### **VERONIQUE TRAN**

Professor ESCP Business School 3, rue Armand Moisant F-75015 Paris

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### **POSITIONS HELD**

2021 - current	Pofesseur, ESCP Business School
2010-2021	Associate Professor with tenure, ESCP Europe, Paris, France
July 2023 - Dec 2025	Executive Vice President and Dean, Executive Education and Corporate Relations, ESCP Business School
April 2021 - June 2023	Dean and Rector, ESCP Business School, Berlin campus
Sep 2018 - August 2021	Associate Dean, Executive MBA, ESCP Europe
April 2017- August 2018	Associate Dean, MBA in International Management, ESCP Europe
Sep 2015- March 2017	Academic Director, Master in European Business, ESCP Europe
January 2014 – Sep 2015	European Department Coordinator, Department Strategy, Human Resources, Organisation, ESCP Europe, Paris, France
July 2011-January 2012	Sabbatical, Center for Affective Sciences, Geneva, Switzerland
2006 - 2010	Assistant Professor, ESCP Europe, Paris, France

#### **EDUCATION**

July 2004 – August 2006	Post-doc in the Industrial/Organizational area of the Department of Psychology, The Pennsylvania State University
January 2004	Earned Ph.D. in Psychology. <u>Dissertation topic</u> : The influence of emotions on decision-making processes in management teams  Under the direction of Prof. Dr. Klaus R. Scherer, at the University of Geneva in the Emotion Research Group
1998-2002	Participated in selected seminars of the Doctoral Program in Psychology: "Emotion and Stress at Work and in Social Relationships", an interdisciplinary four-year doctoral program scholarship funded by the Swiss National Science Foundation, including topics in work, social, clinical, and emotion psychology
2000	Academy of Management Doctoral Consortium Participant, the OB division, AOM Annual Meeting, Toronto, 2000
1997	Fully participated to the First Swiss Summer School in the Social Sciences
1996	Bachelor's of Psychology, University of Lausanne and Geneva (Licence ès Psychology), Switzerland.

#### RESEARCH

#### Research interests

- Emotion and decision-making in diverse teams
- The role of emotion in the luxury industry
- Innovation and creativity in organisations
- Team dynamics, team performance, TMTs
- Organisational culture

#### **Publications**

#### Peer-reviewed articles

Tran, V. & Voyer, B. (2015). Fostering innovation: An organisational perspective. British Journal of Healthcare Management, 21(3), pp. 141-145.

Tran, V., Páez, D., & Sánchez, F. (2012). Emotions and decision-making processes in management teams: a collective level analysis. Journal of Work and Organizational Psychology/Revista de Psicología del Trabajo y de las Organizaciones, 28 (1), 15-24.

Tran, V., Garcia-Prieto, P., & Schneider, S.C. (2011). The role of social identity, appraisal, and emotion in determining responses to diversity management. Human Relations, 64(2), pp. 161-176.

Fendt, J., & Tran, V. (2011). « Like an Artist, like a Poet » - Understanding, and Improving, Entrepreneurship Through Art. Harvard Business Review (Poland), special issue on Entrepreneurship Teaching and Research, pp. 31-44.

Scherer, K. R., Wranik, T., Sangsue, J., Tran, V., & Scherer, U. (2004). Emotions in everyday life: Probability of occurrence, risk factors, appraisal and reaction pattern. Social Science Information, 43(4), 499-570.

Tran, V. (1998). The role of the emotional climate in learning organisations. The Learning Organisation, 5, 99-103 (Received the Best Article of the Year Award).

## Peer-reviewed chapters

Schneider, S.C., Garcia-Prieto, P, & Tran, V. (2012). "Some like it hot!". Interpreting and responding to diversity issues and initiatives: Implications for global leaders. In William H. Mobley, Ying Wang, Ming Li, in (Eds.). Advances in Global Leadership, vol. 7 (pp. 125-153). Bingley, UK: Emerald Group Publishing Ltd.

Mikolajczak, M., Tran, V., Brotheridge, C. & Gross, J.J. (2009). Using an emotion regulation framework to predict the outcomes of emotional labour. In C.E.J. Härtel, N.M. Ashkanasy, & W.J. Zerbe (Eds). Research on Emotion in organizations, vol. 5, Emotions in groups, organizations and cultures (pp. 249-278). Bingley, UK: Emerald Group Publishing Ltd.

