



Professeure (Full) Lingfang SONG

Département de rattachement: Marketing and Retailing

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INTÉRÊTS DE RECHERCHE

- Gestion de l'expatriation
- Gestion des rapatriés chinois
- Comportement du consommateur

DOMAINE D'ENSEIGNEMENT

- Marketing management
- Marketing international
- Marketing en Chine
- Gestion de l'expatriation
- Culture et société chinoises
- Marketing des services

FORMATION

Diplôme le plus élevé :

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| 2009 | Doctorat (PhD), Sciences de Gestion, Marketing, Université de Poitiers, France |
| 2003 | Master de recherche en sciences de gestion, Université de Poitiers, France |
| 2000 | Master en gestion des entreprises européennes, Université de Poitiers, France |
| 1998 | Postgraduate diploma en Management européen, Bournemouth University, Royaume Uni |
| 1988 | Master en méthodologie pédagogique, Fudan University, Chine (RPC) |
| 1985 | Bachelor Langue & Litterature anglaises, Fudan University, Chine (RPC) |

EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

Expériences académiques

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| Depuis 2016 | Professeure, ESSCA School of Management, France |
| 2024 - 2024 | Chercheuse invitée, Yokohama National University, Japon |
| 1999 - 2015 | Professeure, ESCEM, France |
| 1988 - 1995 | Responsable du programme MBA de double diplôme entre ESCEM et ECUST Shanghai, Nanjing University, Chine (RPC) |

EXPÉRIENCE ACADÉMIQUE ET PROFESSIONNELLE

Expériences en entreprise

- 1998 - 1998 Chef de rayon, Decathlon, France
- 1996 - 1998 Formatrice pour les expatriés EDF, Michelin, Areva, Maison de la formation, Chambre des commerces Poitiers
- 1992 - 1993 Adjointe au directeur du service de l'IET (bilingue), SPIE BATIGNOLLES

PUBLICATIONS SCIENTIFIQUES

Articles évalués par les pairs

- HUSSER, J., GOUJON-BELGHIT, A., SONG, L. et 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. et 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. et 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.

Autres contributions dans des revues scientifiques

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

Ouvrages

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

Chapitres d'ouvrage

- SONG, L. (2016). Supply Chain Localization: An Unprecedented Strategic Accentuation in Foreign Companies Operating in China. Dans: 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. Dans: R. Taylor (ed.). *The Globalisation of Chinese Business: Implications for Multinational Investors*. édition 2014 ed. Chandos Publishing, pp. 229-242.
- SONG, L.F. et DA CRUZ, S. (2012). Luxury Business in China. Dans: 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. Dans: 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. Dans: 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. Dans: 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. Dans: 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. Dans: 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. Dans: Callot, P eds. *Les échanges commerciaux avec la Chine*. 1st ed. Paris: Edition Hermès, Lavoisier, pp. 15-46.

Communications (conférences avec comité de sélection)

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

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

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

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

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

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

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

SONG, L. (2011). Country of Origin Effect in Chinese Luxury Consumption. Dans: 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. Dans: 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. Dans: The XVIth EuroAsia International Research Seminar. Hiroshima.

SONG, L. et DA CRUZ, S. (2010). Luxury Business in China. Dans: 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. Dans: 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. Dans: 13th Euro Asia Seminar. Sapporo.

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

Invité dans une conférence académique

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

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

Études de cas

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.

Présentations dans un séminaire de recherche

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

ACTIVITÉS DE RECHERCHE

Activités éditoriales

Travaux d'évaluation pour des revues scientifiques

Depuis 2025 Évaluateur ad-hoc, Management International

Service à la discipline

Membre adhérent à une association académique

Depuis 2020 Adhésion professionnelle, Association Française du Marketing (AFM), France