

## Marketing

**Topic:** Marketing Strategy (18h/3 ECTS credits)

**Dates:** June 17 – 19, 2026

**Instructor:** Anatoli Colicev, Chair (Full Professor) of Marketing, Strategy, and Analytics, University of Liverpool School of Management, Department of Marketing.

*The seminar will explore several topics in marketing strategy and analytics. We will discuss topics related to branding and brand equity, social media marketing, new technologies, and marketing and stakeholder management. We will also discuss several key considerations within the PhD journey and beyond.*

## Accounting & Management Control

**Topic:** A First Course in Accounting Theory (18h/3 ECTS credits)

**Dates:** June 29 – July 3, 2026

**Instructor:** Jeremy Bertomeu, Associate Professor of Accounting at Washington University in St Louis.

*This course introduces accounting theory and the relevant mathematical methods used in this area. Throughout the course, we will discuss the main core models and develop several applications based on recently published literature in the field.*

## Strategy & Business Policy

**Topic:** Corporate Purpose: Defining and researching it (18h/3 ECTS credits)

**Dates:** 13-16 April, 2025

**Instructor:** Rodolphe Durand, Professor of Strategy and Business Policy, HEC Paris.

*The aim of this seminar is to reflect on the recent expansion of research around corporate purpose. This collection of articles points to corporate purpose as a legal, social, cognitive, and strategic construction.*

**Topic:** Institutional Analysis: Individuals, Organizations, and Societies (18h/3 ECTS credits)

**Dates:** 15-19 June, 2026

**Instructor:** Patricia Thornton, Regents Grand Challenge Faculty and Professor of Sociology and Entrepreneurship, and Adjunct Professor of Management at Texas A&M University

*This seminar has 3 goals, 1) to guide students' familiarity with central research on institutional theory, in particular the institutional logics perspective, 2) to teach the social science of how theory grows so as to understand how to analytically, (not descriptively) evaluate and make a theoretical contribution, and 3) to provide an opportunity to begin work on an original idea for a publishable research paper or dissertation proposal.*

## How to Apply

Email your CV with a short personal statement (max one page) which includes your current research interests (thesis topic if applicable) and contact details of your thesis supervisor to [tindale@hec.fr](mailto:tindale@hec.fr)

**Deadline:** one month prior to the start of the course.

**Tuition:** 900€, Participants from HEC Partner/Network Universities: 50% discount

**Location:** HEC Paris, Campus Jouy en Josas

**Services:** Optional on-campus housing according to availability. Access to campus facilities.

