



## Cornelia CASEAU (PhD)

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### EMERITUS PROFESSOR

**DEPARTMENT: FOREIGN LANGUAGES AND CULTURES**

**DISCIPLINARY TEAM: LV1, 2 & 3**

**RESEARCH AXIS: FINANCE-GOVERNANCE-CSR**

## EDUCATION AND DEGREES

- 1987 PhD en Littérature University of Vienna, Austria
- 1984 Master Recherche en Littérature française Université de Bourgogne, Dijon, France
- 1980 Diplôme d'étude supérieure d'enseignement Allemand/Français University of Vienna, Austria
- 1979 Master en Littérature Allemande et Française University of Vienna, Austria

## WORK EXPERIENCE

### PROFESSIONAL EXPERIENCE

- 1984 - ... Professor of German (Burgundy School of Business)
- 2001 - ... Professor of German (Sciences Po Paris, Collège Universitaire de Dijon, Eastern European Campus)
- 1991 - 2012 Teacher of contemporary German literature (Maison de Rhénanie-Palatinat)
- 1988 - 1993 Professor of German (GRETA)
- 1981 - 1983 Lector for German literature and culture (Université de Bourgogne)
- 1979 - 1981 High School teacher (Gymnasium Albertgasse et Musikgymnasium)

### INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2012 Member of GEM&L (Groupe d'études Management et Langage)
- 2003 Member of UPLEGESS Union des Professeurs de Langues des Grandes Ecoles de Management et d'Ingénieur

### OTHERS ACTIVITIES

- 1995 - 2008 Oral examiner for preparatory classes (Lycée Carnot)
- 2008 - 2017 Head of the Languages and Cultures Department (Groupe ESC Dijon-Bourgogne/BSB)
- 2018 - ... (Burgundy School of Business, France)
- 2003 - 2008 In charge of the German department (Groupe ESC Dijon-Bourgogne)

## TEACHING

### DISCIPLINARY TEAM

- LV1, 2 & 3

### TEACHING LEVELS

- L and M Level

### TEACHING LANGUAGES

- German

## SCIENTIFIC ACTIVITIES

### RESEARCH FOCUS

- Finance-Governance-CSR

### RESEARCH INTERESTS

- Finance (Finance collaborative): Social innovation

### OTHER

- 2009 - 2016 Member of the Chaire of Microfinance

## INTELLECTUAL CONTRIBUTIONS

### Articles in peer refereed journals

Caseau, C., Les liqueurs de France et l'inscription au Patrimoine culturel immatériel: un enjeu du temps?. *Question(s) de Management*, 2023, 6,(47): 79-88. **FNEGE 4, HCERES C**

Caseau, C., Cultures et rites des organisations : facteurs de rapprochement ou de dissension dans le cadre d'une éventuelle fusion d'entreprises ? L'exemple de deux PME françaises de l'industrie agroalimentaire. *Question(s) de Management*, 2022, 4,(41): 85-96. **FNEGE 4, HCERES C**

Caseau, C., Geographical indications in times of climate change. The challenges for the blackcurrant liqueurs 'Cassis de Dijon' and 'Cassis de Bourgogne'. *Interdisciplinary Journal of Economics and Business Law*, 2022, 11,(3): 8-26.

Caseau, C., Impact Investing : la face cachée d'un discours "hybride" ?. *Entreprendre & Innover*, 2021, 1,(48): 41-50. **FNEGE 4, HCERES C**

Caseau, C., Grolleau, G., Impact Investing: Killing Two Birds with one Stone?. *Financial Analysts Journal*, 2020, 76,(4): 40-52. **FNEGE 2, HCERES A**

Caseau, C., Spiritourism and Brand Identity Building. The Case of the Printemps des Liqueurs. *Journal of Gastronomy and Tourism*, 2018, 3,(2): 93-105.

Chaboud, M-C., Caseau, C., Austrian Skills in East Africa: A Story of Knowledge, Expertise and Impact Investing. *Cost management*, 2018, 32,(5): 36-41.

