IPAG BUSINESS SCHOOL, NICE, FRANCE
CEDAG, UNIVERSITY PARIS DESCARTES, FRANCE
UNIVERSITY OF HEILBRONN, GERMANY

June 18, 2010 at IPAG, Nice

1ST STUDY DAY
"SOCIETAL INNOVATIONS AROUND THE MEDITERRANEAN SEA"

OBJECTIVES

Ipag, management and business school in association with its partners are organising a reflection on current and future research oriented problematics related to business and society. Like other educational institutions, Ipag is positioned at the crossroads of several expectations, including:

- Companies seeking the determinants of their development in terms of leadership, management, communication and business expansion;
- Students who want to acquire tools, skills and receive guidance and support in order to facilitate their professional integration at the highest level within organisations;
- Teachers, researchers, education practitioners in accordance to their missions of research, innovation, anticipation, due to the needs and projects of companies and learners.

In this view, the aim of these study days is to bring the debate on the emergence and relevance of teaching models tailored to meet the specific issues of companies, local administrations and the training of young people. The associated fields are consequently multidisciplinary and involve management, information and communication, assessment, inclusive of other disciplines.

THEMES

A central theme : Sustainable Development and Corporate Social Responsibility

Ipag and its partners have founded this project on the thematic focus of Sustainable Development [SD] and Corporate Social Responsibility [CSR], this axis appearing promising for societal innovation and growth in terms of quality.

A geo-cultural area: the Mediterranean

The Mediterranean basin has a geographical and cultural history. It is a privileged meeting place and of mutual enrichment for different patterns of societal innovation. With the "Union for the Mediterranean" as a frame, represented by Nice located in this space of exchange and creation, Ipag and its partners are willing to contribute to research and development by matching the topic and the territory.

Actors of innovation

Ipag and its partners are determined to take into account all actors of societal innovation in the mentioned territory from the starting point of companies as the major participant; The intention is to obtain a deeper understanding of how and with whom are the Mediterranean companies sources of societal innovation.

Specific topics

Ipag and its partners are willing to develop this major focus under the following topics:

Responsible and Sustainable Tourism [Claude Alavoine, IPAG ; Michael Ottenbacher, Heilbronn]

Implementation of Diversity [Marie-José Scotto, IPAG, Margarete Seindenspinner, Heilbronn]

Finance and Responsibility [Banu Durukan, Heilbronn ; Amel Ben Rhouma, IPAG Paris]

Territorial Governance [Odile Uzan, Université Paris Descartes ; Isabelle Petit, IPAG]

NB. Research on each topic is coordinated by members of the organizing institutions in association with members of the scientific committee in respect of their field of expertise.

The course of study will pay particular attention to the following questions:

Responsible Tourism :

What are the emerging business models of responsible tourism in the Mediterranean? Is there an ethical dimension in the marketing of services in the Mediterranean?

Implementation of Diversity :

What role do women play in the management of Mediterranean companies? Does the increasing access to higher education for women mean the feminization of managerial functions?

Finance and responsibility :

Is Sustainable Development a creator of value? Can we speak of "financial responsibility" in the Mediterranean?

Territorial governance :

What are the impacts of the implementation of CSR and SD on corporate governance? How do new opportunities / constraints of CSR and SD affect the practices of local actors? What are the roles of entrepreneurship in the draft CSR / SD in the Mediterranean? Is the relationship between companies, regional and local administrations, local communities and citizens a lever of societal innovation in the Mediterranean?

1ST STUDY DAY - JUNE 18, 2010
RESEARCH, ACHIEVEMENTS AND PROJECTS ORGANIZATION

Location: Nice Ipag

Guest of Honor:

Honorary Senator Pierre Laffitte, Founder of Sophia Antipolis, President of Sophia Antipolis Foundation. In charge of the Euro-Mediterranean innovation development mission ordered by the President of French Republic.

Main Objective:

The objective of this study day is to launch an innovative programme as well as educational content from bottom-up projects and taking into account the specific geo-cultural aspects.

Plan of the day

- Morning: Research presentation,
- Afternoon: Meetings in the form of roundtable discussions between companies, local actors, students and researchers.

Publication:

Papers will follow a selection process and will be peer reviewed by the members of the scientific committee. The selected papers will be published in a collective book organised by the Pilot Committee.

Organiser:

- Ipag, Nice, France [Head: Hervé Tiffon]

Co-organisers :

- University of Heilbronn, Germany [Head: Margarete Seidenspinner]
- University Paris Descartes, France [Head: Odile Uzan]

Pilot Committee

- **Margarete Seidenspinner**, University of Heilbronn, Germany,
- **Hervé Tiffon**, Ipag, Nice, France,
- **Odile Uzan**, University Paris Descartes, France.