Tran, V. (2007). The use, overuse, and misuse of affect, mood, and emotion in organizational behavior. In N. Ashkanasy, C. Härtel, & W.J. Zerbe (Eds.). Research on Emotion in Organizations, vol. 3, Functionality, Intentionality and Morality (pp. 31-59). Oxford, UK: Elsevier-JAI.

Garcia-Prieto, P., Mackie, D., Tran, V., & Smith, E. (2007). Intergroup emotions in work groups: Some antecedents and performance consequences. In: E. Mannix, M.A. Neale, & C. Anderson (Eds), Affect and groups (series Research on Managing Groups and Teams) (pp. 145-184). Amsterdam: Elsevier.

#### **Book chapters**

Tran, V. (2022). Management et émotions. In: Alexandre-Bailly, F. et al., *Comportements humains et management* (7ème ed.) (pp. xxx-xxx). Paris: Pearson.

Tran, V. (2019). Management et émotions. In: Alexandre-Bailly, F. et al., *Comportements humains et management* (6ème ed.) (pp. 327-336). Paris: Pearson.

Tran, V. (2015). Fatigue émotionnelle. In P. Zawieza & F. Guarneri (Eds), *Dictionnaire de la fatigue*. Paris: Le Seuil.

Tran, V. (2014). Fatigue émotionnelle. In P. Zawieza & F. Guarneri (Eds), *Dictionnaire des risques psycho-sociaux* (pp. 317-319). Paris: Le Seuil.

Tran, V. (2014) Le leader et son équipe : Une question d'émotion. In: B. Dufour (Ed.) *MBA*, *L'essentiel du Management* (3ème ed.) (pp. 255-265). Eyrolles, Paris.

Tran, V. (2013). Management et émotions. In: Alexandre-Bailly, F. et al., *Comportements humains et management* (4ème ed.) (pp. 363-374). Paris: Pearson.

Schneider, S. C., Garcia-Prieto, P., Tran, V., (2012), ""Some like it hot", Interpreting and responding to diversity issues and initiatives: Implications for global leaders", in W.H. Mobley, Y. Wang, M. Li (Eds.), *Advances in Global Leadership* (pp. 125-153), Emerald Group Publishing.

Tran, V. (2012) La régulation émotionnelle dans les organisations. In M. Mikolajczak & M. Desseilles, *Traité de la régulation des émotions* (pp. 417-428). Bruxelles: De Boeck.

Tran, V (2009). Les émotions dans le monde de l'entreprise et du travail. In: K. Scherer & D. Sanders (Eds.) *Traité de psychologie des émotions* (pp. 333-358). Paris: Dunod.

Farr, J.L., & Tran, V. (2008). Linking innovation and creativity with human resources strategies and practices: A matter of fit or flexibility? In M.D. Mumford, S.T. Hunter, & K.E. Bedell-Avers (Eds), *Multi-level issues in creativity and innovation* (series Research in Multi-Level Issues, Vol. 7 (pp 377-392). Amsterdam: Elsevier.

Garcia-Prieto, P., Tran. V, & Wranik, T. (2005) Les théories de l'évaluation et de la différenciation des émotions : une clé pour comprendre le vécu émotionnel des individus au travail [Appraisal theories of emotion: A key to understand emotion in the workplace] In: O. Herrback et K. Mignonac (Eds.) Les Émotions au Travail, Recherches en Comportement Organisationnel (pp. 195-222). De Boeck: Paris.

Scherer, K.R., & Tran, V. (2001). Effects of emotion on the process of organizational learning. In M. Dierkes, J. Child, & I. Nonaka (Eds.), *Handbook of Organizational Learning*. (pp. 369-392). New York: Oxford University Press.

Campbell, T.L., Duperret-Tran, V. & Campbell, T. II (1993). Ideal International Information Systems: Integrative, Instantaneous, Intelligent, and Intense. *Global Information Technology Applications: Focus on the Organization and Its Functional Areas.* Harrisburg, PA: Idea Group Publishing.

## Non peer-reviewed articles

Marcel, J., Rouzeaud, M., Meiller, Y., and Tran, V. (2021). Permanagement: A new perspective on management inspired by Permaculture. ESCP Impact paper nr. 2021-25, ERIM.