Chaboud, M-C., Caseau, C., Instrumental Crowdfunding as a Communication Innovation. *Innovations: Journal of Innovation Economics and Management*, 2018, 2,(26): 89-111. **CNRS 4**

Attuel-Mendes, L., Caseau, C., Bonescu, M., Proposed Typology of Different Publics of Austrian Crowdfunding Platforms. *Strategic Change*, 2017, 26,(6): 599-607. **CNRS 3, FNEGE 4, HCERES B**

Kouamé, K., Caseau, C., La confiance dans la microfinance. Le rôle de la proximité de langue. *Organisations & territoires*, 2016, 25,(1): 99-107.

Caseau, C., Kouame, K., Le Nouvel Enjeu dans la Communication de la Microfinance. La Langue comme Capital de Confiance. *Revue Electronique Internationale de Sciences du Langage*, 2015,(24): 42-59.

Caseau, C., Kouame, K., Proximité de langue et confiance. Un modèle financier gagnant?. *Episteme*, 2015,(14): 75-98.

Attuel-Mendes, L., Bonescu, M., Caseau, C., Brand identity process of financial cooperatives: an Austrian case. *Strategic Change*, 2014, 23,(7-8): 493-506. **CNRS 3, FNEGE 3, AERES B**

Caseau, C., Ethnobanking, microfinance and societal integration of immigrant communities. *Strategic Change*, 2014, 23,(7-8): 481-492. **CNRS 3, FNEGE 3, AERES B**

Caseau, C., Bonescu, M., Les Enjeux de l'ethnomarketing dans le secteur bancaire : Le cas d'une banque autrichienne. *Gérer et comprendre*, 2014,(118): 30-40. **CNRS 4, FNEGE 3, AERES C**

Caseau, C., L'économie, porte d'intégration des Musulmans en Occident ? Le cas des Musulmans d'Autriche. *Euroorient*, 2011,(31): 81-103.

### **Book chapters**

Caseau, C., Territorial Resilience of the Blackcurrant Actors in Burgundy/France in the face of the impacts of climate change. Mor, S., *Sustainability. A Way Forward*, New Delhi: Bloomsbury India, 2022, 41-52.

Parizot, A., Bonescu, M., Caseau, C., Tavilla, V., Sutan, A., Brouard, J., Territoire de terroir(s) et marque de terroir : branding territorial? Expérience touristique holistique et sensorielle. Étude de cas. *Stratégies de commercialisation des produits de terroir: construire des alliances territoriales à travers l'implication des parties prenantes*, 2022.

Caseau, C., Bonescu, M., La mise en scène du patrimoine vitivinicole de la capitale autrichienne. Legouy, F., Giroir, G., Dallot, S., Boulanger, S., *Terre des Hommes Terres du Vin*, Tours: Presses Universitaires François-Rabelais de Tours, 2021, 431-444.

Stöckl, A.F., Caseau, C., Approaches for the preservation of traditional forms of supply in a changing consumer environment -The example of Viennese "Heurigen" (Wine Taverns). Rüdiger, J., Wagner, D., Dreyer, A., Stöckl, A.F., *Kulinarischer Tourismus und Weintourismus*, Vienne: FH Wien der WKW, 2021, 115-131.

Bonescu, M., Caseau, C., Les produits locaux au service de la marque territoriale Le cas de la "Crème de cassis de Dijon". Bayet-Robert, P., Stengel, K., *Le marketing culinaire et alimentaire face aux défis du XXI<sup>e</sup> siècle*, Tours: L'Harmattan, 2020, 55-76.

Caseau, C., Le respect : du concept à l'action. L'expérience autrichienne de Respekt.net. Delaye-Habermacher, R., Enrègle, Y., Lardellier, P., *Le Respect. Du respectable au respecté, à l'ère des interdits et de la transgression*, Paris: L'Harmattan, 2020, 117-138.

Kouame, K., Caseau, C., La microfinance entre inclusion et exclusion sociales en Afrique : étude comparée des pratiques discursives et communicationnelles de Caritas (Kenya), la COOPEC et la banque de la poste (Côte d'Ivoire). Benali, M., El Bouhadi, A., *Accès aux services financiers, inclusion et durabilité économique en Afrique*, Paris: L'Harmattan, 2020, 169-194.

Bonescu, M., Caseau, C., Discours identitaire et contrat de marque dans l'univers de la microfinance. Enrègle, Y., Lardellier, P., Delaye, R., *Identité(s). Métamorphoses identitaires à l'ère d'internet et de la globalisation*, Paris: L'Harmattan, 2018, 99-115.

