

IFSAM 2010, Paris

8th July

Registration desk: CNAM 292 rue Saint Martin accès Amphi Abbé Grégoire (8:30 am – 5:30 pm-

9:00 am – 10:15 am: Opening Session Amphi Abbé Grégoire

Christian Forestier: Administrateur Général du CNAM
Pierre-Louis Dubois: Délégué Général de la Fnege
Sue Bruning: Co-chair of the scientific committee, Past President of IFSAM
Peter Dowling: President of IFSAM
Yvon Pesqueux: President elect of IFSAM, President of the Conference

10:15 am – 10:45 am Coffee break

Key note speakers:

Bruno Latour: What's so Special about Organizations after all?
Tom Lee: Why People Leave and Why people Stay?

12:15 am – 2 pm: Standing lunch

2 pm – 3:30 pm: Symposium 1 & 2

**Symposium 1: MANAGEMENT EDUCATION SYMPOSIUM Amphi
Fabry Perrot**

Pierre-jean Benghozi : Moderator, CRG, Polytechnique

Omar Aktouf: Management 'traditional' teaching and case method: learning or being indoctrinated

Michel Berry: The conversation as a mean to achieve relevance in management education?

Eric Cornuel: Evolutions of teaching & research in management - Risks and opportunities for business schools

Tom Lee: Trends in American Public Business Schools - Privatization, ratings

**Symposium 2: MANAGEMENT-RELATED RESEARCH ON
HOSPITALS AND THE HEALTHCARE SECTOR Amphi Abbé Grégoire**

Greg Bamber, Andrea Herepath and Chris Hicks

3:30 pm – 4:00 pm Coffee break

4:00 pm – 5:30 pm: Symposium 3, 4 et 7

**Symposium 3: CRITICAL MANAGEMENT STUDIES: TEACHING,
TRANSLATING AND DIFFUSING Amphi Abbé Grégoire**

Rachel Beaujolin-Bellet: Moderator, Reims Management School

Françoise Dany: CMS and manager education: some new directions prompt by the financial crisis

Alex Faria: Translation(s) of CMS

Jacob Dahl Rendtorff: Ethical deadlock of Ethics in management teaching

Michel Villette: Don't ask your dean the permission to be critical enough!

**Symposium 4: DEMING'S THEORY OF MANAGEMENT, A KEY FOR
UPDATING CEO'S PRACTICES? Amphi Fabry perrot**

Frédéric Canard: W. E. Deming, Pragmatism and Sustainability

Jean-Luc Fournier and Jean-Marc Chanel Deming's: Theory of Management a Key for Updating CEOs' Practices

**Symposium 7: SOCIAL CAPITAL AND THE GOVERNANCE ON
SOCIAL-ECOLOGICAL SYSTEMS Salle des Actes**

François Silva: Moderator, ESCEM

E.S. Brondizio, Indiana University (USA)

IFSAM 2010, Paris

9th July

Registration desk : ISC 2, 22 Boulevard du Fort de Vaux, 75 017 PARIS

Parallel Sessions:

9:00 am – 10:30 am, 11:00 am – 12:30 am

2:00 pm – 3:30 pm, 4:00 pm – 5:30 pm

Gala diner: boarding 19h30 – 20h00, Company Bateaux Parisiens (close from Eiffel tower), Quai Branly, Port de la Bourdonnais. Access map on the website (www.ifsam2010.com)

Symposium 5: 9:00 am – 5:30 pm; THE RE-FOUNDATIONS OF RESEARCH AND TEACHING IN MANAGEMENT Room 1

Chairpersons : Armand Hatchuel , Mines ParisTech, France, Romain Laufer HEC-Paris, France, Ken Starkey Nottingham University Business School , UK

Part I : Foundations :

1) *The history of management doctrines (1h30)*

Armand Hatchuel, (Mines ParisTech,France)

Ellen O'connor (Stanford Univerity ,USA),

Luca ZAN (University of Bologna ,Italy)

2) *Institutional approaches of management theory (1h30)*

Moderator : Franck Aggeri (Mines ParisTech-France)

Aurélien Acquier (ESCP-Europe,France)

Eva Boxenbaum (CBS-Denmark)

Romain Laufer (HEC-Paris,France)

Ken Starkey (Nottingham University Business School , UK)

Part 2 : Mutations :

1) *Management and the social sciences context (1h30)*

Dominique Bouchet (University of Southern Denmark)

Annabelle Gawer (Imperial College , UK)

Jean-Michel Saussois (ESCP-Europe , France)

2) *Structuring the future of teaching and research (1h30)*

Thomas Durand (Ecole Centrale de Paris, France)

Fuat Firat (Pan-American Texas University, USA)

Pierre Guillet de Monthoux (CBS ,Denmark)

Flemming Norrgren (Chalmers Institute, Sweden).

Symposium 6: 9:00 am – 5:30 pm, INSTITUTE FOR SUSTAINABLE LEADERSHIP Room 2

Colloquium 1: New Perspectives on Sustainable Leadership – A search for integrating themes, models and meaning in multiple contexts.

9.00-10.30am Chair: Professor Gayle Avery, MGSM Sydney, Australia

Gayle Avery, Introduction to the sustainable leadership colloquia

Mark Wiggins: Making sense of sustainability: Cue-based indicators of sustainable organisational performance.

Yvon Dufour, Peter Steane: Towards a configurational insight into wicked problems.

Chantal Beukes

Kaushik Sridhar, Grant Jones: Giving small scale entrepreneurs a tool for environmental reporting – an Australian model that can be adapted to any national context.

Colloquium 2 Developing Sustainable Business Models

11.00-12.30pm, Chair: Professor Elizabeth More, Australian Catholic University, Sydney, Australia

Fenwick Jing, Gayle Avery: Enhancing sustainable business performance in retail pharmacies: The role of organizational climate.

Corry Roberts, Grant Jones: Managing sustainable cities: An exploratory study.

Kaushik Sridhar, Grant Jones: Two fundamental criticisms of the Triple Bottom Line approach: An empirical study to link sustainability reports in companies based in the Asia Pacific region and TBL shortcomings.

Hannelize Jacobs: Appreciate butterfly innovation complexity as sustainable leadership strategy: Some tools.

Robin Kramar: Developing leaders for sustainable business outcomes: An Australian case study.

Colloquium 3 Case Studies in Sustainable Leadership – Making it happen

2.00-3.30pm, Chair: Professor Patrick Furu, Hanken Business School, Finland (TBC)

Marco Braun, Harry Bergsteiner: The role of poor leadership in the demise of General Motors.

Sooksan Kantabutra, P. Kantamara: Sustainable leadership: a case of convergence lifestyle enabler

Sooksan Kantabutra, V. Ractham: Sustainable leadership: An Asian case of nutritional innovator.

Sooksan Kantabutra, S. Suriyankietkaew: Sustainable leadership at a Thai community enterprise.

Colloquium 4: Creative Approaches to Sustainable Leadership

4.00-5.30pm, Chair: Professor Mark Wiggins, Macquarie University, Sydney, Australia

Sooksan Kantabutra: The Royal Philosophy of Sufficiency Economy: A Thai approach to sustainable enterprise.

Ian Woodward, Elizabeth More: Leadership communication at the edge.

Karl-Erik Sveiby, Patrick Furu: Sustainable leadership in professional jazz bands: The practice of shared responsibility.

Elizabeth More: Creative leaders and leading creatives: Leadership models in Australia's dance companies.

Katherine Owen, Gayle Avery: Sustainable leadership in microbusinesses.

IFSAM's tracks

G1 ACCOUNTING, AUDIT, CONTROL AND FINANCE

9:00 am – 5:30 pm, Room

Track chair: Nicolas Berland, Riccardo Mussari, Aman Agarwal, Patrick Sentis

- What should an unmanaged earnings distribution look like?, Olivier Vidal
- Do equity tax shields reduce leverage? The Austrian case, Manfred Frühwirth, Marek Kobialka
- Errare IFRS, Georges Pariente, Didier Vanoverberghe
- ROE-based performance and its value creation under IAS/IFRS: Evidence of discordance from French firms, Aldo Lévy, Duc Khuong Nguyen
- IFRS for SME's and chartered accountancy firm behavior, Christian Prat dit Hauret, Jocelyn Husser
- An analysis of teaching conceptions in University management & accounting education, Lynne Leveson
- Family control and financing decisions in mergers and acquisitions, Paul André, Walid Ben-Amar
- Adjusted earnings: an initial investigation of EPS disclosures in annual reports, Jennifer L. Harrison, Ania Morton
- Leadership communication at the edge, Ian C Woodward, Elizabeth A. More

- ORIGINS OF THE LEGAL REQUIREMENT TO APPOINT, MULTIPLE AUDITORS IN FRANCE AND ITALY C. Richard Baker, Adelphi University, USA, Renato Camodeca, University of Brescia, Italy, Arnaldo Canziani, University of Brescia, Brescia, Italy, Alain Mikol, Groupe ESCP, France

- Trading systems efficiency and noise: Price-discovery dynamics in the two-tier Brussels Exchange, T. T. N. Bui, P Sercu

- Remodeling the working-Kaldor curve: the roles of scarcity, time to maturity and time to harvest, V. T. T. Nguyen, AE. Carbonez, P Sercu

G2 CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY AND SOCIAL ISSUES IN MANAGEMENT

9:00 am – 5:30 pm, Room

Track chair: Michel Capron, Juan Jose Duran, Jean-Marie Peretti, Dennis Rose, Rachel Wolfgramm

- Two fundamental criticisms of the Triple bottom line approach: an empirical study to link sustainability reports in companies based in the Asia Pacific region and TBL shortcomings, Kaushik Sridhar, Grant Jones

- Practices of environmental management in Thai Hotel Industry, Tatsuo Kimbara, Nirundon Tapachai

- Comprehensive sustainability rating generation using fuzzy logic: an analysis for the fortune global 100, Elena Escrig-Olmedo, Juana Maria Rivera-Lirio, Maria Jesus Munoz-Torres, Maria Angeles Fernandez-Izquierdo

- Strategic corporate social responsibility and organizational virtuousness: Evidence fro Sri Lanka, Mario Fernando

- Integrating sustainable development into banks practices, Valérie Pallas-Saltiel, Vincent Maymo

- Implementing a diversity management approach - a focus on small and medium-sized enterprises (SME's), Christine Naschberger

- Ethical issues in NGO's-corporations relations: an approach based on pluralism and equality between spheres of justices, Patrick Gilormini

- Distinctions between psychological contract breach and organizational justice on violation and other important employee outcomes, Denise M Jepsen, John Rodwell

- SWOT analysis on business and economic integration for peace and sustainable development in the horn of Africa, Mengsteab Tesfayohannes, Hany Besada
- Organizational Factors for Product Quality Risk Management: Comparative Studies of Panasonic and Sanyo, Naoe Imura
- Delivering sustainable futures: perspectives from Maori, Rangimarie Hunia, Tiaki Hunia, Shane Edwards

G3 ENTREPRENEURSHIP AND SMALL BUSINESS

4:00 pm – 5:30 pm, Room

Track chair: Malin Brannback, Zicheng Chen, Michel Bernasconi, Katsuyuki Kamei

- Option-games approach for the strategic partnership of biotech start-ups, Takao Fujiwara
- Can owner-manager characteristics signal small business loan default propensity?, Chuks E. Eresia-Eke
- Giving small scale entrepreneurs a tool for environmental reporting - an Australian model that can be adapted to any national context, Kaushik Sridhar, Grant Jones
- The relationship between the "self-knowledge" and the "personnel selection" areas, with the creative imbalance stage of the entrepreneurship process, as help tools for making the decision for becoming an entrepreneur, M Parra, M. Soledad, M. Jimenez, J. Juan

G4 GOVERNANCE

9:00 am – 12:30 am, Room

Track chair: Pierre-Yves Gomez, Ronel Rensburg,

- Public service management of local authorities which received the Good Management Award: a case study of local authorities in the Central Thailand, Phinaitrup Boon-Anan
- East Asian corporate governance and East Asian community: from economic system competition to corporate system competition, Hirohiko Shimpo
- An empirical investigation of hybrid corporate governance systems in large firms: evidence from India, Vijaya Thyil, Suzanne Young
- Transition to a low carbon footprint: a conceptual model of impacts and management for Australian businesses, Vijaya Thyil, Victoria Wise

- Complementary and substitution effects: testing prescriptions 'interrelatedness in US financial markets', Guilhem Bascle

- Family business and IPO: Idemitsu Kosan's Challenge, Minoru Shimamoto

- Does it pay to improve Corporate Governance? An empirical analysis of European equities, Joseph Gawer

G5 HUMAN RESOURCE MANAGEMENT, GENDER AND DIVERSITY
9:00 am – 5:30 pm, Room

Track chair: Isabelle Barth, Jane Maley, Alma McCarty, Michael Morley, André Petit

9.00-10.30. Track n°5.1, Chair : Jane Maley

Workplace romances and HRM in France: An exploratory study, Grant Michelson, Raphaël Hurvy, Christoph Grünauer

Retirement Timing Decisions and the Abolishment of Mandatory Retirement: Rethinking Notions of Diversity, Amy M. Warren, E. Kevin Kelloway, Albert J. Mills

Into Diversity Management: disability and work inclusion in Italy, Teresina Torre

11.00-12.30. Track n°5.2, Chair : Isabelle Barth

Gender diversity in an African context - The role of the 'glass ceiling' phenomenon and contextual factors, Sana Guerfel-Henda, Christine Naschberger,

Women on Supervisory Boards – An Analysis of Supporters and Detractors, Jana Oehmichen, Marc Steffen Rapp, Michael Wolff

Diversity and Global Management: Are there Cracks in the Glass Ceiling and Glass Border? Nealia S. Bruning, Françoise Cadigan, Nicole Wilkinson

2pm-3.30pm. Track n° 5.3, Chair: Michael Morley

ANALYSIS OF THE FACTORS WHICH AFFECT CREATIVITY IN JAPANESE BUSINESS, Hiroya Hirakimoto, Rie Watada

Distinctions between psychological contract breach and organisational justice on violation and other important employee outcomes. Green Skills for the new carbon Economy, Denise M Jepsen, John Rodwell, Ian Lowe

4.00pm-5.30pm. Track n°5.4, Chair: André Petit

Behavioral Goals as a Transfer of Training Intervention: Preliminary Results, Travor C.Brown

Make-or-buy decisions regarding temporary agency work – An empirical analysis of the decision process and expected and experienced effects, Dorothea Alewell, Sven Hauff

**G6 INFORMATION SYSTEMS, INNOVATION AND KM, TECHNOLOGY,
QUALITY AND OPERATION MANAGEMENT**
2 pm – 5:30 pm, Room

Track chair: Corrado Cerruti, Eric Fimbel, Franz Rowe

- Technological safety and organization, Takuji Hara
- Information system architecture for corporate social responsibility management, Raul Leon, Maria Jesus Munoz, Ricardo Chalmeta
- Interorganizational trust, perceived risk and exchange performance in inter-firm relations, Emanuela Delbufalo
- Resource-based competitive advantage: an analysis model of the contribution of , Fernando Luiz E. Viana, José de Paula Barros Neto Miguel Eduardo Moreno Anez
- Inventory holding and firm performance: the case of German corporations 1989-2004, Robert Obermaier, Andreas Donhauser
- Lean Sigma in Australian organizations: deployment alternatives and success factors, Roger J. Hilton, Amrik Sohal
- Sustainable development through oil diplomacy and participatory governance: the case of OGBA community in the Niger delta region of Nigeria, Isioma Uregu Ile, Charles OK Allen-Ile

G7 INTERNATIONAL MANAGEMENT
9:00 am – 5:30 pm, Room

Track chair: Peter Dowling, Keiji Natsume

- The management of interest conflicts of international manufacturers and distributors alliances, Zhu Zhi-ming, Mu Jing, Wu Jin-ya
- Leader-member exchange as a mediator of the relationship between delegation and job, Therese a. Joiner, Steve Bakalis, Jerome Choy

- Managing virtual teams in a multi-cultural setting, Catharina Wulf, Christine Cope Pence
- Proposing processes of global performance management: an analysis of the literature, Peter J. Dowling, Allen D. Engle, Marion Festing, Cordula Barzantny
- Clusters and Competitive Advantage Realization of Single Firms – A Two-Country Study of Resources in Mechanical Watch Clusters, Susanne Royer, Marion Festing, Charlotte Steffen
- Geographically dispersed teams: leading through identification, Martine Gertsen, Mette Zolner
- Contextualism on a small canvas: exploring the formal and informal faces of HRM processes and practices of small and medium size businesses in Argentina, Florencia Tosiani, Allen D. Engle, Ron Yoder
- Australian human resource practitioner views & use of temporary skilled migration, Roslyn Cameron, Jennifer Harrison
- Expatriates' coping effectiveness, Olivier Wurtz
- The Developments of Asian Country's Enterprises and the Role of Industrial Policy, Katsuaki Onishi
- Les déterminants de l'internationalisation des PME françaises, Marjorie Lecerf

G8 MARKETING, SERVICE MANAGEMENT AND COMMUNICATION
9:00 am – 12:30 am, Room

Track chair : Jean-François Lemoine, N S Terblanche

- A discriminant model of the antecedents of performance in export ventures, Craig C Julian
- The adoption of non-competition clauses in franchise contracts, Luis Vazquez, Anna Branca Soeiro de Carvalho
- Adopting and rejecting US holiday traditions and consumption in Europe: a young adult perspective, Kimberly Burns, Meaghan Griffith, Radhika Patankar, Dana-Nicoleta Lascu
- Cross-cultural differences in preferences for consumer information: an analysis of technical documentation, Patty-Jo Bellamy, Ed Bruning
- The contribution of institutional theory to the analysis of franchise choice, Régis Dumoulin, Claire Gauzente

- Environmental sustainability and green marketing: a study of business organizations in Australia, Gabriel Ogunmokun, Daniel Tripolitano, Janelle Rose

G9 ORGANIZATIONAL BEHAVIOR AND ORGANIZATIONAL CHANGE
2:00 pm – 5:30 pm, Room

Chair: Marc Bonnet

- Is affective commitment enough? The moderating impacts of perceived organizational support and allocentrism on the employee's outcomes of affective commitment, Hataya Sibunruang, Zhen Xiong Chen

- A critical analysis of leadership - the "EPL Way", Chantal Beukes", DPJ Smith

- The romance of leadership and the evaluation of organizational outcomes, Hino Kenta, Aoki Hidetaka

- Reflections on management research in China: from the management culture perspective, He Peng, Xiao-Yan Xie

- Job and personal predictors of values enactment clarity: toward a behavior domain approach to developing values-driven organizations, Steven L. McShane, Tony Travaglione, Grant O'Neill, Justin Hancock

- Talent Mgt Challenges Corporate Social Responsibility, Miriam Y. Lacey

G10 PUBLIC SECTOR AND NON PROFIT MANAGEMENT
9:00 am – 3:30 pm, Room

Track chair: Jacques Igalens, Gerald Orange, Marcus Ho

- Formative measurement approach of primary health care services quality using PLS path modeling, Francisco J. Miranda, Antonio Chamarro, Luis R. Murillo, Juan Vega

- Organizational networks in the public sector - Developing a sustainable response to globalised crime, John Brocklesby

- The impact of teamwork and organizational learning on patient safety culture and employee job outcomes: a conceptual framework, Swee C. Goh

- The Developments of Asian Country's Enterprises and the Role of Industrial Policy, Katsuaki ONISHI

- The role of distributive and procedural justice in predicting reactions to incentive plans in the Thai public sector, Koonmee Kalayanee
- Administrative stressors and nursing job outcomes in Australian public and non profit health care organizations, Stephen T. T. Teo, Melissa Yeung
- Does accreditation promote organizational learning? A multiple case study of canadian university business schools, Catherine J. Elliott, Swee C. Goh

G11 STRATEGIC MANAGEMENT
9:00 am – 3:30 pm, Room

Track chair: Philip Bretherton, Dodo zu Knyphausen-Aufsess, Georg Schreyoegg, Eric Simon

9:00 am – 10:30 am, Room

- Strategic management policy in small areas: an exploratory spatial data analysis, Giuseppe Tardivo, Monica Cugno
- The relative importance of firm and location effects in the spanish hotel industry, Jorge Pereira-Moliner, José F. Molina-Azorin, Enrique Claver-Cortès
- Dynamics capacities: networks and knowledge, Jean-pierre Noblet, Eric Simon

11:00 am – 12:30 am, Room

- Cherry picking versus rescue mission of inbound M&A to Japan, Ralf Bebenroth
- The resource-based view and the contingency approach in the relationships between competitive strategy and organizational design, Eva M. Pertusa-Ortega, José F. Molina-Azorin, Enrique Claver-Cortès
- L'interentreprise en Algérie des points de vue historique, économique, organisationnel et managérial, Mokrane Refaa

2:00 pm – 4:00 pm, Room

- New market intelligence: how to detect business opportunities?, Dana Mietzner
- Why nice guys don't finish last: an exploration of morality and sustainable leadership, Brooke Benson, Evita Soldo

- Corporate social responsibility: a tool to transpose and adapts canonic model of business strategy to developing countries?, Laure Leglise
- Governance and emerging socially responsible practices in agricultural cooperatives, Olivier Joffre, Eric Simon

G12 ORIENTAL FORUM
9:00 am – 5:30 pm, Room

- The redefinition of government responsibility for the social security system - a focus on the public goods theory, Lian-Xiu Yang
- The role of R&D team's absorptive capacity and combinative capabilities on innovative performance, Liang-Yang Lin
- The establishing of China enterprise management style that is sustainable development under economic regulation, Guangping Yang
- Regarding morality as priority, having both ability and political integrity, Yan Hongjue
- Research on Chinese strategic thinking for laying plans based on oriental management, Yu Ziwu
- The research of social capital system in oriental management, Peng Song
- Review of modern Chinese management thoughts, Su Zongwei
- Three great ways – an Oriental philosophy for international management, Lan Jian Chen, Yingting Liu
- A study on entrepreneurial spirit, Tan Yiliang
- Thirty years of Oriental management in China, Dongshui Su
- Hypotheses of "Harmonious Man": the humanity upgrade of management to conducting oneself so as others and its sustainability significance, Shunzhong Xia, Rui Nie, Guizhen Yang
- From lean production toward lean enterprise, Xinde Chen, Yadan Zhang
- The empirical study on corporate strategic position based on SPACE Model, Ling Qiu, lingling Wu
- Analytical frameworks for cross-cultural comparative management studies: a review and reconceptualization, Zheng Fan, Shujing Cao, Fenghua Wang

- Confucian "Yi Lee Debate" and the modern Chinese entrepreneurship, Shi Jianyong, Feng Hao
- The Japanese economic system and the people-oriented thought, Meng Yong, Yang Zhaoyu
- Philosophical spirits on oriental management, Wang Junrong
- Research on the processing trade enterprises outside China Compensation management under the global financial crisis, Yang Kaijun
- The construction and cultivation of University « innovative » campus culture, Hong Wang, Yichuan Wang
- Large Enterprises' Disadvantage and Countermeasures under the background of Technology-based Competitive, Tang Zhen, Zhang Jing, Yin Xun
- CORPORATE CITIZENSHIP AND INNOVATION IN CHINESE FIRM: BASED ON SOCIAL CAPITAL APPROACH, Zhang Yang, Wang Xiquan
- Study on the international market entry mode selection of IT outsourcing company, Zhou Haiwei, Chen Yan, Hu Xingqiu
- The Influence of Corporate Culture on Technology Innovation Capability, And the Mediating Effect of the Employee's Innovation Behavior, Wang Qun, Song Qian, Ma Yumei

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S1 TRUTH AND FAIRNESS IN ACCOUNTING, AUDITING AND FINANCE 9:00 am – 3:30 pm

Track chair: David Cooper, Christine Noël

Three events concerning truthfulness in accounting measures, Yves Doucet

The connexionist nature of modern financial markets - challenge to society and possible outcomes, Isabelle Huault, Hélène Rainelli-Le Montagner

Making globalization practical: a case study of globalism and performance measurement systems, David Cooper, Mahmoud Ezzamel

Truth, objectivity and fairness in accounting: a spiritual reflection, Pala Molisa

Accounting for the general intellect: immaterial labour and the social factory, Crawford Spence, David Carter

Value relevance of fair value accounting and financial instability: some French evidence, Nesrine Ben Hamida, Duc Khuong Nguyen

Professional justice: a question of communication? Eye on the accounting profession, Ghislaine Garmilis

S2 JUSTICE AND SUSTAINABILITY AS A CRUCIAL MANAGERIAL AND SOCIETAL ISSUE 9:00 am – 5:30 pm

Track chair: François Ecoto, Nicole Barthe

- Localization vs. Standardization: Global approaches to CSR Management in multinational companies, Silke Bustamante
- Quality and label policies centred on risk reduction for green concerns: the case of the hotel quality in France, Bernard Guillon, Gisèle Sigal
- Sustainability in the hotel sector: the role of environmental perception in preventive environmental management, Dolores Lopez-Gamero, José Francisco Molina-Azorin, Enrique Claver-Cortés
- Social responsibility in business: can it be a means of co-existence between business and society?, François Ecoto, Nicole Barthe
- Institutions and the economic model of the country of origin of multinational firms as determinant factors of global corporate social responsibility, Juan J. Duran, Nuria Bajo
- Essaimage sociétal: quel mode de gouvernance pour le réseau ?, Eric Persais
- Development of green index for the hotel industry in Malaysia, A.K. Siti-Nabiha, R. Mahadi, N. Abdul Wahid, A. Amran I. Abustan, R. A. George
- The limits of the implementation of collective codes of ethics: an exploratory study of French adventure tour operators, Vanessa Cothias, Leïla Loussaïef, Raphael Dornier
- La négociation et la mise en œuvre d'ACI (accords-cadres internationaux): un test de l'efficacité de la soft law, Angélique Ngaha, Jocelyne Barreau, Juliette Arnal
- Creating a "values" chain for sustainable development in developing nations: where Maslow meets Porter, Philip R. Walsh
- A brief look at the effects of global crisis to the issuance of licenses for construction in the city Toledo Parana Brazil, Roselis Natalina Mazzuchetti, Mirian Braum, Leila Edi Utzig, Amanda de Fatima Versori
- La dimension sociale du droit de l'environnement, Olivier Soria

S3 CORPORATE DEMOCRACY AND PERFORMANCE

9:00 am – 12:30 am

Track chair: Rémi Jardat, Nadine Richez-Battesti, Bouke de Vries

9:00 am – 10:30 am

- European co-operative banks: First lessons of the subprime crisis, Bouke de Vriejs, Hans Groeneveld
- Drawing up a CSR strategy for a cooperative bank through a top-down /bottom-up deliberative methodology: first findings dragged from the Caisse d'Epargne Ile de France case, Rodolphe Vidal, Serge Tisserant
- The French Co-operative Banking Group Model: Too Good to be True?, Jean-Noel Ory, Yasmina Lemzeri

11:00 am – 12:30 am

- Exploring the link between democratic management and organizational commitment in the, Maryline Meyer, Marc Ohana, Sophie Swaton
- Evidence of democracy among associates: the case of local general assemblies of French cooperative banks, Sophie Nivoix, Gilles Caire
- Democracy within fluctuating cooperative banks: A multidisciplinary diagnosis and proposition of orientations, Rémi Jardat, Patrick Gianfaldoni, David Hiez
- L'expérience du travail à l'épreuve du marché: le cas de salariés d'une entreprise mutualiste, Guillaume Mesmin

S4 CONTROL-AS-PRACTICE

2:00 pm – 5:30 pm

Track chair: Laurent Magne, Yoann Bazin, Jane Matthiesen

- Transforming practices in response to institutional change - exploring the role of objects, Diane-Laure Arjaliès
- Knowledge dynamics during planning practices, Marie-Léandre Gomez
- Strategy and management control: parallels in practice, Esther Maier
- A new metaphor for understanding practices of management control, Stéphanie Chatelain-Ponroy
- Taking the customer into account: transcending the construction of the customer through the promotion of self-accounting, Robin Roslender

- The ambivalence of attachment: the rôle of emotion-regulating processes in , Hanna Timonen

S5 CREATING VALUE THROUGH CORPORATE GOVERNANCE IN COMPLEX GLOBAL SOCIETY

4:00 pm – 5:30 pm

Track chair: Coral Ingley, Lofti Karoui, Wafa Khlif

- Board roles in knowledge intensive firms, Ljijana Erakovic, Peter Smith, Joanna Overall
- Environmental and organizational antecedents of CEO dismissal, Nikolaos Kavadis
- Corporate governance in West Africa: is it sustainable? Case study, Cameroon, Raymond Lih
- Not just a mom: identification, self-verification and identify enactment in the entrepreneurial opportunity process, Marcus Ho, Kate Lewis, Candice Harris, Rachel Morrison

S6 PARADOX AND ORGANIZATIONAL CHANGE

9:00 am – 3:30 pm

Track chair: Isabella de Vasconcelos, Edmilson de Moraes, Flavio de Vasconcelos

9:00 am – 10:30 am

- Interorganizational Networks : the Issue of Global Sovereignty , Paul-Marc Collin
- The paradox between organizational theory and practice as the model for innovative organizations sustainable, Suzana Fritelli Bruno, Antonio Carlos Hilsdorf Cury
- Managing paradox and organizational change: a dualities perspective, Fiona Graetz, Aaron C. T. Smith

11:00 am – 12:30 am

- Driving culture dynamics: a historical approach, Cedejor case and practical implications, Andre Olfenhejm Mascarenhas, Flavio de Vasconcelos
- Decisions under uncertainty: a study with women entrepreneurs using an effectuation approach, Hilka Vier Machado, Miguel E. Moreno Anez
- Paradoxes in subordinates' challenges to organizational hierarchy, Thomas Diefenbach, John A. A. Silince

2:00 pm – 3:30 pm

- The relationship between transformational leadership and job characteristics, Eliane Bacha
- Partnership between University, Local Government and Civil Society for Territory Development: a learning experience with paradox issues, Henrique Heidtmann Neto, Mario de Vasconcelos
- The 2008 Crisis and Banking Regulation in Brazil: An Empirical Assessment of a Paradox of the Monetary Authority, Rogério Sobreira

S9 & S18 DREAMS, NIGHTMARES AND FREEDOM / COMPLEXITY AND INTUITION: WHAT IS AT STAKE?

2:00 pm – 5:30 pm

2:00 pm – 3:30 pm

Track chair: Cathy Breda, Denise Faifua, Rodolphe Ocler

- The privileging of abuse. Reflections on fear in two organizations, David Meacheam

The role of fear, efficacy and cultural characteristics in HIV/AIDS marketing communications, M. Terblanche-Smit, Nic S Terblanche

From narrative dreams to instrumentation of nightmare: Utopian convergences or intentional run away?, Miguel Delattre, Rodolphe Ocler

4:00 pm – 5:30 pm

Track chair: Mireille Barthod, Cathy Breda

- Towards a reenchanting society through storytelling and phronesis antenarrating, Wilfred Berendson
- Survival and freedom in organizational life, Denise Faifua
- Intuition and complexity: what is at stake? "When memory remembers the future", Mireille Barthod-Prothade, Cathy Breda
- Whose dream is it anyway? Experiencing the organization as storied space, Ken Baskin

S10 NONGOVERNMENTAL ORGANIZATIONS AND CORPORATE SOCIAL RESPONSIBILITY

9:00 am – 12:30 am

Track chair: Guillaume Delalieux, Arno Kourula

- Street demonstration, boycott, black list... is it enough to entail enduring change?, Elodie Brule
- Non-profit-Business Interface in Non-profit-research: Literature review from 1998 to 2009, Arno Kourula, Heidi Herlin
- Designing comprehensive policy support system for future oriented confronting with sustainable development programs, Ali Asghar Pourezzat, Ghazaleh Taheri Attar, Mahdi Sharifmousavi
- Sustainable and green procurement management: a literature review, Andrea Appolloni, Fu Jia
- Non-traditional employment actors: the case of Yong Dong Po Urban Industrial mission, Grant Michelson
- Développement durable et gouvernance de l'environnement: mécanismes de développement propre et développement industriel durable, Sokhna Dié Ka