Tran, V. (2009). Emotions and decision-making processes in management teams: Intensity does matter. QS TOPEXECUTIVE, http://www.topmba.com/emba.

#### **Books**

Tran, V. (2023). *Comportements organisationnels*, adaptation française de Robbins, S., & Judge, T., Organizational behavior, Pearson Education, Paris, 19e éd., 808 p.

Tran, V. (2018). *Comportements organisationnels*, adaptation française de Robbins, S., & Judge, T., Organizational behavior, Pearson Education, Paris, 18e éd., 704 p.

Tran, V. (2014). *Comportements organisationnels*, adaptation française de Robbins, S., & Judge, T., Organizational behavior, Pearson Education, Paris, 16e éd., 704 p.

Tran, V. (2011). *Comportements organisationnels*, adaptation française de Robbins, S., & Judge, T., Organizational behavior, Pearson Education, Paris, 14e éd., 744 p.

#### Case study

Voyer, B., & Tran, V. Risks and benefits of selling luxury goods online: Should Chanel, the icon of timeless fashion, open an e-boutique? Case study registered at ECCH.

Tran, V., & Voyer, B. Voyer, B., & Tran, V. Risks and benefits of selling luxury goods online: Should Chanel, the icon of timeless fashion, open an e-boutique? Teaching note registered at ECCH.

#### **Book review**

Emotions et Leadership (2008). In *MANAGERIS* (2008), n° 172B – review of L'énergie des emotions, Saunder, L. (2007), Paris: Eyrolles.

#### Working papers/ projects

Pralong, J., Tran, V., & Lobo, R. (2014). The "career worlds:" Definition and measurement of cognitive schemas involved in careers. To be submitted to the Journal of Career Assessment.

Audrin, C., Tran, V. Chanal J., Brosch, T. (2015) Materialism and attitude towards luxury: Is it all in the brand? To be submitted to the Journal of Consumer Psychology.

Tran, V., & Pralong, J. Understanding emotion regulation and emotional socialization of newcomers in organization: Two faces of the same coin?

Tran, V. The influence of emotional climates on team creativity and innovation.

Bains, P., & Tran, V. (2006). Unfolding the innovation process: Taking it to the next level. Working paper.

## Conference presentations

Alfes, K, Canibano, A. and Tran, V. (2023). Reinventing Work. The Implications of Modern Work Arrangement for Individuals and Teams. Accepted at the 2023 Annual Meeting of the Academy of Management (AOM), August 4-8, Boston, MA, USA.

Mey, C, Alfes, K, and Tran, V. (2023). Putting You Front and Center. Accepted at the *2023 Annual Meeting of the Academy of Management (AOM)*, August 4-8, Boston, MA, USA.

Alfes, K., Avgoustaki, A., Festing, M., & Tran, V. (2018). Diversity and Team Performance: Learnings from an Exploration of Different Diversity Dimensions. Accepted at the *2018 Annual Meeting of the Academy of Management (AOM)*, August 5-8, Chicago, Illinois, USA.

Tran, V. (2015). Employee-Customer Emotion Fit: Implications for Service Interactions. To be presented at the *2015 ISRE* conference, July 8-10, Geneva, Switzerland.

Pralong, J., Tran, V., & Lobo, R. (2014). The "career worlds:" Definition and measurement of cognitive schemas involved in careers. Presented at the *2014 Annual Meeting of the Academy of Management (AOM)*, August 1-5, Philadelphia, Pennsylvania, USA.

Fourcade, F, Radu, M., & Tran, V. (2014). Learning rock climbing: Building a metaphor to tame fear of failure in young entrepreneurs. Presented at the *2014 Annual Meeting of the Academy of Management (AOM)*, August 1-5, Philadelphia, Pennsylvania, USA.

Tran, V. & Schlegel, K. (2013). Can you see what I feel? The role of emotion recognition in negotiation performance. Presented at the *2013 ISRE conference*, Aug. 2-5, Berkeley, California, USA.

Tran, V. (2011). Emotional climate and organizational innovation: A multilevel perspective. Paper presented at the *2011 Annual Meeting of the Academy of Management (AoM)*, August 13-16, San Antonio, Texas, USA.