Cogan-Marie, L., Lecat, B., Caseau, C., Chapuis, C., How important is spiritourism in France? An exploratory study. Wagner, D., Mair, M., Stöckl, A.F., Dreyer, A., *Kulinarischer Tourismus und Weintourismus*, Wiesbaden: Springer Gabler Fachmedien, 2017, 29-41.

Stöckl, Ä., Caseau, C., Managing Change in Traditional Environments-the case of the Viennese Heurigen Wine Taverns. Wagner, D., Mair, M., Stöckl, A.F., Dreyer, A., *Kulinarischer Tourismus und Weintourismus*, Wiesbaden: Springer Gabler Fachmedien, 2017, 105-122.

Bonescu, M., Boutaud, J-J., Brouard, J., Caseau, C., Sutan, A., Tavilla, V., Le vin du futur : de la convention à la création. Stengel, K., Boutaud, J-J., *Cuisine du futur et alimentation de demain*, Paris: L'Harmattan, 2016, 121-136.

Bonescu, M., Caseau, C., Dispositifs, acteurs et usages des plateformes de crowdfunding ? L'exemple de l'Autriche. Alemanno, S., Beciu, C., Oprea, D-A., *Communications publiques et organisationnelles. Interactions des savoirs*, Bucarest: Editions Comunicare.ro, 2016, 111-129.

Bonescu, M., Caseau, C., Stratégies de transmission et de promotion du microcrédit. Lardellier, P., Delaye, R., *Transmission(s). La médiation en révolution*, Cormelles-le-Royal: EMS, 2016, 141-158.

Stöckl, A., Caseau, C., Luring Tourists Back to the Traditional Wine Taverns (Heurigen) of Vienna, Austria. Thach, L., *Best Practices in Global Wine Tourism: 15 Case Studies from around the World*, New York : Miranda Press, 2016, 15-28.

Caseau, C., Oikocredit, or the Communication of Trust in Microfinance. Mor, S., *Microfinance and Microentrepreneurship. A Paradigm Shift for Societal Development*, New Delhi: Vista International Publishing House, 2015, 15-26.

Caseau, C., The Power of Migrants, or how Turkish Immigrants influence the Austrian Economy. Banas, M., *Contemporary transformations: Culture, politics, economy (Politeja -The Journal of the Faculty of International and political Studies of the Jagellonian University, vol.20/3)*, Cracovie: Jagellonian University Press, 2012, 57-67.

Caseau, C., Peter Handke: "The Moravian Night" or the Request for Forgiveness. Karabin, G., Wigura, C., *Forgiveness: Promise, Possibility and Failure*, Oxford: Inter-Disciplinary Press, 2011, 1-12.<http://www.inter-disciplinary.net/wp-content/uploads/2011/03/for2ever1270111.pdf>

Caseau, C., The Austrian model of Muslim Integration and its limits. David, M., Muñoz-Basols, J., *Defining and Re-Defining Diaspora. From Theory to Reality*, Oxford: Inter-Disciplinary Press, 2011, 185-201.

Caseau, C., The controversy of Muslim education in an Austrian democracy. Bechter, N., De angelis, G., *Probing the Boundaries/ series 'Hostility and Violence'*, Oxford: Inter-Disciplinary Press, 2010, 131-142.<http://www.inter-disciplinary.net/wp-content/uploads/2010/10/pod1ever13009101.pdf>

Caseau, C., Günter Grass. His commitment against violence. Guggisberg, M., Weir, D., *Understanding Violence: Contexts and Portrayals*, Oxford: Inter-Disciplinary Press, 2009, 277-288. <http://www.inter-disciplinary.net/wp-content/uploads/2009/07/vchue15e.pdf>

Caseau, C., Günter Grass. The forgiveness of Danzig. Bloch-Shulman, S., White, D., *Forgiveness Probing the Boundaries*, Oxford: Inter-Disciplinary Press, 2009, 231-242. <http://www.inter-disciplinary.net/wp-content/uploads/2009/11/Forgiveness-Draft-One.pdf>

### **Papers in Academic Conferences**

Caseau, C., Austrian Beer Makers and Slow Brewing: A Global Movement Fostering Local Commitment?. *24th International Joint Conference Central and Eastern Europe in the Changing Business Environment*, May 23rd-24th 2024, Bratislava, Slovakia.

