

Cédomir NESTOROVIC

Teaching Professor
Department: Management
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: nestorovic@essec.edu
Phone number: +33 (0)1 34 43 33 07
Country of origin: France

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

- | | |
|----------------|---|
| 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 | Lecturer, Audencia Business School, France |
| 1960 - Present | President, Centre Européen de Management et Marketing, 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, Monténégro, Serbie et Macédoine. *Encyclopédie de l'Europe*.
- NESTOROVIC, C. (1993). Slovénie, Croatie, Bosnie-Herzégovine, Monténégro, 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. (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 Losing 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.

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 Companies: Pernod-Ricard, Valeo, Mazda, Scania, AGF, Tata.

1960 - Present Radio : Radio-France, Radio-Télévision Canadienne

1960 - Present TV: France 2, LCI

1960 - Present Ministère des Affaires Etrangères (Ministry of Foreign Affairs), Paris