out" Intentions in a Canadian Grocery Store Chain. In: 4th ICABL Conference. University of Dubai.

KERTECHIAN, K.S. and ISMAIL, H.N. (2019). Women employment and human resource management policies in the middle east: A review of the literature. In: 4th Global Conference on International Human Resource Management. The Pennsylvania State University.

KERTECHIAN, K.S. (2018). Le processus de recrutement à l'ère des réseaux sociaux : quel impact pour les candidats ? Digital & Management : Quelles innovations pour la pédagogie, la recherche et les équipes opérationnelles ? In: AGORA IAE France. IAE de Lyon.

KERTECHIAN, K.S. (2017). La photo de profil Facebook comme facteur décisionnel au moment du recrutement. In: The Lebanese Conference on Information Systems. Lebanese American University, Beirut.

KERTECHIAN, K.S. (2017). L'apparence comme mode de régulation sociale au travail. In: Journée de recherche de l'Université Libre de Bruxelles et de l'Université Paris 1 - Panthéon Sorbonne. Paris.

KERTECHIAN, K.S. (2016). Outside physical standards, outside workplace. In: 7th world congress on obesity. Toronto.

ROY, A. and KERTECHIAN, K.S. (2016). The impact of low-cut clothing on the selection of saleswomen and accountant candidates: A French empirical testing. In: Appearance Matters 7. Royal college of Surgeon, London.

KERTECHIAN, K.S. (2016). The scientific testing: progress and perspectives. In: 27th IBIMA Conference. Milan.

KERTECHIAN, K.S. (2015). The influence of beauty on the selection process: A comparison by testing between two European countries. In: 26th IBIMA Conference. Madrid.

KERTECHIAN, K.S. (2015). Beauty at work: an unexpected impact. Making Sense of Beauty, In: The Beauty Project: 5th Global Meeting. Mansfield College, Oxford University, Oxford.

Case studies

KERTECHIAN, K.S., CALVEZ, V. and MARKS, A. (2026). Ethics, Trust, and Intercultural Dynamics: Lessons from a Negotiation Dinner in Los Angeles. Sage Business Cases.

CALVEZ, V., BERTRAND, J.L. and KERTECHIAN, K.S. (2025). Miss Belgium : les ravages de la

Presentations in research seminars

KERTECHIAN, K.S. (2023). 31 years of Organizational Behavior and Human Decision Processes: a retrospective review. In: Séminaire du groupe de recherche "Organization, Management and Human Resources". ESSCA, Lyon.

Practice-oriented contributions

KERTECHIAN, K.S. (2023). Employee resilience isn't the magic bullet solution to adversity that organizations think it is. *The Conversation* April.

RESEARCH ACTIVITIES

Editorial activities

Editorial board of scientific journals

Since 2024 Advisory board member, Heliyon

Reviewing activities for scientific journals

Since 2023 Ad-hoc reviewer, International Journal of Management Education

Since 2023 Ad-hoc reviewer, International Journal of Organizational Analysis

Since 2017 Ad-hoc reviewer, International Journal for Educational and Vocational Guidance

Since 2017 Ad-hoc reviewer, Organization Management Journal

Since 2017 Ad-hoc reviewer, FIIB Business Review

Since 2017 Ad-hoc reviewer, Applied Psychology: An International Review

Since 2017 Ad-hoc reviewer, Personnel Review

Since 2017 Ad-hoc reviewer, International Journal of Manpower

Since 2017 Ad-hoc reviewer, Heliyon

Since 2017 Ad-hoc reviewer, European Business Review

Since 2017 Ad-hoc reviewer, Journal of Developing Areas

Service to the academic discipline

Membership in an academic association

Since 2021 Professional affiliation, Academy of International Business (AIB), United States of America

Service to professional community

Practice-oriented contributions

Since 2022 SAGE Business Core - interactive book on human capital theory and its business applications., Sage publications

PhD Jury

2024, PhD reviewer

N. JURJUS, Defended, L'influence de l'apparence physique au niveau du recrutement : le cas du secteur bancaire libanais, Saint Joseph University - Beyrouth