Caseau, C., Beer makers and the challenge of sustainability: The example of Slow Brewing in Austria (Best Paper Award). *International Conference on Sustainable Development Goals. Society for Pathways to Sustainability in association with Indira Gandhi University, Meerpur, Rewari (online)*, May 5th-6th 2024, New Delhi, India.

Caseau, C., Innovation in the service of sustainability: The example of a Swiss-Ghanaian cocoa upcycling start-up (Keynote). *ICAMP 2024 International Conference on Advances in Management Practices. Business Prosperity & Sustainability at JIMS (Jagan Institute of Management Studies)*, December 20th-21st 2024, New Delhi, India.

Caseau, C., Liqueurs de France and their inscription on the Intangible Cultural Heritage List: A challenge of time between safeguarding, sustainable development and innovation?. *12th Uniglobe International Management Conference: Research, Innovation & Technology in Business (online)*, February 8th-9th 2024, Kathmandu, Nepal.

Caseau, C., Slow Brewing: A local commitment to sustainability inspired by a global movement? The case of Austrian Slow Brewers. *10th International Conference on CSR, Sustainability, Ethics, and Governance*, June 12th-14th 2024, Sibiu, Romania.

Caseau, C., Organizational culture and rites in the context of a merger: The example of two SMEs in the French agri-food sector. *11th International Conference 2023*, April 19th-20th 2023, Katmandou, Nepal.

Caseau, C., Cultures et rites des organisations: facteurs de rapprochement ou de dissension dans le cadre d'une fusion d'entreprises? L'exemple de deux PME françaises de l'industrie agro-alimentaire. *Colloque: Rites, pratiques symboliques, management et organisations*, December 8th 2022, Paris, France.

Caseau, C., Innovative solutions against the impacts of climate change? The example of territorial resilience in the French agri-food sector. *Eighteenth International Conference on Environmental, Cultural, Economic & Social Sustainability (online)*, January 26th-28th 2022, Granada, Spain.

Caseau, C., Territorial resilience of the Blackcurrant Actors in Burgundy/France in the face of the impacts of climate change. *International Conference on Economics to Earthonomics: Shifting Paradigms, Policy Paralysis, and Worsening Sustainability*, March 9th-11th 2022, Sonapat, Haryana, India.

Caseau, C., The human dimension of territorial resilience. *9th Uniglobe International Management Conference: Innovation and Sustainability in Business*, April 6th-7th 2022, Katmandou, Nepal.

Caseau, C., Caseau, J-D., Managing territorial resilience in the face of climate change. The case of the blackcurrant industry in Burgundy (France). *AMRIT, 7th International Management Conference (IMC) 'Resilience, Reinvention and Repositioning. Towards the Next Normal*, January 7th-8th 2022, New Delhi, India.

Caseau, C., Impact Investing: A Discourse emphasizing ethical Issues rather than financial Returns? (Best Paper Award). *7th International CSR, Sustainability, Ethics & Governance Conference (online)*, June 23rd-25th 2021, Lisbonne, Portugal.

Caseau, C., Caseau, J-D., La route du cassis en Bourgogne : une résilience territoriale ?. *Colloque : Les routes des paysages culturels alimentaires Université Paris-Nanterre*, October 20th-22nd 2021, Nanterre, France.

Caseau, C., Caseau, J-D., Proximity vs distance, or the emergence of innovative management strategies with geographically dispersed teams. *8th Uniglobe International Management Conference (online)*, March 17th-18th 2021, Katmandou, Nepal.

Parizot, A., Bonescu, M., Caseau, C., Tavilla, V., Sutan, A., Brouard, J., Territoire de terroir(s) et marque de terroir : branding territorial? Expérience touristique holistique et sensorielle. Étude de cas. *Colloque "Stratégies de commercialisation des produits de terroir : construire des alliances territoriales à travers l'implication des parties prenantes"*, October 26th-28th 2021, Agadir, Morocco.

Caseau, C., Impact investing between ethical challenges and financial outcomes. What is the discourse deployed to potential investors?. *6th International Management Conference*, December 16th-18th 2020, New Delhi, India.

