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RESEARCH INTERESTS

Islamic marketing Geopolitics

EDUCATION

1997	DEA d'études Soviétiques et Est-Européennes (Sovietic and East-European Studies), Sciences Po Paris, France
1997	Doctorat in Geopolitics, Sciences Po Paris, France

EMPLOYMENT

Full-time academic positions

2011 - Present	Teaching Professor, ESSEC Business School, Singapore
2007 - 2011	Associate Teaching Professor, ESSEC Business School, Singapore
1997 - 2007	Assistant Teaching Professor, ESSEC Business School, Singapore

Other affiliations and appointments

2025 - 2026	Co-Academic Director of the Geopolitics & Business Center, ESSEC Business School, France
2018 - 2021	Academic Director of the MSc in Marketing Management and Digital, ESSEC Business School, France
1960 - 1997	Lecturer, EDHEC Business School, France
1960 - 1997	Lecturer, ISCID-CO, France
1960 - Present	President, Centre Européen de Management et Marketing, France
1960 - Present	Lecturer, Audencia Business School, France

GRANTS AND HONORS

Awards and Honors

2012	“Professor of the Week” by The Financial Times for his contribution to Lexicon on Islamic Finance

PUBLICATIONS

Journal Articles

NESTOROVIC, C. (2016). Asia in Bloom. *Reflets Hors-Série ESSEC Knowledge*, (2), pp. 46-47.

NESTOROVIC, C. (2014). Processes or Results – Where Do Asian Leaders Focus? *HQ Asia Magazine*, (8), pp. 55-57.

NESTOROVIC, C. (2008). Opportunities and Threats of the Halal Market in France. *The Halal Journal*, pp. 58-59.

NESTOROVIC, C. (1994). Distribution des cosmétiques et parfums à l'Est. *Cosmétique News International*.

NESTOROVIC, C. (1993). Danger serbe et crise balkanique. *Confluences Méditerranée*.

NESTOROVIC, C. (1993). Les Balkans.

NESTOROVIC, C. (1993). L'Europe de l'Est et Centrale. *L'Année Stratégique*.

NESTOROVIC, C. (1993). Slovénie, Croatie, Bosnie-Herzégovine, Monténegro, Serbie et Macédoine. *Encyclopédie de l'Europe*.

NESTOROVIC, C. (1993). Slovénie, Croatie, Bosnie-Herzégovine, Monténegro, Serbie et Macédoine. *L'Année Internationale*.

NESTOROVIC, C. (1992). L'année économique, une année de guerre en Europe Centrale et Orientale. *La Documentation Française*.

NESTOROVIC, C. (1992). Le droit des peuples à disposer d'eux-mêmes et la crise yougoslave. *Relations Internationales et Stratégiques*.

NESTOROVIC, C. (1991). Crise yougoslave : question nationale ou question constitutionnelle. *Cosmopolitiques*.

NESTOROVIC, C. (1991). L'éclatement de la Fédération Yougoslave. *Nouvelle Europe*.

NESTOROVIC, C. (1991). Les Assurances de l'Est. *Le Courrier des Pays de l'Est*.

NESTOROVIC, C. (1991). Les frontières intérieures yougoslaves. *Nouvelle Europe*.

NESTOROVIC, C. (1991). The Automobile Industry in the East, reprise de Industrie Automobile en Europe de l'Est par Sharpe. *Eastern European Economics*.

NESTOROVIC, C. (1990). Industrie Automobile en Europe de l'Est. *Le Courrier des Pays de l'Est*.

NESTOROVIC, C. (1989). Industrie Automobile en Yougoslavie. *Le Courrier des Pays de l'Est*.

Books and book editor

NESTOROVIC, C. (2023). *Geopolitics and Business*. 1st ed. Cham: Springer Nature Switzerland.

NESTOROVIC, C. (2016). *Islamic Marketing*. Springer, 247 pages.

NESTOROVIC, C. (2010). *Marketing islamico*. EGEA, 300 pages.

NESTOROVIC, C. (2009). *Marketing en environnement islamique*. Dunod, 300 pages.

