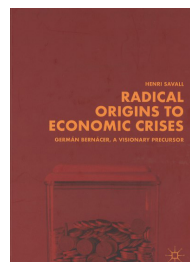




La digitalisation apprivoisée : au service de l'humain et de la performance durable

Cet ouvrage permet de soulever les nombreuses questions et observations sur les impacts du digital dans les entreprises et sur le management qui font apparaître que l'humain est au cœur de cette transformation avec de nouvelles relations clients et relations internes. Le digital remet en cause les compétences de chacun et l'organisation de tous. Le rôle du manager et de l'équipe dirigeante est essentiel pour accompagner cette évolution...

Edition EMS, Management & Société, 2018



Radical Origins to Economic Crises - Germán Bernácer, a Visionary Precursor By Henri Savall

The book presents the complete and pioneering works of the great Spanish economist, Germán Bernácer (1883 - 1965), to an English audience for the first time. Bernácer, the first director of the Research Service of the Bank of Spain (1930 - 55), inspired Keynes' theory but was also a major critic and opponent of it. A macroeconomist by trade, Bernácer's major theory related to recurring crises, which he believed were inherent in the existence of speculative markets such as property, works of art, long term currency markets, commercial trading, materials, and energy...

Editions Palgrave Macmillan, 2018

> «Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión» Journal (RSDG) : N°123 in English

Contents :

STRATEGIC MANAGEMENT

. Walter AMEDZRO ST-HILAIRE - Catherine DE LA ROBERTIE : The empirical impacts of risk management on the enhancement of control mechanisms in organizational studies

. John CONBERE - Lynne HAMRE - Alla HEORHIADI : Using SEAM at the College of St. Scholastica School of Business and Technology

. Antonina GALVÁN FERNÁNDEZ - Angel BUSTAMANTE GONZÁLEZ - Juan de Dios GUERRERO RODRÍGUEZ - José Luis JARAMILLO VILLANUEVA : Analysis model of regional development impact indicators and its impact on building systems protocol

COMMERCIAL MANAGEMENT MARKETING AND BEHAVIOR OF USERS

. Mohamed-Nabil MZOUHGI - Safa CHAIEB - Karim GARROUCH : The effects of rhetorical ambiguity in advertising on comprehension and persuasion: moderating role of tolerance of ambiguity

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8th International Conference and doctoral seminary



> 13 & 14 june, 2019, Lyon - France

The Conference is co-sponsored by ISEOR and the Academy Of Management, MCD Division, USA

2019

TRAINING COURSES

The next socioeconomic trainings in management (SEAM) for leaders, managers, and consultants, in English are :

Professional Training Seminar « Socio-Economic Approach to Management Techniques and tools required to successfully implement change management projects»
The 10, 11, 12 and 15 June, 2019

Contacts & Inscriptions : secretariat.general@iseor.com

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Over 300 participants from the whole world are expected to attend the conference:

AOM Division MCD members, teachers, PhD students, researchers, students, experts

> Objectives

Conference venue
Université Jean Moulin Lyon 3
Entry : 6 rue Rollet - 69008 Lyon



Crédits photos : Lyon Reportage - Écully et DAVM David venier

. Conference held in : french, english and spanish.
. Simultaneous translation

The consortium will consist of two kinds of presentations:

- **Papers conferences and testimonies proposed by academics aimed at presenting the various approaches applied to change management in different cultural settings.**
- **Workshops, where doctoral students and executive doctoral students are invited to present the progress of their research in order to debate and exchange.**

The Conference will be the opportunity to gather many professors and doctors of the whole world and to grant the Awards to the best papers.

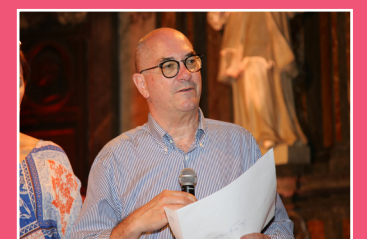
> Suggested topics

For plenary sessions or workshops

- Comparison between organizational development approaches and in the field of consulting interventions.
- Preparation of a doctorate or a «Doctorate in Business Administration» (DBA) by practitioners engaged in active life.
- Comparison between European, American, African and Asian doctoral programs in the field of organizational development and consulting.

Best papers can be submitted to the Journal «Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión» (RSDG).
Taking into account that this Journal only accepts authors who have a PhD, doctoral students can submit a paper provided that their paper is co-authored with their director of research.

For your information, plenary sessions in the Amphitheater Malraux are recorded, filmed and photographed.



Photos : Lyon Reportage - Écully - Lyon

> Presentation

Since 2001, several international conferences and doctoral consortium of the ODC and MC divisions of the AOM have taken place every other year at ISEOR, iaelyon - University of Jean Moulin Lyon 3 and have been very successful, enabling an overall 984 presentations of OD and Change academics and doctoral students from 41 countries.

Indeed, these events showed how value added is the development of relationships across the Atlantic to share knowledge and experience in the field of research on themes such as:

■ Research on change management theories and evaluation methods of performance

■ Bridging the gap between theory and practice: action-research, intervention-research, appreciative inquiry...

The conference is organized by the ISEOR (Socio-Economic Institute of Companies and Organizations), at the University of Lyon, in partnership with several international universities.
The city of Lyon is classified as a UNESCO World Cultural Heritage Site.

ISEOR, is a leading research center in Europe with 125 researchers, lecturers and PhD students from around the world. It has already organized several Conferences in Lyon in partnership with the Academy of Management (United States):

■ 2001, 2014 and 2016 (Management Consulting Division),

■ 2004, 2007, 2011 and 2015 (Research Methods Division), (2005) Social Issues in Management Division),

■ 2006, 2008, 2010, 2012, 2014, 2016 and 2018 (Organization Development and Change Division),

■ 2009 (Social Issues in Management, Organization Development and Change, Research Methods Division, Organizations and the Natural Environment, Management Consulting and Practice Theme Committee).

In june, 2018 :
5 for the best contributors at the International Conference
ISEOR/AOM - ODC Division

2 awards at the Gala Dinner for doctoral students

- **Jocelyne Dupouy, iaelyon School of Management, Université Jean Moulin (France)** « COMMENT UNE ÉQUIPE DE DIRECTION PEUT-ELLE RÉPONDRE AUX ATTENTES PARFOIS CONTRADICTOIRES DE SON ENVIRONNEMENT ET DE SES PARTIES PRENANTES ? »
- **Agnes Therady, Benedictine University (United States of America)** « TRANSFORMING HEALTHCARE, ONE STORY AT A TIME, THE POWER OF NARRATION TO IMPROVE PATIENT SAFETY »

3 awards for academicians

- **Jimmy Feige, Philippe Cholet, IUT de Troyes (France), Jean-Paul Méreaux, Université de Reims (France)** « CAPITAL HUMAIN, MESURE ET CHANGEMENT ORGANISATIONNEL RESPONSABLE : PROPOSITION D'UN MODÈLE D'ÉVALUATION COMPTABLE-RH »
- **Christopher G. