



Full Professor Lingfang SONG

Academic Department: Marketing and Retailing

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RESEARCH INTERESTS

- Expatriation Management
- Management of Chinese Returnees
- Consumer Behaviour

TEACHING DOMAINS

- Marketing Management
- International Marketing
- Marketing in China
- Expatriation Management
- Chinese Culture and Society
- Service Marketing

EDUCATION

Highest degree :

2009	Doctorate/PhD, Business administration, Marketing, University of Poitiers, France
2003	Master of research in Management science, University of Poitiers, France
2000	Master in Management of european enterprises, University of Poitiers, France
1998	Graduate diploma in European management, Bournemouth University, United Kingdom
1988	Master of arts in Teaching methodology, Fudan University, China (PRC)
1985	Bachelor in English Language & Literature, Fudan University, China (PRC)

PROFESSIONAL EXPERIENCE

Academic experience and positions

Since 2016	Professor, ESSCA School of Management, France
2024 - 2024	Visiting Research Fellow, Yokohama National University, Japan
1999 - 2015	Full Professor, ESCEM, France
1988 - 1995	Head of double degree MBA programme between ESCEM and ECUST Shanghai, Nanjing University, China (PRC)

PROFESSIONAL EXPERIENCE

Professional experience

- 1998 - 1998 Section manager, Decathlon, France
- 1996 - 1998 Coaching for expatriates EDF, Michelin, Areva, Maison de la formation, Chambre des commerces Poitiers
- 1992 - 1993 Assistant to the Director of EIT service (bilingual), SPIE BATIGNOLLES

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

- HUSSER, J., GOUJON-BELGHIT, A., SONG, L. and ROUANET, A. (2023). The impact of cultural differences and moral intensity on ethical decision-making: evidence from France and China. *Management International*, 27(5), pp. 10-24.
- SONG, L. (2023). Local-plus approach: is it a plus or a minus for the satisfaction of returnees? - an empirical study in the perspective of social comparisons. *Management International*, 27(3), pp. 93-105.
- WEI, Y., BERGIEL, B. and SONG, L. (2019). Effects of parental cultural capital on purchase intention of cognac. *International Journal of Wine Business Research*, 31(3), pp. 344-361.
- SONG, L., WEI, Y. and BERGIEL, B.J. (2018). COGNAC consumption: A comparative study on American and Chinese consumers. *Wine Economics and Policy*, 7(1), pp. 24-34.
- SONG, L.F. (2015). The transfer of expats' managerial positions to Chinese executives. *Management International*, 19(spécial), pp. 184-198.
- SONG, L.F. (2015). La localisation des postes d'encadrement dans les entreprises françaises en Chine. *Management International*, 19(4), pp. 83-97.
- SONG, L.F. (2011). The reasons behind management localisation: a case study of China. *Asia Pacific Business Review*, special issue, pp. 455-472.
- SONG, L.F. (2005). Lorsque le chinois hoche sa tête... Trois niveaux de phénomènes culturels chinois selon la complexité. *Revue Economique et Sociale*, pp. 51-58.

Editorially-Reviewed Articles

- SONG, L.F. (2012). Internationalization of Chinese Executives. *Global Journal of Business Research*, pp. 47-54.

Scholarly Books

- SONG, L.F. (2010). *La localisation du management dans les firmes multinationales – le cas des entreprises françaises opérant en Chine*. Editions Universitaires Européennes.

Chapters in book

- SONG, L. (2016). Supply Chain Localization: An Unprecedented Strategic Accentuation in Foreign Companies Operating in China. In: Kulwant S Pawar, Yu, M., Zhao, X., Chandra Lalwani eds. *Competitive Advantage through Global Supply Chains*. 1st ed. Nottingham: University of Nottingham, pp. 150-155.
- SONG, L.F. (2014). Country-of-origin effects on Chinese consumption of branded foreign products. In: R. Taylor (ed.). *The Globalisation of Chinese Business: Implications for Multinational Investors*. édition 2014 ed. Chandos Publishing, pp. 229-242.
- SONG, L.F. and DA CRUZ, S. (2012). Luxury Business in China. In: E. Centeno and C. Veloutsou (ed.). *New Perspective of Contemporary Marketing*. 1st ed. Athens Institute of Education and

Research, pp. 73-86.

SONG, L.F. (2012). Targeting Vulnerable New Consumers in China. In: E. McKinley (ed.). *Ethics in Marketing and Communications: Towards a Global Perspective*. 1st ed. Basingstoke: Palgrave Macmillan, pp. 81-96.

SONG, L.F. (2009). Management Localisation in China: four concrete case studies. In: Dzever, S., Jaussaud, J., O'Callaghan, B. eds. *Evolving corporate Structures and cultures in Asia*. 1st ed. London: Wiley ISTE Ltd, pp. 195-212.

SONG, L.F. (2008). Localisation Strategy ; a China Case. In: Grandval, S., & Soparnot, R eds. *Le management stratégique 2, concepts et cas*. 1st ed. Hermes science publications, pp. 93-112.

