

# Cédomir NESTOROVIC

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Teaching Professor

Department: Law, Political Science & Society  
Campus de Singapour

## DIPLOMAS

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

## CAREER

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### FULL-TIME ACADEMIC APPOINTMENTS

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|-------------------|--|
| 1997 - 2007-08-31 | Assistant Teaching Professor (ESSEC Business School Singapore) |
| 2007 - 2011-08-31 | Associate Teaching Professor (ESSEC Business School Singapore) |
| 2011 - Now        | Teaching Professor (ESSEC Business School Singapore)           |

### OTHER ACADEMIC APPOINTMENTS

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|-------------------|---|
| 1960 - 1997-08-31 | Lecturer (EDHEC Business School France)   |
| 1960 - 1997-08-31 | Lecturer (ISCID-CO France)  |
| 1960 - Now        | Lecturer (Audencia Business School France)  |
| 2018 - 2021-08-31 | Academic Director of the MSc in Marketing Management and Digital (ESSEC Business School France) |
| 2025 - 2026-08-31 | Co-Academic Director of the Geopolitics & Business Center (ESSEC Business School France)        |

## OTHER APPOINTMENTS

1960 - Now            President (Centre Européen de Management et Marketing France)

## PUBLICATIONS

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### JOURNAL ARTICLES

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

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

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

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

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

[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. \(1992\). 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. \(1993\). 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. \(1994\). Distribution des cosmétiques et parfums à l'Est. \*Cosmétique News International\*.](#)

## **BOOK CHAPTERS**

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

[NESTOROVIC, C. \(2022\). Marketing of Islamic banks. Dans: 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. \(2024\). Geopolitical perspectives on China's sustainability initiatives. Dans: 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.](#)

## **PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE**

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

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

[NESTOROVIC, C. \(2019\). Is Malaysia Losing its Leadership in Global Halal Market? Dans: \*Is Malaysia Losing its Leadership in Global Halal Market?\*](#)

[NESTOROVIC, C. \(2010\). PEST Analysis in an Islamic Environment. Dans: 1st International Conference on Islamic Marketing and Branding.](#)

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

[NESTOROVIC, C. \(2007\). Halal Market in the European Union.](#)

[NESTOROVIC, C. \(2008\). Le concept du halal et quantification du marché.](#)

[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. Dans: 2018 Relational Studies on Global Conflict: Toward a New Approach to Contemporary Crisis.](#)

## **BOOKS**

[NESTOROVIC, C. \(2016\). \*Islamic Marketing\*. Springer, 247 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. \(2010\). \*Marketing islamico\*. EGEA, 300 pages.](#)

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

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

## **INTERVIEWS: RADIO - TV - PRESS**

[NESTOROVIC, C. 2012. \*Muslim mewah Eropah dorong pasaran halal\*. Février.](#)

[NESTOROVIC, C. 2023. \*Ukraine war: one year on - Interview on the BBC\*. Février.](#)

## **PRESS ARTICLE, VIDEO OR OTHER POPULAR MEDIA**

[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. \(1992\). 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\*.](#)

[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.](#)

## **PROFESSIONAL ACTIVITIES**

### **Consulting**

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