S13 HISTORY, FUTURES AND ACTION PROCESSES

2:00 pm – 5:30 pm

Track chair: Anne Marchais-Roubelat, Erzsebet Novaky, Fabrice Roubelat

- Emphasizing causes vs. Consequences in scenario development: a test of methodology to make more scenarios relevant in decision making processes, Allan W Shearer
- Industrial implementation of foresight methods to describe the possible futures of professions facing new technologies, Jean-Marc Belot
- History, futures and climate change: historical memory, archetypes and value judgements, Marcus Bussey
- Scenarios in motion: reflections on interactive futures, Anne Marchais-Roubelat, Fabrice Roubelat
- The oscillations of the French defence industry: between regalian continuity and organisational transformations, Jean-Pierre Saulnier
- France's Land Forces 2025: A Futures Study in Human Resources, Patrice Leclerc, Marc Mousli, Régine Monti Tessier

S14 LIFELONG LEARNING AND GRADUATE PROGRAMS

9:00 am – 5:30 pm

Track chair: Hervé Colas, Pierre Kletz

- What weren't expected as lessons during my MBA, Stéphane Foumeaux
- An historical approach to MBA creation in France: facing the French system "Grande Ecole", Patrice de Fournas, Hervé Colas
- From the cave to the top of the world: learning to think big in leading social change, Hannah Kehat
- Becoming superfluous in a senior position as a management strategy, Danni Bar-Giora
- School management through meaningful dialogue, Ayal Shaul
- Creating (a) community as a management strategy, Granit Almog-Bareket, Pierre Kletz
- An analysis of teaching conceptions in University management & accounting education, Lynne Leveson
- The KEYS Hostel: A Treatment Center for Domestic Violence Offenders, Doris Mor
- Building organizational frameworks for coming to terms with loss and trauma among bereaved parents, Maram Masrawi
- Social entrepreneurship: Towards sustainable development, David Di Zhang, Lee Swanson
- Mondialisation et économie de la connaissance: étude sur les mécanismes de gestion qualitative et quantitative du capital humain dans les économies en développement - le cas du Sénégal, Aboubacry Dia

S15 THE FUTURE ON MIS AND MANAGEMENT CONTROL

4:00 pm – 5:30 pm

Track chair : Federico Pigni, Ivan Pastorelli

Le Crowdsourcing source de valeur pour les organisations, Jean-fabrice Lebraty, Katia Lobre

La mise en place d'un outil de maîtrise du risque de crédit aux entreprises, au sein d'une banque mutualiste française, Grégory Heem, Gildas Blanchard

Data mining in the Spanish continuous market using the indicators: RSI, MACD momentum and stochastics, Rafael Rosillo Cambor, David A. de la Fuente, José Antonio Lopez Brugos

The business impact of strategic performance management systems, Al Bento, Regina Bento, Lourdes Ferreira White

S17 DIVERSITY IN AN INTERNATIONAL CONTEXT

9:00 am – 12:30 am

Track chair: Junko Takagi, Eila Szendy El Kurdi

- Cultural diversity in organizations, and its antecedents and consequences: based on evidence from Japanese companies, Takashi Sakikawa

- Transformative learning in troubling times: an investment in hope, Maria Humphries, Michelle StJane

- The state of the world: decolonized or neo colonial? Answering the master, Maria Humphries, Barbara L'Huillier

- Justice and Sustainability in global economy – Consequences of (15th century) colonisation and (21th century) de-colonisation, Caroline Allbon, Maria Humphries

- Contesting management education in a de(?)colonized global economy, Maria Humphries, Fiona Hurd, Dale Fitzgibbons, Suzette Dyer

- Country perspectives on diversity and equal treatment policies and practices: lessons from 16 countries, Alain Klarsfeld, Marloes van Engen, Audrey Chia, Rana Haq, Eddy Ng, Jawad Syed

S19 THE PARADOXYCAL DYNAMICS OF GLOBALIZATION

9:00 am – 3:30 pm

Track chair: Eric Milliot, Nadine Tournois

- A study of export planning, market research and managerial perception of export barriers in Zimbabwe, Gabriel Ogunmokun, Tafadzwa E. L. Nyanzunda

- Tourisme médical et risque perçu: une étude exploratoire en contexte multiculturel, Loick Menvielle, William Menvielle, Nadine Tournois

- Que pensent les managers de la mondialisation ?, Antonin Ricard, Emmanuelle Reynaud, C Gopinath
- Young consumers' perceptions of retailers' sustainable development actions. Impact on store image and retailer brand relationships. A study in Norway and France, Inger Beate Pettersen, Robert Ingvaldsen, Anita E. Tobiassen, Silvia Cacho-Elizondo, Leïla Loussaïef
- Beyond carbon emissions - Organizational role toward a sustainable world, Leonardo Silveira Conke
- Sustainability in a joint venture organization versus a Chinese owned organization: the rôle of human resource management practices, Andries du Plessis, P. S. Nel, Jindi Sun
- More globalisation: less strategic freedom? Eric Milliot
- Engagement sociétal des PME marocaines, Bouchra Lebzar, Rachid Jahidi
- Strategic Barriers to Sustainable Development of the Firms in the Conditions of Global Economic Summary Crisis Threat, Yuri Malenkov

S20 ORGANIZATION AND MANAGEMENT PATTERNS AND HEALTH AT WORK **4:00 pm – 5:30 pm**

Track chair: Madina Rival

A healthcare centre suffering from "managementitis", Mathieu Detchessahar, Anouk Grevin

Inequity at work: examining the role of personal and contextual variables in employee, Allisey A. F. Rodwell

The elaboration of organizational indicators: an attempt of building workable knowledge in health at work strain reactions, Grégor Bouville

Entrepreneurship in French non profit organizations dealing with medical, health and social sectors, Madina Rival

S21 RESPONSIBLE MANAGEMENT **4:00 pm – 5:30 pm**

Track chair: David Bevan, Hervé Corvellec, Eric Fay

- Moral responsibility and corporate crime, Amy J. Sepinwall
- From consumer resistance to stakeholder resistance, Caroline Gauthier

- La délibération ouverte, voie d'un management durable, Eric Fay

S22 SPORTS ORGANIZATIONS MANAGEMENT

9:00 am – 5:30 pm

Track chair: Alain Ferrand, Claude Legrand, Benoît Seguin

- The challenge of combining organizational and sport performance management – The case of the come-back of Belgian Hockey at the Olympics, Thierry Zintz, Mathieu Winand, David Qualizza, Yannick Dissart
- Place branding through sporting events: an evaluation of 2008 Beijing Olympics, Guillaume Bodet, Marie-françoise Lacassagne
- Sport as a strategic framework of reflection - the example of golf, Patrice Bouvet
- Spectator demand for professional football relevance of the contest and competitive balance: a study of the French First League (2007-2008), Stéphane Champely
- Segmentation of sport fans using brand association networks: an application of the method to the UEFA Champions League, Tatiana Bouzdine-Chameeva, Alain Ferrand, Pierre Valette-Florence, Nicolas Chanavat
- Towards a measure of overall performance of professional sports clubs: stakes, perspectives and limits of the balances scorecards, Bernard Augé, Gérald Naro, Alexandre Vernhet
- Factors affecting the work climate at sport organizations, Marta Garcia-Tascon, Leonor Gallardo, Pablo Burillo, Jose Luis Felipe
- Change as routine? Understanding organizational change in Canadian major sporting events, Milena M. Parent, Benoit Séguin
- Managing relationships with economic partners, Gary Tribou, Claude Legrand
- The salience of IOC stakeholders, Jean-Loup Chappelet

S24 CRISIS OF VALUES AND ALTERNATIVE BEHAVIORS: REINVENT THE INSTRUMENTS AND THE FINALITIES OF THE PERFORMANCE

4:00 pm – 5:30 pm

Track chair: Olfa Zeribi-Benslimane, Bouchra M'Zali

- Should cats all be similar or different: a proposition of a faculty management system design to align faculty contributions with business school strategy, Christophe Germain, Jean-Philippe Muller
- Values, beliefs and attitudes on sustainability, a study on future graduates in business and economic students, Maria Teresa del Val Nunez, Santiago Ramon Torres, Felipe Cano Ventas, Alberto Garcia Barrio, Arturo C. Martinez Bevia
- SWOT analysis on business and economic integration for peace and sustainable development in the horn of Africa, Mengsteab Tesfayohannes, Hany Besada