Caseau, C., Impact investing: stressing ethical outcomes to minimize small financial impact?. *36th EGOS Colloquium: Organizing for a Sustainable Future: Responsibility, Renewal & Resistance (Conférence en ligne)*, July 1st-4th 2020, Hamburg, Germany.

Caseau, C., Bollywood in the service of microfinance: How to create trust. *6th European Research Conference on Microfinance*, June 3rd-5th 2019, Paris, France.

Caseau, C., Creating impact investing multipliers -The case of Oikocredit microfinance in Africa. *Copenhagen Impact Investing Days*, September 23rd-25th 2019, Copenhagen, Denmark.

Caseau, C., Impact Investing - from investor's ethical commitment to financial considerations?. *Copenhagen Impact Investing Days*, September 23rd-25th 2019, Copenhagen, Denmark.

Caseau, C., Impact investing and emotions. The emergence of an innovative communication concept?. *5th International Management Conference - Advances in Management through Research, Innovation and Technology*, December 17th-18th 2019, New Delhi, India.

Caseau, C., Grolleau, G., Why Do Impact Investing Risks to Deliver Less than Promised? An Analysis through the Behavioral Lens. *Copenhagen Impact Investing Days: Workshop*, September 23rd-25th 2019, Copenhagen, Denmark.

Bonescu, M., Caseau, C., Mutual interactions between local products and their territorial brand: The case of Crème de Cassis de Dijon. *FIIB 4th International Management Conference on Advances in Management through Research, Innovation and Technology*, December 19th-20th 2018, New Delhi, India.

Bonescu, M., Caseau, C., Terminologie et identité discursive du cassis de Dijon. *3ème édition du colloque « Terminologies gastronomiques et œnologiques : Patrimoine et culture »*, September 14th 2018, Tours, France.

Caseau, C., Crowdfunding, respect and the discourse of an Austrian platform. Human values in the service of a brand?. *FIIB 4th International Management Conference on Advances in Management through Research, Innovation and Technology*, December 19th-20th 2018, New Delhi, India.

Caseau, C., Le respect : du concept à l'action. L'expérience autrichienne de Respekt.net. *Colloque Propédia/IGS. 8èmes Rencontres "Entreprise et Sacré"*, December 6th 2018, Paris, France.

Chaboud, M-C., Caseau, C., Crowdfunding as a Communicational Innovation. *Microfinance Insight Forum 20*, March 1st-2nd 2018, Dijon, France.

Kouame, K., Caseau, C., La microfinance entre inclusion et exclusion sociales en Afrique. *2ème Colloque International de Recherche et d'Etudes en Finance*, May 4th-5th 2018, Fès, Morocco.

Stöckl, A., Caseau, C., The Viennese Heurigen, a traditional leisure-place subject to changes. *LSA - Leisure Studies Association Annual Conference*, July 10th-12th 2018, Bath, United Kingdom.

Caseau, C., Civic Crowdfunding for a better society. The narratives of an Austrian platform. *ITEM 8*, December 7th-8th 2017, Dijon, France.

Caseau, C., Spiritourism and brand identity building. The case of the Printemps des Liqueurs. *Culinary and Wine Tourism Conference 2017*, October 18th-21st 2017, Krems, Austria.

Ashta, A., Bonescu, M., Caseau, C., Sabharwal, R., Moderated Panel discussion on Diaspora and Giving Back to the Home Country. *2nd International Management Conference on Innovation and Sustainable Development in Global Economy*, December 20th-21st 2016, New Delhi, India.

Attuel-Mendes, L., Caseau, C., Bonescu, M., Proposed Typology of Different Publics of Austrian Crowdfunding Platforms. *ITEM 7*, March 15th-17th 2016, Shanghai, China.

Bonescu, M., Caseau, C., Discours identitaire et contrat de marque dans l'univers de la microfinance. *Identité(s), Métamorphoses du Moi et du Nous à l'ère d'Internet et de la globalisation*, December 8th 2016, Paris, France.

Caseau, C., Bonescu, M., Caritas and microfinance: a discourse inspired by Catholic values. *FIIB 2nd International Management Conference on Innovation and Sustainable Development*, December 20th-21st 2016, New Delhi, India.

Caseau, C., Bonescu, M., La mise en scène du patrimoine vitivinicole de la capitale autrichienne. *Paysages, mises en scènes paysagères, patrimoines vitivinicoles, valorisations touristiques et développement territorial*, October 13th-15th 2016, Orléans, France.