NESTOROVIC, C. (2007). *Marketing in an Economic Environment*. Centre Européen de Management et Marketing (CEMM), 235 pages.

NESTOROVIC, C. (1995). *Le marketing en Europe Centrale*. Paris: Vuibert.

Book chapters

NESTOROVIC, C. (2024). Geopolitical perspectives on China's sustainability initiatives. In: Hugues Bouthinon-Dumas, Arijit Chatterjee, Bernard Leca eds. *Navigating the Ecological Transition: A Business School Perspective*. 1st ed. Abington & New York: Routledge, pp. 107-114.

NESTOROVIC, C. (2022). Marketing of Islamic banks. In: Flavia Cortelezzi, Alessandro Ferrari eds. *Contemporary Issues in Islamic Law, Economics and Finance A Multidisciplinary Approach*. 1st ed. Oxon and New York: Routledge.

NESTOROVIC, C. (2018). Global Marketing and Islamic Countries. In: *Islamic Marketing and Branding: Theory and Practice*. 1st ed. Routledge, pp. 177-190.

Conferences

NESTOROVIC, C. (2019). Is Malaysia Losing its Leadership in Global Halal Market? In: Is Malaysia Loosing its Leadership in Global Halal Market?

NESTOROVIC, C. (2018). Role of Diaspora in Post-Conflict Society - Empirical Evidence of the Council of Diaspora of the Federal Republic of Yugoslavia 2001-2003. In: 2018 Relational Studies on Global Conflict: Toward a New Approach to Contemporary Crisis.

NESTOROVIC, C. (2014). Commonalities and Differences Between Halal Food Certification and Islamic Finance Sharia'h Boards. In: 11th Harvard University Forum on Islamic Finance.

NESTOROVIC, C. (2014). Commonalities and Differences Between Halal Food Certifications and Islamic Finance Sharia'h Boards. In: 3rd Asian Business Research Conference.

NESTOROVIC, C. (2012). The Concept of 'Iffa' and Fashion Industry. In: 2nd Global Islamic Marketing Conference (GIMC): Putting Ethics Back into Business.

NESTOROVIC, C. (2010). PEST Analysis in an Islamic Environment. In: 1st International Conference on Islamic Marketing and Branding.

NESTOROVIC, C. (2008). Le concept du halal et quantification du marché.

NESTOROVIC, C. (2007). Halal Market in the European Union.

Press

NESTOROVIC, C. 2023. *Ukraine war: one year on - Interview on the BBC*. February.

NESTOROVIC, C. 2012. *Muslim mewah Eropah dorong pasaran halal*. February.

DE BEAUFORT, V., CHARILLON, F., COLSON, A., BURNICHON , N. and NESTOROVIC, C. (2025). Que peut encore l'Europe ? *Reflets ESSEC Magazine*.

NESTOROVIC, C. (2012). Making Halal a Legal Reality in France. *The Straights Times*.

NESTOROVIC, C. (2010). Sottile e indeterminato come l'aria. *Marie-Claire (Italie)*.

NESTOROVIC, C. (2007). Avec qui dans le monde ? *Ekonomist Magazin*, pp. 54-57.

NESTOROVIC, C. (2007). Comment l'Union Européenne jette la Serbie dans les bras de la Russie. *Libération*, pp. 28.

NESTOROVIC, C. (2007). La viande halal - une chance pour la Serbie. *Politika*, pp. 13.

NESTOROVIC, C. (1992). CEE : entre le droit des peuples et le droit des nations. *Libération*.

NESTOROVIC, C. (1992). Faut-il reconnaître la Croatie ? *Libération*.

NESTOROVIC, C. (1992). Les plus grandes entreprises en Europe Centrale et Orientale- Les 500 premiers Groupes. *Les Echos*.

PROFESSIONAL ACTIVITIES

Consulting

1996	Editor-in-chief of PECO Magazine
1960 - Present	Ministère des Affaires Etrangères (Ministry of Foreign Affairs), Paris
1960 - Present	Companies: Pernod-Ricard, Valeo, Mazda, Scania, AGF, Tata.
1960 - Present	Radio : Radio-France, Radio-Télévision Canadienne
1960 - Present	TV: France 2, LCI