SCIENTIFIC COMMITTEE & PARTNERS

Scientific Committee

President :
Jean-Marie Peretti, Professor, IAE de Corte, ESSEC
Président de l'IAS [Institut International d'Audit Social]

- **Claude Alavoine**, Lecturer, Ipag, Nice
- **Fouad Bouguetta**, Professor, Université d'Annaba, Algérie Directeur du LIDEE (Laboratoire Interdisciplinaire D'Etudes pour l'Entrepreneuriat)
- **André Boyer**, Professor, IAE, Nice
- **Ali Elidrissi**, Lecturer, Université de Nice-Sophia Antipolis, Laboratoire CRIFP E. A. 1195
- **Soufyane Frimousse**, Lecturer, Université de Corte Président du Groupe « Audit social au Maghreb », IAS
- **Huiyi Gao**, Lecturer, ESDES, Lyon
- **Chiraz Ghozzi-Nekhili**, Lecturer, ISCAE, Manouba, Tunisie.
- **Sana Henda**, Professor, ESC Amiens, Pôle Leadership et Ressources Humaines
- **Dorota Leszczynska**, Lecturer, IPAG, Nice
- **Jean-Yves Moisseron**, Lecturer, Université Paris 1 Panthéon-Sorbonne, IRD Pôle « Développement et Sociétés »
- **Isabelle Petit**, Lecturer, IPAG, Nice
- **Margarete Seidenspinner**, Lecturer, Université d'Heilbronn
- **Marie-José Scotto**, Lecturer, IPAG Nice
- **Frédéric Teulon**, Research Dean, IPAG
- **François-Guy Trébulle**, Professor, Université Paris Descartes, CEDAG
- **Anne-Hélène Ubertini**, Lecturer, Université Nice-Sophia Antipolis, Laboratoire I3M
- **Odile Uzan**, Lecturer, Université Paris Descartes, CEDAG

Partners

- **Center of Young Leaders**
  Joel Scholtes, President of CJD Nice Côte d'Azur [Youth Center Business leaders -cjd.net, lecturer at the University of Nice
- **Higher Institute of Accountancy and Business Administration [ISCAE]** Tunis, Tunisia [Director: Karim Ben Kahla]
- **Fondation Sophia Antipolis**
  President: Pierre Laffitte
- **Interdisciplinary Studies Laboratory for Entrepreneurship [LIDEE]**,
  University of Annaba, Algeria [Director: Fouad Bouguetta]
- **Jean-Jacques Kuntzmann**, communication and marketing manager, Mutualité Française PACA

CALENDAR AND STANDARD PRESENTATION

Call for Papers

Important dates

Final paper submission: 30 /04/2010

Authors' notification: 31/05/2010

Submission guidelines

Abstracts must be sent to the following address: **colloque@ipag.fr**

Attached documents must be registered under the following format: Author's name followed by ipag2010. For example an article proposed by Hervé Tiffon must be registered under the name tiffonipag2010.doc.

Writers must fill the paper submission form. Final papers must respect the paper format page (see Instructions for the authors). Papers will be submitted to the scientific committee and will be evaluated under a "blind" method. The evaluation will be transmitted to the authors with no regard to the final decision. Deadline for modifications, if necessary, is 31st of May.

Papers that are out of the conference scope or contain any form of plagiarism will be rejected without reviews.

Contacts

Margarete SEIDENSPINNER : seidenspinner@hs-heilbronn.de

Hervé TIFFON : herve.tiffon@ipag.fr

Odile UZAN : odile.uzan@parisdescartes.fr

Annexe 1

PAPER SUBMISSION FORM

to mail to colloque@ipag.fr

Author (s)	(affiliation, postal address, email, phone)
Specific topics : - Implementation of Diversity - Responsible and Sustainable Tourism - Finance and Responsibility - Territorial Governance	

Abstract (15 lines maximum)

Key word 1 :	**Key word 3** :
Key word 2 :	**Key word 4** :

Annexe 2

INSTRUCTIONS FOR THE AUTHORS

1 – The text must be no more than 15 pages long [including bibliography et annexes].
Font : Times new roman, size 12 ; 1 line spacing and justified Page layout: A4 format,
Margins: normal (top, bottom, left, right) 2,5cm. Pages numbers: bottom right Footnotes: end of text, after bibliography.
Headings : not more than 3 levels
First-order headings: (1.) Times 12 bold,
Second-order headings: (1.1.), sub-titles Times 12 bold,
Third-order headings: (1.1.1.), sub-titles Times 12 bold.

2 – The first cover features:
The title of the paper: Times new roman 14 bold
The names, the position and details of the author or authors, addresses (personal and professional, phone number, email)
The abstract (150 words maximum) and key words (in French and in English)
The specific topics: (Responsible and Sustainable Tourism or Implementation of Diversity or Finance and Responsibility or Territorial Governance)

3 – The second page consists of the title of the paper (Times new roman, 14, bold) and the abstract (150 words maximum) and key words (in French and in English)

4 – In introduction, the paper must explicitly present the link with the main themes of the study day.

5– Bibliography : In alphabetic order,
- Peretti, J.M. (2010). Ressources Humaines, 12ème édition, Paris, Vuibert
- Detchessahar M. (2003), « L'avènement de l'entreprise communicationnelle ? Outils, problèmes et politique d'accompagnement », janvier-février-mars, Revue Française de Gestion.

The proposals must be sent in French or in English for April 30, 2010 (Word .doc or .rtf) to: colloque@ipag.fr

HOCHSCHULE HEILBRONN
ENGINEERING BUSINESS INFORMATIC

Ipag Paris Nice
Ecole Supérieure de Commerce

CEDAG
Centre d'Études en Droit des Affaires et en Gestion
Université Paris-Descartes

REGISTRATION FORM

Last name and first name : .....

Affiliation: .....

Address: .....

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.....

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Position: .....

Phone : .....

Email : .....

Registration Fee: 100 €
Including registration, lunch, coffee breaks, conference documents and proceedings on book

Please send your registration form together with your payment or proof of payment to IPAG
To the attention of Marianne BORZUOLA
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