Caseau, C., Bonescu, M., Oikocredit: un storytelling fondé sur des valeurs humanistes. *ITEM7*, March 15th-17th 2016, Shanghai, China.

Chaboud, M-C., Caseau, C., Austrian Skills in East Africa: An Austrian story of knowledge, expertise and impact investing. *16th International Joint Conference: Central and Eastern Europe in the Changing Business Environment*, May 26th-27th 2016, Prague, Tzeck (The Republic).

Chaboud, M-C., Caseau, C., Crowdfunding in the absence of need: When a bank, a non-profit organization and a hotel project meet the crowd. *ITEM7*, March 15th-17th 2016, Shanghai, China.

Lecat, B., Caseau, C., Bonescu, M., Stöckl, A., Multi-stakeholders and their contribution to brand identity building - the case of Wien Wein. *GAMMA Global Marketing Conference*, July 21st-24th 2016, Hong Kong, China.

Caseau, C., Oikocredit or the communication of Trust in Microfinance. *Bhagat Pool Singh Mahila Vishwavidyala. « Microfinance and entrepreneurship. A paradigm for societal development »*, February 27th-28th 2015, Sonipat, India.

Caseau, C., Bonescu, M., Identity building across cultures. The case of the Viennese Heurigen. *GEM&L Language in Global Management and Business: « Theoretical, Methodological and Empirical Advances »*, June 10th-12th 2015, Helsinki, Finland.

Caseau, C., Kouamé, K., Le nouvel enjeu dans la communication de la microfinance. La langue de proximité comme capital de confiance. *6th International conference on Institutional and Technological Environment for Microfinance*, March 18th-19th 2015, Lyon, France.

Cogan-Marie, L., Caseau, C., Lecat, B., Chapuis, C., How important is spiritourism in France? An explanatory study. *Culinary and wine tourism conference*, October 21st-23rd 2015, Vienne, Austria.

Stöckl, A., Caseau, C., Managing Change in Traditional Environments-the Case of the Viennese Heurigen Wine Taverns. *Culinary and wine tourism conference*, October 21st-23rd 2015, Vienna, Austria.

Attuel-Mendes, L., Bonescu, M., Caseau, C., When discourses of conventional and socially-oriented financiers meet: the question of the identity of cooperative financial institutions. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Bonescu, M., Caseau, C., Dispositifs, acteurs et usages des plateformes de crowdfunding ? L'exemple de l'Autriche. *20e Conférence internationale francophone en Sciences de l'Information et de la Communication*, October 30th-November 1st 2014, Bucarest, Romania.

Bonescu, M., Caseau, C., Image, transmission et promotion du microcrédit. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Caseau, C., Bonescu, M., Quel(s) public(s) pour quel crowdfunding ? L'exemple de l'Autriche. *5th International Conference on Institutional and Technological Environment for Microfinance*, March 18th-20th 2014, Casablanca, Morocco.

Caseau, C., Bonescu, M., Regards croisés entre l'enseignement des langues et celui des sciences humaines. Qu'est-ce que l'allemand peut apporter au marketing ? . *42ème Congrès de l'UPLEGESS*, May 22nd-24th 2014, Lyon, France.

Caseau, C., Kouamé, K., Proximité de langue et confiance : Une Clef de Réussite pour la Microfinance ? . *Premières Journées scientifiques Nancéennes de Microfinance*, December 9th-10th 2014, Nancy, France.

Caseau, C., Kouamé, K., Proximité de langue et confiance. Un modèle financier gagnant ? . *Quatrièmes Rencontres « Entreprise et sacré », 'La Confiance'. Organisations, relations et capital humain. Propédia (Groupe IGS), 3S (Cimeos, EA 4177), Université de Bourgogne) et OSI (Observatoire Social International)*, December 11th 2014, Paris, France.

Caseau, C., Stöckl, A., Brouard, J., The Heurigen- a Viennese Institution facing new Challenges due to changing Ways of Consumption. *3ème workshop franco-autrichien-allemand "Consuming in New Ways in a Changing World"* , April 24th-25th 2014, Paris, France.