SONG, L.F. (2007). Market localization strategy in China. In: ANDREOSSO O'CALLAGHAN B., BASSINO J.-P., DZEVER S., JAUSSAUD J. eds. *The Economic Relations Between Asia and Europe: Organizations, Trade and Investment*. 1st ed. Chandos Publishing.

SONG, L. (2006). Management of French Expatriation in the Chinese Context. In: GAN, X. JAUSSAUD, J. & DZEVER S. eds. *Economic Dynamism and Business Strategy of Firms in Asia – Some Recent Developments*. 1st ed. China Economic publishing house, pp. 124-153.

SONG, L. (2004). C'est du chinois : les difficultés de décoder les grandes caractéristiques de la culture chinoise. In: Callot, P eds. *Les échanges commerciaux avec la Chine*. 1st ed. Paris: Edition Hermès, Lavoisier, pp. 15-46.

Conference paper (with selection committee)

SONG, L. (2025). Developing Local Talents for Key Senior Management Positions through Glopatriation: An empirical study of French companies operating in Asia. In: 60th Global Conference on Human Resource Management (GCHRM). University of British Columbia, Vancouver.

SONG, L. (2019). Enhancing Sea-turtles' job satisfaction: A research agenda. In: GAW Finance and Economics Conference. Dubrovnik.

SONG, L.F. (2016). Consumption Behaviors of Cognac : a comparative study on American and Chinese consumers. In: 21st International Euro-Asia Research Conference. Busan.

SONG, L. (2015). China's Inward and Outward Direct Investment. In: 6th International Conference on Business and Economics. Saint Petersburg.

SONG, L. (2014). The transfer of expats' managerial positions to Chinese executives. In: 4e Conférence Atlas/AFMI. Marseille.

SONG, L. (2013). Postes d'encadrement localisés et localisables : Une étude empirique dans les entreprises françaises en Chine. In: 3e Conférence annuelle Atlas/AFMI. Montréal.

SONG, L. (2012). Empirical study on the management localization process. In: 11th World Congress of the International Federation of Scholarly Associations of Management. Limerick.

SONG, L. (2011). Country of Origin Effect in Chinese Luxury Consumption. In: 17th International Euro-Asia Research Conference. New Deli.

SONG, L. (2011). Empirical Study on the development of Chinese executives into a source of sustained competitive advantage. In: The 2011 Global Conference on Business and Finance. Las Vegas.

SONG, L. (2010). Chinese women's consumption of the products for their own personal usage. In: The XVIth EuroAsia International Research Seminar. Hiroshima.

SONG, L. and DA CRUZ, S. (2010). Luxury Business in China. In: The 8th Annual International Conference on Marketing. Athens.

SONG, L. (2008). Le développement de cadres nationaux a un avantage compétitif durable dans les entreprises multinationales opérant en Chine. In: 4th Euro-Asia Conference and 3rd International Conference on Business and Management Research (ICBMR). Bali.

SONG, L. (2007). Localisation du management : politiques et pratiques : une étude de quatre cas concrets. In: 13th Euro Asia Seminar. Sapporo.

SONG, L. (2006). Supply Chain Localization: An Unprecedented Strategic Accentuation in Foreign Companies Operating in China. In: 11th International Symposium on Logistics. Beijing.

Published Case Studies

SONG, L. (2024). Satisfying Chinese Fits "asking for the Moon" demands. M2216(GB). Paris. CCMP.

SONG, L. (2020). Beauté masculine : garçons fleurs, pionniers de tendance en Chine. CCMP.

SONG, L. (2020). Male beauty: "The flower boy," trendsetters in China. CCMP.

SONG, L. (2018). Bache-Gabrielsen, maison de cognac : à la conquête des marchés internationaux. Paris. CCMP.

SONG, L. (2017). "Sitting the month", Chines traditional postpartum recovery: an old practice taking a new form. CCMP.

SONG, L. (2014). Hôtels-clinique post accouchement en Chine : créer des services adaptés aux besoins locaux. CCMP.

SONG, L. (2005). Mei Lin Is ILL: A case of organization in a small Chinese private company in strong growth. CCMP.

Presentation in a research seminar

SONG, L. (2017). Consumer behavior of cognac, a comparative study between American and Chinese customers. In: EU Asia Institute Foreign Direct Investment, Consumer Behaviour et Elite Migration. Paris.

Invited in Academic Conferences

SONG, L. (2019). C'est du chinois : comprendre les consommateurs chinois. In: Institut Confucius. Angers.

SONG, L. (2019). Are Returnees Treated Unfairly in the Job Market ? In: China Crossroads. Shanghai.

RESEARCH ACTIVITIES

Editorial activities

Reviewer for an academic or professional publication

Since 2025 Ad-hoc Reviewer, Management International

Service to the academic discipline

Membership in an academic association

Since 2020 Professional affiliation, Association Française du Marketing (AFM), France