Tran, V. (2011). Emotional socialization: A new twist to fit. Poster presented at the 15<sup>th</sup> Conference of the European Association of Work and Organizational Psychology, May 25-28, Maastricht, The Netherlands.

Fendt J., & Tran, V. (2010). Fear, Hope, Joy, Pride & Co – Emotion as a Universal Driver of Entrepreneurial Becoming, in Proceedings of the Fourth International Entrepreneurship Conference ENTIME 2010, June 17/18, Gdansk, Poland.

Tran V., Garcia-Prieto, P., Mackie D., Stewart M. M., (2010), Emotion and Creativity in Diverse Work groups: An intergroup emotion perspective, in *Proceeding of the 3<sup>rd</sup> Conference of the Consortium of European Research on Emotion (CERE), Lille, France.* 

Garcia-Prieto, P., Tran, V., Druskat, V. Rafaeli, A., & Totterdell, P. (2009). Connecting research on emotion in groups with research on group-based emotions. Symposium presented at the *International Society for Research on Emotions (ISRE) General Meeting*, August 6-8, 2009, Louvain-la-Neuve, Belgium.

Garcia-Prieto, P., Tran, V., Mackie, D., & Stewart, M. (2009). Social identities and intergroup behavior in diverse teams: The role of intergroup behavior. Paper presented at the *2009 Annual Meeting of the Academy of Management (AOM)*, August 7-11, Chicago, Illinois, USA.

Mikolajczak, M., Tran, V. & Brotheridge, C. (2008). From emotional labor to emotion regulation: Building new bridges. Paper presented at the *2008 EMONET Conference*, July 16-19, Fontainebleau, France.

Tran, V. (2008). Emotions in multinational, cross-functional teams: The power of the common objective. Paper presented at the *2008 EMONET Conference*, July 16-19, Fontainebleau, France.

Tran, V., & Pralong, J. (2008). Emotion socialization: To fit or not to fit? Paper presented at the *2008 Workshop on Advances in Organizational Behavior and Human Resources Management*, May 28-30, Toulouse, France.

Garcia-Prieto, P, Tran. V., Mackie, D., & Stewart, M.M. (2008). Emotion in diverse teams: An intergroup emotion perspective. Paper accepted to the *12<sup>th</sup> International Workshop on Team Working (IWOT12)*, September 10-12, Birmingham, UK.

Tran, V. (2008). Emotional climates and the innovation process in teams. Poster presented at the 2008 Society for Industrial and Organizational Psychology (SIOP) Conference, April 10-12, San Francisco, California, USA.

Farr, J.L., Frese, M., Mathieu, J., & Tran, V. (2008). Creative and Innovative Processes in Teams: Dealing with Inherent Messiness – Panel discussion presented at the *2008 Society for Industrial and Organizational Psychology (SIOP) Conference*, April 10-12, San Francisco, California, USA.

Tran, V., Garcia-Prieto, P., & Schneider, S.C. (2007). The role of emotion in strategic issue interpretation: The case of diversity. Paper presented at the *2007 EURAM Conference*, May 16-19, 2007, Paris, France.

Tran, V. (2006). The influence of emotional climates on team creativity and innovation. Paper presented at the *Fifth International Conference on Emotions and Worklife (Emonet V)*, August 10-12, Atlanta, Georgia, USA.

Tran, V. (2006). The use, overuse, and misuse of mood and emotion. Poster presented at the *International Society for Research on Emotions (ISRE) General Meeting*, 06-10 August, Atlanta, Georgia, USA.

Bains, P. & Tran, V. (alphabetic) (2006) -. Creativity and innovation: Taking it to the next level. Paper presented at the *21st SIOP Annual Conference*, 5-6 May 2006, Dallas, Texas, USA.

Garcia-Prieto, P., Mackie, D., Tran, V., & Smith, E. (2006). Intergroup emotions in work groups: Some antecedents and performance consequences. Paper presented at the *10th Annual Conference on Research on Managing Groups and Teams*, 12-13 May 2006, Stanford, California, USA.

Tran, V. (2005). Intensity matters: Emotions and decision-making processes in management teams. Paper presented at the *Ibero-American Academy of Management*, December 8-11, Lisbon, Portugal.

Bänziger, T., Tran, V., & Scherer, K.R. (2005). The Emotion Wheel: A tool for the verbal report of emotional reactions. Poster presented at the *International Society for Research on Emotions (ISRE) General Meeting*, 11-15 July, Bari, Italy.

Garcia-Prieto, P., Tran, V., & Schneider, S.C. (2005). The role of cognition and emotion in strategic issue interpretation: the case of diversity as a "hot" strategic issue. Paper submitted to the *Academy of Management Annual Meeting*, Hawai, 2005.

Tran, V. (2004). Decision making processes in management teams. Poster accepted at the *International Society for Research on Emotions (ISRE) General Meeting*, 7-11 July, New York, USA.

Tran, V. (2002). Creativity and Networks: A Story of Mutual Influence. Paper presented at the *Academy of Management Annual Conference*, Denver, Colorado, USA.

Tran. V. (1997). The influence of emotional climate on decision quality in management teams. Poster presented at *The 5<sup>th</sup> Round Table Meeting of Young European Researchers in Emotion*, organized by the Consortium of European Research on Emotion (C.E.R.E.), November 1997, Paris, France.

Garcia-Prieto, P. & Tran, V. (1997). Applying appraisal theories to groups and organizations. Poster presented at Geneva Emotion Week, April 1997, Appraisal theories of emotion, Geneva, Switzerland.

Tran. V. (1997). The influence of emotional climate on decision quality in management teams. Poster presented at *The 5<sup>th</sup> Round* Table Meeting of Young European Researchers in Emotion, organized by the Consortium of European Research on Emotion (C.E.R.E.), November 1997, Paris, France.

Garcia-Prieto, P. & Tran, V. (1997). Applying appraisal theories to groups and organizations. Poster presented at Geneva Emotion Week, April 1997, Appraisal theories of emotion, Geneva, Switzerland.

Tran, V. (1997). The Role of the Emotional Climate in Learning Organisations. Proceedings of the 1997 ECLO (European Consortium for the Learning Organisation).

Tran, V. (1996). Emotional Climates in Learning Organisations. Proceedings of the 1996 ECLO (European Consortium for the Learning Organisation).

Tran, V. (1996). The Role of the Emotional Climate in Organizations. Proceedings of the 2<sup>nd</sup> Symposium on Cognition and Creativity in Organizational Settings - The Role of Emotions, 16-17.

#### **AWARDS**

2011

Best Reviewer Award for the Organizational Behavior Division + 2008

jury for the nomination of the Best Paper Award 2008 (total = 7

papers)

2007 Best Reviewer Award for the Organizational Behavior Division

#### RESEARCH GRANTS

2015 Received a research grant (15,000€) from the ESCP Europe

> KPMG Chair for a project on The ups and downs of selling luxury goods online: How to assess risks and offer a genuine online customer experience throughout the consumer journey? Collaboration with Prof. Benjamin Voyer, ESPC Europe, London

campus

2013 Received a research grant (15,000€) from the ESCP Europe

KPMG Chair for a project on Risks and opportunities in the Luxury Industry, collaboration with Prof. Benjamin Voyer, ESPC Europe,

London campus.

Received a research grant (3500€) from ESCP Europe to perform a meta-analysis on emotions and decision-making processes in

10

2009 Received a research grant (1000€) from ESCP Europe for a

collaboration with Dr. Glenda FISK, Queen's University, Ontario,

Canada

2008 Received a research grant (1500€) from the Club International,

**ESCP-EAP** 

2007 Received a research grant (1500€) from the Club International,

**ESCP-EAP** 

2003 Received a research grant (5,000 Sfr.) from the Gottlieb Daimler

and Karl Benz Foundation for working on the validation of the

Emotion Wheel.

1996-1998 Received a research grant (24,000 Sfr.) from the European

Consortium for the Learning Organisation, a non-profit institution that is interested to see what role emotions play in learning

organizations.

#### Research projects

1998-1999

Assisted in study design, project implementation, and data

collection for research that intended to explore the relationships between emotion and health in the Swiss population. The study

used a random national sample in Switzerland.

#### PROFESSIONAL CERTIFICATION

2012 Myers-Briggs Type Indicator (MBTI) – Step II - Oxford Consulting

Psychologists, Oxford, UK

1999 Personnel Decisions International (PDI) – Profilor (360° feedback),

IMD, Lausanne, Switzerland

1995 Myers-Briggs Type Indicator (MBTI) – Step I - Oxford Consulting

Psychologists, Oxford, UK

#### PROFESSIONAL EXPERIENCE

#### **Teaching**

2006 - current **Organizational behavior:** 

- Master in Management
- Executive MBA
- MBA

#### Emotion in the workplace/emotional intelligence:

- Master in Management
- Executive conferences
- Executive MBA
- MBA

#### Leadership

- Master in Management
- Executive education

#### **Creativity and Innovation**

Executive conferences

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Jan. 2002 – 2006	Adjunct Professor at NOVA University, Lisbon, Portugal • Organizational Behavior course and electives (MBA)
1996 – 1998	<ul> <li>Teaching assistantship for Prof. Klaus R. Scherer, University of Geneva, Switzerland. Course at the undergraduate level, in the field of the psychology of emotion. Responsibility of</li> </ul>
1998 - 2003	seminars. • Lecturer on "Emotions in organizations" at the undergraduate
1997 - 2004	<ul> <li>level, in psychology, University of Geneva, Switzerland.</li> <li>Organizational Behavior topics at the Graduate School of Management (HEC), University of Geneva, Switzerland.</li> </ul>
1998 – 2000	Visiting lecturer at the Institut d'Administration des Entreprises/ IAE (Graduate School of Management), Université d'Aix-en- Provence/Marseille, France.

#### **Executive education**

2012

Excount Cadadation		
Current	Executive teaching at: -ESCP Europe (EMBA, tailor-made programs) -ESA (Ecole Supérieure des Affaires), Beirut, Lebanon	
1994 – 2006	<ul> <li>Faculty member at TEAM International</li> <li>Designed, developed, and delivered management development courses for multinational companies. Segment covered: from high potentials to senior management.</li> <li>Extensive teaching experience in the context of international management with emphasis on topics such as personality, emotion, group decision-making, leadership, and teamwork. Worked with companies such as Caterpillar, Henkel, IBM, Heineken, Unilever, in Europe and Asia (Singapore, Malaysia, Hong-Kong).</li> <li>Personal coaching on the same topics.</li> </ul>	
1999 - 2000	<ul> <li>Executive coaching based on 360° feedback at IMD, Lausanne, Switzerland.</li> </ul>	
2003	<ul> <li>Coordination and development of the scientific and pedagogical aspects of the HR Professional Masters Program, development of workshops and conferences for the Human Resources Group at the Graduate School of Management (HEC-University of Geneva).</li> </ul>	
1987-1993	<ul> <li>IMD, Lausanne, Switzerland</li> <li>Understand the value chain of business schools from beginning to end</li> <li>Junior Marketing Manager (1987-1990): Design and development of advertisement material for IMEDE and for IMD after the merger with IMI, coordination of marketing campaigns, data base management, events.</li> <li>Program Manager (1990-1993): Coordination of all activities around executive programs (assisting faculty in designing, planning, and delivering at the highest quality level, materials, customer care, event organization).</li> </ul>	
Professional activities for ESCP Europe		
2006-2008	<ul> <li>Member, Research Committee</li> </ul>	
2010	<ul> <li>Member, Recruitment committee OB</li> <li>Course coordinator "Psychology and Management" (micro-OB) for pre-Master and Master level</li> </ul>	
2011	<ul> <li>Chair, Recruitment committee OB</li> <li>Course coordinator "Psychology and Management" (micro-OB) for pre-Master and Master level</li> </ul>	

Candidate, Dean of Faculty

### **ACADEMIC ACTIVITIES AND AFFILIATIONS**

1995 - 2015	Ad-hoc reviewer for Academy of Management (AoM), Ibero- American Academy of Management, Society for Industrial and Organizational Psychology (SIOP), EMONET (Emotions in Organizations Network), Human Performance, Human Relations, European Journal of Management, Group and Organizations Management
Since 2011	Member, European Association for Work and Organizational Psychology (EAWOP)
Since 2005	Associate member of the International Society for Research on Emotions (ISRE)
Since 2003	International Affiliate, American Psychology Association (APA), International Affiliate, Society for Industrial and Organizational Psychology (SIOP)
Since 1998	Member of EMONET (Emotions in Organizations Network)
Since 1997	Member of the Academy of Management (AOM)
1994-1996	Associate Editor on Conference Proceedings of the ECLO (European Consortium for the Learning Organization).