Caseau, C., Stöckl, A., Brouard, J., Traditional Wine Taverns and their hard Landing in the 21st Century – the case of the Viennese Heurigen. *XXI Enometrics Conference*, June 4th-6th 2014, Lyon, France.

Bonescu, M., Caseau, C., Du discours institutionnel à la mise en pratique. L'identité de la Raiffeisenlandesbank de Basse Autriche et de Vienne (RLB NÖ-Wien). *7ème colloque international GEM&L, Identités, langages et cultures d'entreprise* , March 20th-22nd 2013, Marseille, France.

Bonescu, M., Caseau, C., Identity building for ethical investment. From the institutional discourse to the promotion campaign of Oikocredit Austria. *4th Joint Research Conference*, June 24th 2013, Dijon, France.

Bonescu, M., Caseau, C., Stratégies de transmission et de promotion du microcrédit : comment valoriser la "philanthropie lucrative" ? . *Journée de recherche 2013 « Transmissions », Propédia (Groupe IGS) et 3S (CIMEOS, EA 4177, Université de Bourgogne) et OSI (Observatoire Social International)*, December 12th 2013, Paris, France.

Caseau, C., Identity building for social investment. From the institutional discourse to the promotional campaign of Oikocredit Austria. *Crowdfunding and its implications for the entrepreneurial ecosystem*, July 12th-13th 2013, Boulder, United States.



Caseau, C., Image building for microfinance institutions: the case of Oikocredit Austria. *4th International Conference on Institutional and Technological Environment for Microfinance*, April 11th-12th 2013, Paris, France.

Caseau, C., Ethno-marketing-a way of integrating diasporic communities?. *3rd Joint Research Conference*, May 30th 2012, Oxford, United Kingdom.

Caseau, C., The Austrian model of Muslim integration and its limits. *3rd Global Conference*, July 7th-9th 2010, Oxford, United Kingdom.

Caseau, C., The controversy of Muslim education in an Austrian democracy. *1st Global Conference: "Problems of Democracy. Probing the boundaries"*, April 30th-May 2nd 2010, Prague, Tzeck (The Republic).

Caseau, C., Peter Handke : The Moravian Night or the request for Forgiveness. *Cycle "Forgiveness-Probing the boundaries"*, March 13th-16th 2009, Salzburg, Austria.

Caseau, C., Peter Handke and the Balkan Complex. *2nd Global Conferenc*, May 8th-10th 2009, Budapest, Hungary.

Caseau, C., Vienne, porte des Balkans ?. *Beaune Échanges Internationaux*, June 19th 2009, Beaune, France.

Caseau, C., Günter Grass – The forgiveness of Danzig. *Cycle "Forgiveness-Probing the boundaries"*, March 6th-9th 2008, Salzburg, Austria.

Caseau, C., Günter Grass: his commitment against violence. *1st Global Conference*, May 5th-7th 2008, Budapest, Hungary.

Caseau, C., Günter Grass, "Beim Häuten der Zwiebel"; De la faim au partage de la bonne chère. *Rencontres BIAC*, October 11th-13th 2007, Dijon, France.

### **Invited keynote speeches**

Caseau, C., The impacts of climate change in the French agri-food sector. The example of territorial resilience in the blackcurrant industry.. *8th Global Corporate Governance Conference on Equity and Sustainability*, June 8th-10th 2022, Baton Rouge, Louisiane, United States.

### **Working papers**

Caseau, C., Austrian Beer Makers and Slow Brewing: A Global Movement Fostering Local Commitment?. *Conference Proceedings 24th International Joint Conference. Central and Eastern Europe in the Changi*, 2024, June 2024: 29-41.

Chaboud, M-C., Caseau, C., Austrian Skills in East Africa: A Story of Knowledge, Expertise and Impact Investing. *Cahiers du CEREN*, 2016, 48: 102-108.

Attuel-Mendes, L., Caseau, C., Bonescu, M., When Discourses Of Conventional And Socially-Oriented Financial Backers Meet: The Question Of The Identity Of Two Austrian Financial Institutions Identity Of Financial Backers: An Austrian Case. *Cahiers du CEREN*, 2014, 45: 30-36.

Caseau, C., Stöckl, A., Brouard, J., The Heurigen: a Viennese Institution facing new challenges due to changing ways of consumption. *Cahiers du CEREN*, 2014, 46: 22-30.

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