

# 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 TV: France 2, LCI

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