S25 GLOBAL (MIS)LEADERSHIP
9:00 am – 3:30 pm

Track chair: John Rayment, Jonathan Smith

- Rich pictures - the role of emotional labour in viewings of change, Diane Keeble-Ramsay, Andrew Armitage
- Poverty in Pakistan, Abrar Shah, John Rayment
- International labour contract: a case study, Wayne White, John Rayment
- Role of public stock markets in promoting and preventing misleadership, Roger Jeynes
- The asbestos and tobacco industries, John Rayment
- Misleadership and globally fit leadership, John Rayment, Jonathan Smith
- Introducing global fitness framework, John Rayment, Jonathan Smith
- Forced marriage, John Rayment
- The role of business schools, John Rayment, Jonathan Smith

S26 ARTISTIC CRITICISM FOR JUSTICE AND SUSTAINABILITY
4:00 pm – 5:30 pm

Track chair: Hugo Letiche, Jean-Luc Moriceau

- Death Lines, Jean-Luc Moriceau
- Grey areas in research and how artists respond to them, Marie-Astrid Le Theule

- The employees, the emperor and the critique, or the critical reconfiguring role of art,
Philippe Mairese

- What lies?, Hugo Letiche

S27 STORYTELLING AND METHOS FOR DISCOURSE

9:00 am – 12:30 am

Track chair: Gaetan Breton, Charles Cho

Restoring social legitimacy: discursive strategies used by a pharmaceutical industry leader,
Marc Hasbani, Gaetan Breton

The use of mixed methods across seven business and management fields, Roslyn Cameron,
Jose f. Molina-Azorin

Deconstructing the complexities and ambiguities of health care: storytelling approach, Zrinka
Mendas

Astroturfing global warming: it isn't always green on the other side of the fence, Charles H.
Cho, Martin L. Martens, Hakkyun Kim, Michelle Rodrigue

A phronesis antenarrative about the understanding of money and usage of money in more
phronetic ways, Wilfred Berendsen

A critical hermeneutic approach: CEO speeches in the financial services industry, Golnaz
Golnaraghi

S28 MANAGEMENT INNOVATION

9:00 am – 5:30 pm

Track chair: Albert David, Matthias Kipping

9.00–10.30 Session 1, Chair: Albert David

Sihem BenMahmoud-Jouini and Florence Charue-Duboc, “Interplay Between the Literature
and Innovative Experiments of Firms in the Development of New Management Model: The
Case of Ambidexterity in Innovation Management”

Discussant: Denis Chabault

Denis Chabault and Stéphanie Fen Chong, “The French Competitiveness Clusters Policy: A
Management Innovation or Management Fashion?”

Discussant: Sibylle Duchaine

Yoshiharu Kuwana and Takao Yamamoto, “Collaborative Innovation for New Growth in Japanese MNCs: On the Development of New Business and Human Resource Management”

Discussant: Matthias Kipping

10.30–11.00 Coffee Break

11.00-12.30 Session 2, Chair: Matthias Kipping

Sibylle Duchaine, “The Communicational Micro Practices of Innovation: The Role of Meetings in Innovating”

Discussant: Emilie Canet

Willow A. Sheremata, Peter Lee, and Thomas Medcof, “Dominant, Any, and ‘Minority’ Industry Experience in a Context of Systems Innovation: The Effects of TMT Composition on Profitability”

Discussant: Albert David

Claire Trotignon, Emilie Canet, Odile Challe, and Albert David, “The Construction of Discourses on Management Techniques: Exploratory Study Based on a Snapshot of the Consultants’ Discourses on “5 Steps”

Discussant: Philippe Lorino

12.30–14.00 Lunch

14.00 – 15.30 Session 3, Chair: Albert David

Philippe Lorino, “Knowledge Relevance in Management and Organization Research”

Discussant: Michel Villette

Guy Parmentier, “The Role of Organisational Change in the Management Innovation Process”

Discussant: Florence Charue-Duboc

Michel Villette, “And if the Major Management Innovations were Non-Managerial Practices?”

Discussant: Guy Minguet

15.30-16.00 Coffee Break

16.00 – 17.30 Session 4, Chair: Matthias Kipping

Guy Minguet and Florence Osty, “Identity- Building for Design Professionals: Some Issues from two Ethnographic Fieldworks

Discussant: Jean-Louis Denis

Nassera Touati and Jean-Louis Denis, “Clinical governance and integration of physicians: A possible marriage for the transformation of health care systems?”

Discussant: Stéphanie Fen Chong

Concluding Discussion

S31 THE BALANCED COMPANY: CONCEPT AND PRACTICE

9:00 am – 10:30 am

Track chair: Jacob Dahl Rendtorff

- Management in boundaryless organizations - balancing between effort and reward, Anita Mac

- The concept of the balanced company and its implications for corporate governance, Till Talaulicar

- The balanced company: a business ethics approach, Jacob Dahl Rendtorff

- Balancing trust and control, Soren Jagd

S32 UNDERSTANDING THE ORGANIZATIONAL CHANGE

9:00 am – 3:30 pm

Track chair: Richard Soparnot (ESCEM School of Business and Management)

Session 1: 9:00 am - 10:30 am: Chair: Richard Soparnot

Discussant: John McWilliams (Deakin Business School)

“Evolutionary changes of Internationalization in MNC subsidiary boardrooms”, Ralf Bebenroth (Kobe University).

“Introducing telework in a public and bureaucratic environment: A not *conventional* change?”, Laurent Taskin (Louvain School of Management and FUCaM)

“The Trust Variable in Organizations”, Rosario Frías (Alcalá University), Erica Fellingner Jusué (UDIMA University) and Diana J. Clarke (Managers Studio).

Session 2: 11:00 am - 12:30 am : Chair: Richard Soparnot

Discussant: Jocelyn Husser (IAE de Bordeaux and ESCEM School of Business and Management)

“Why the devices of forecast of human resources are exceeded?”, Franck Brillet and Annabelle Hulin (IAE de Tours)

“The Role of R&D Team’s Absorptive Capacity and Combinative Capabilities on Innovative

Performance”, Liang-Yang Lin (National Kaohsiung Normal University)

“Le capital social au cœur de la politique RSE des multinationales”, Zhao Wei et Beeler Betty (ESC Saint-Etienne)

Session 3: 2:00 pm - 15:30 pm : Chair: Richard Soparnot
Discussant: Annabelle Hulin (IAE de Tours)

“Managing change: does the nature of change matter?”, Ana Luiza Ciconni and Richard Soparnot (ESEM School of Business and Management)

“Memory Lapse Mechanism: What is the role of oblivion in an emergent organizational change?”, Jocelyn Husserl (ESEM School of Business and Management)

“Towards better models of Grief following change and loss”, John McWilliams (Deakin Business School)

S33 UNETHICAL AND CRIMINAL BEHAVIORS WITHIN COMPANIES **2:00 pm – 5:30 pm**

Track chair: Noël Pons, Anne Sachet-Milliat

- Lapse of integrity: a social psychology perspective, Mark Gosling, Heh Jason Huang
- The unethical spying at Hewlett Packard, Peter A. Stanwick, Sarah D. Stanwick
- The ethics of outsourcing at Mattel, Peter A. Stanwick, Sarah D. Stanwick
- Une analyse du mécanisme de diffusion de la fraude en entreprise, Philippe Jacquinet, Arnaud Pellissier-Tanon, Stéphane Strtak
- Du lobbying au risque de corruption, Noël Pons, Anne Sachet-Milliat

S34 TERRITORIAL MULTI-STAKEHOLDERS STRATEGIZING PRACTICES **BETWEEN PUBLIC AND PRIVATE ORGANIZATIONS** **9:00 am – 5:30 pm**

Track chair: Valery Michaux, Reims Management School, France - Professor Linda Rouleau, HEC Montréal, Canada - Professor Christian Defelix, IAE Grenoble, France - Associate Professor Nathalie Raulet-Croset, IAE of Paris, University Paris 1 Panthéon Sorbonne

Round table n° 1 : Plusieurs approches contrastées de la coordination coopération multi-acteurs dans le contexte des réseaux territoriaux.

Coordinator: Associate Professor Nathalie Raulet-Croset, IAE of Paris, University Paris 1 Panthéon Sorbonne

- *The Confrontation of the logics of action of Public and Private Stakeholders after the introduction of the water meter*, Dr. Akil Amiraly, Centre de Recherche en Gestion (Management Research Centre), Ecole Polytechnique, Paris),
- *Inter-organizational projects in French Innovation Clusters: The Construction of Collaboration*, Ludivine Calamel (Université de Grenoble, CERAG UMR 5820) Prof. Christian Defélix (Université de Grenoble, IAE and CERAG UMR 5820) Dr. Thierry Picq (EM Lyon), Prof Didier Retour (Université de Grenoble, IAE and CERAG UMR 5820)
- *Les clusters industriels : les composantes de l'avantage compétitif institutionnel*, Dr. Philippe Barré, École de relations industrielles, Université de Montréal ; Dr. Lucie Morissette, HEC Montréal ; Dr. Christian Lévesque, HEC Montréal et Dr. Laurence Solar-Pelletier, HEC Montréal.

Round table n° 2. Les problématiques de l'évaluation et de la performance des dynamiques organisationnelles et interorganisationnelles dans des domaines ou traditionnellement ce type de démarche est nouvelle

Coordinator: Professor Christian Defelix, IAE Grenoble, France

- *The Dual Mission Dilemma in Gray Sector Organizations: A Systems Approach*, Rae André, College of Business Administration, Northeastern University, Boston MA. -
- *Concerted strategies for integrated sustainable local development, performance of local territorial governances and territorial management*, Dr. Valéry MICHAUX, Reims Management School

Round table n° 3. Un regard portant sur les dynamiques inter-organisationnelles au travers de la notion de gouvernance des multi-partenariats

Coordinator: Dr Valery Michaux, Professor Reims Management School, France

- *Systèmes productifs locaux et gouvernance territoriale ?* Dr. Isabelle BORIESAZEAU, Maître de conférences associé, Université Montpellier 1 ; Dr. Anne LOUBES, Maître de Conférences, IAE de Montpellier, CREGOR-ORHA Université Montpellier 2
- *Four Archetypal Structures for the Implementation of a Collaborative Strategy: A Study of Canadian Collaborative Regional Sustainable Development Strategies*, Amelia Clarke, Assistant Professor, Centre for Environment and Business School of Environment, Enterprise and Development, University of Waterloo, Ontario, Canada)
- *La coopération inter-organisationnelle autour de situations d'incivilité : les territoires d'action au fondement des stratégies collectives émergentes*, Dr. Nathalie Raulet-Croset – IAE de Paris et PREG-CRG Ecole Polytechnique, Dr. Damien Collard – Université de Franche- Comté
- *Transfert d'un capital social, le cas d'un pôle de compétitivité*, Jean-Claude Taddei, Granem, université d'Angers

S35 COOPETITION STRATEGY

4:00 pm – 5:30 pm

Track chair: Frédéric Le Roy, Said Yami, Wojciech Czakon, Devi Gnyawali

- Management of coopetition in de jure standard setting process: the case of Microsoft, Hervé Chappert, Anne Mione, Saïd Yami
- Aggressiveness, cooperation or coopetition: which effective strategy in networks industries?, Famara Hyacinthe Sanou, Frédéric Le Roy
- Still cooperation or already coopetition? Investigation of the relationship between SMEs in an oligopoly, Karolina Mucha-Kus

S36 SOCIAL ECONOMY AND MANAGEMENT

9:00 am – 3:30 pm, Location: Université Paris Dauphine, Place Maréchal de Lattre de Tassigny, 75016 – Paris, Room 514

Track chair : Alexandre Michentef, François Silva

- Valeurs et pratiques de management des ressources humaines en Economie Sociale et Solidaire (ESS), Christophe Everaere
- Expatriate careers in a social economy organization: how emotional intelligence influences styles of career, Cécile Dejoux, Heidi Wechtler
- Corporate social responsibility and health care services, Jean-Paul Dumond
- Les limites de la théorie de l'agence pour comprendre les rôles des conseils d'administration associatifs, Lionel Hurdebise
- Analysis of the characteristics of the wage-earners in cooperative societies: a compared perspective, Millan Diaz Foncea, Carmen Marcuello Servos, Jesus Clemente Lopez, Marcos Sanso Navarro
- The governance of social enterprises: exploring the roles of boards through the lens of legitimacy, Julie Rijpens
- Gouvernance, question de confiance. La gouvernance revisitée à la lecture des principes responsables de l'économie sociale. Denis Sibony, Jean-Yves Saulquin
- De la responsabilité managériale dans la gouvernance centrale des groupes de banques mutualistes— Réflexions autour du cas Natixis-BPCE , Denis Malherbe

S38 SMALL BUSINESS AND SUSTAINABLE DEVELOPMENT

2:00 pm – 5:30 pm, Université Paris Dauphine, Place Maréchal de Lattre de Tassigny, 75016 – Paris, Room 510

Track chair : Jean-Marie Courrent, Martine Spence, Leïla Temri

- La responsabilité sociale des entreprises dans les petites et moyennes entreprises: revue de la littérature 2006-2009 et stratégies de recherche, Céline Louche, Emmanuelle Michotte

- CSR in large retailers and food SME relations: evidences from Italian market, Fabio Musso, Mario Risso

- L'intégration du développement durable dans les PME: le cas ALPINA SAVOIE, une PME familiale avec un engagement ancien, Anne marie Bocquet

- De l'engagement des PME envers le développement durable à la réalisation d'innovations durables, François Labelle, Kadia G. Aka

- La sensibilisation au développement durable de dirigeants de petites entreprises: construction d'un référentiel dynamique d'observation, Agnès Paradas

- Towards a comprehensive model of sustainable family firms' performance, Alain Bloch, Sophie Mignon, Sihem Ben Marek-Jouni

S30 & S39 FINANCE AND SUSTAINABILITY

9:00 am – 5:30 pm, Location: Université Paris Dauphine, Place Maréchal de Lattre de Tassigny, 75016 – Paris, Room 509 & 510 (morning), 509 (afternoon).

Track chair: Julienne Brabet, Jean Pasquero, Roland Perez, Céline Louche, William Sun

- Flaws in banking governance, Jean-Michel Sahut, Sandrine Boulerne

- When socially responsible investment analysis becomes financial: an analysis of cognitive, Isabelle Chambost, Faycel Benchemam

- Drivers of responsible investment in the French financial markets and organizational instruments of legitimacy, Frédérique Dejean, Marie-Astrid Le Theule, Bruno Oxibar

- The strategy and fundamentals of solidarity-based finance serving sustainable development. Pascal Glémain

- Non-financial reporting in bank' reference documents: analysis of responses to the challenges facing the French banking sector, Fabrice Mauléon, Jean-Yves Saulquin

- Démarche ISR et contre-performances financières, Jacques Ninet

- Finance, governance and management: lessons to be learned from the current crisis, Roland Pérez
- To what conditions can venture capital and social justice match? A case study in French venture capital fund investing ethically in Africa, Pascale Terrisse
- Actual risk sharing measurement in islamic banks: a value risk based model, Kaouther Toumi, Jean-laurent Viviani
- About finance and society, Bernard Paraque
- Understanding corporate governance failure in the global financial crisis; the mismatch of governance theory and corporate reality, William Sun
- Responsible funds: a perspective from an emerging capital market - the case of Argentina, Adrian Zicari
- Retailer's commitment to sustainable development. Is this way of legitimation perceived by consumers? Valérie Charrière, Sophie Morin-Delerm
- Testing the effectiveness of the « soft law » through IFAs (International Framework Agreements), Angélique Ngaha, Jocelyne Barreau, Juliette Arnal
- Dynamique de la RSE et « conception du contrôle », Thomas Lamarche, Marianne Rubinstein
- Crisis, CSR and regulations of capitalism – Institutional point of view inspired by Karl Polanyi, Nicolas Postel, Sandrine Rousseau, Richard Sobel
- Are competition and corporate social responsibility compatible? The myth of a sustainable competitive advantage, Françoise Quairel

S41 TETRANORMALIZATION AND CORPORATE SOCIAL RESPONSIBILITY **9:00 am – 3:30 pm**

Track chair: Henri Savall, Consuelo Garcia de la Torre

9:00 am – 10:30 am

Isabelle CADET, Les Droits de l'Homme : entre normes universelles ...

Celine BROGGIO Jacques BONNET, Normalisation et territoires, La politique de la ville entre paradoxe et contradiction

Tariq ZIDI, Impact de la Responsabilité Sociale de l'entreprise sur les pratiques de la Gestion des Ressources Humaines dans les Entreprises Marocaines

11:00 am – 12:30 am

Consuelo GARCÍA DE LA TORRE, Luis PORTALES DERBEZ, Osmar ARANDIA PÉREZ, La paradoja de la responsabilidad social en México: del dicho al hecho...

Dra. Graciela CARRILLO GONZÁLEZ / Dra. Claudia ROCÍO GONZÁLEZ PÉREZ / Mtro. Raúl, HERNÁNDEZ MAR, Un Modelo Inter-Firma de Gestión Ambiental en México

Noelia ROMERO CASTRO, Juan Piñeiro CHOUSA, Normalization in the field of Corporate Social Responsibility Standards.

2:00 pm – 3:30 pm

Consuelo GARCÍA DE LA TORRE, María Concepción LANDA GARCÍA-TÉLLEZ, Incertitude de la légitimité de la RSE au Mexique

Henri SAVALL, Véronique ZARDET, Marc BONNET, Intensification de la Tétranormalisation, bouleversement des marchés et pilotage stratégique des organisations

S42 SMALL AND MEDIUM SIZE FAMILY ENTERPRISES AND SUSTAINABLE GLOBAL PERFORMANCE

9:00 am – 5:30 pm

Track chair : Véronique Zardet, Martha Griselda Martinez Vazquez

9:00 am – 10:30 am

Henri SAVALL, Véronique ZARDET, Frantz DATRY, Métamorphose et développement durable des PME. Résultats comparés, Mexique et Belgique

Franck DUQUESNOIS; Călin GURĂ, Frédéric Le ROY, Small firms' strategic responses to a crisis context: the case of the wine sector in South of France

Françoise PIERSON et Karine RYMEYKO, The Introduction of ICT in Small and Medium Sized Enterprises (SMEs) Belonging to a Group of Companies : Evolution or Persistence of Existing Way of Functioning ?

11:00 am – 12:30 am

Griselda MARTÍNEZ VÁZQUEZ, Silvia POMAR, Araceli RENDÓN, La competitividad de la pequeña y mediana a través de las relaciones interorganizacionales con la gran empresa

Martha GONZÁLEZ ADAME, Luis AGUILERA ENRÍQUEZ, Ramón Rodrigo RODRÍGUEZ Camacho, Salvador VIVANCO FLORIDO, RENDIMIENTO Y CONFIGURACIONES ESTRATEGIAS DE LAS MYPYMES Familiares (AGUASCALIENTES MEXICO)

Silvia POMAR FERNÁNDEZ, Martín RIVERA GUERREO, Andrés MORALES ALQUICIRA, Estrategias Financieras de sobrevivencia utilizadas por las pequeñas organizaciones en México

2:00 pm – 3:30 pm

Griselda MARTÍNEZ VÁZQUEZ, Martha Angélica de la ROSA HERNÁNDEZ, Mario Alberto MARTÍNEZ ROJAS, Martha Alicia ALONSO CASTAÑÓN Implicaciones del liderazgo tradicional en una pequeña empresa mexicana

Virginie GALLEGO, Florence GANGLOFF, Is the employees non-valuing a factor of hidden costs in family SMEs?

BANGBOLA & NDENDE & AGBETOUS, Historique de l'entrepreneurship et de la PME-PMI

4:00 pm – 5:30 pm

Patricia DORANTES HERNÁNDEZ, Joshabel Aljandra DUMAS PARIENTE, Efectos de la investigación en Ciencias de Gestión por el enfoque cualimétrico

Salvador VIVANCO FLORIDO, Cultura Organizacional y rendimiento de las Pymes Industriales de Aguascalientes

Mohamad AL ABDULSALAM, The network as a strategy for international development of SMEs subcontractors: some evidences based on a case study

S43 CONTRIBUTION OD ORGANIZATION DEVELOPMENT AND CHANGE PROJECTS TO JUSTICE AND SUSTAINABILITY

9:00 am – 3:30 pm

Track chair: Marc Bonnet, Miriam Lacey

- Want higher impact consulting? Use yourself as an instrument of change, Miriam Y. Lacey

- The contribution of socio economic approach to organization development, Henri Savall, Véronique Zardet, Marc Bonnet, Michel Péron

- Du discours à la mise en œuvre de pratiques responsables effectives: le management de la responsabilité sociétale issue du développement durable - Les cas Lafarge et Danone, Anne-Catherine Moquet

- L'Université française dérive t-elle vers un modèle mécaniste?, Manuel Garcia

- The role of human resource practitioners maintaining sustainability in organizations: some empirical evidence of expectations, challenges and trends, Andries du Plessis, Ms S Paine, Cristoff J. Botha
- New ecologies in sustainable enterprise research and leadership, Rachel Wolfgramm
- Discourse and Organizational Metamorphosis, Andrès Davila
- Organizational Development and benevolent management consulting , Aline Scouarnec, Catherine Voynnet-Fourboul, Said Khalla, Laurent Cappelletti, Florence Noguera

S44 STRATEGIC FORESIGHT **11:00 am – 5:30 pm**

Track chair: Philippe Durance, Kimon Valaskakis

- Multi-ontology Topology Of The Strategic Landscape In Three Practical Cases, Mika Aaltonen
- Three case studies on Strategic Prospective for the implementation of Employment Policies, Ruis Bettencourt
- Strategic Foresight and Organizational Learning: Survey and Critical Analysis, Jean-Philippe Bootz
- Collectively foreseeing future issues: Prospective Strategy contributes to the Agriculture and Food Systems 'Futures Studies' Club, Pierre Chapuy, Vincent Gros
- Foresight: Does it make one more responsible?, Philippe Durance
- The Future of the Future: Strategic Foresight in Latin America, Francisco José Mojica
- The Role of Scenarios in Strategic Foresight, Gill Ringland
- Relativity in Futures Studies: Notes towards An Integrated Science Of Time, Kimon Valaskakis

S45 FORUM LATINO AMERICAIN **4:00 pm – 5:30 pm**

Dra Martha Margarita Fernandez Ruvalcaba: La GRH dans des entreprises mexicaines. Les référentiels académiques et les pratiques quotidiennes.

Dr Pedro Solis Pérez, Dra Giovanna Mazzotti Pabello, Dra Claudia González Pérez, Dra Blanca López Villareal : La tétranormalisation dans les universités mexicaines : les cas de la UAM et de la UV .

Dr Cuauhtémoc Perez Llanas, Dra Hilda Dávila, Dra Martha Margarita Fernandez Ruvalcaba: Planification stratégique dans les universités publiques : les défis de son application au Mexique.

Dra Consuelo Garcia de la Torre (sous réserve) : Les entreprises péruviennes confrontées au défi de la crise économique et financière.

IFSAM 2010, Paris

10th July

CNAM 292 rue Saint Martin access Amphi Abbé Grégoire (8:30 am – 5:30 pm-

10:00 am – 12 am: Closing Ceremony, Amphi Abbé Grégoire

Final roundtable: Are Justice and Sustainability available together in a global Economy ?
How to integrate them in Management Education?

Sue Bruning, co-chair of the scientific committee, past president of IFSAM, moderator

Yvon Pesqueux, President elect of IFSAM, President of the Conference

Auret Van Heerden, President & CEO (Fair Labour Association)

Karim Medjad, Professor at CNAM : A 'dissident' MBA?

Adrien Couret, Manager, group MACIF (Customer-held insurance corporation) : Corporate democracy

Wafa Khlif, Professor at ISCAE Tunis : Women and inequalities: beyond normal arguments

Cristophe Alliot, Head of International Relations & Deputy Director at Max Havelaar France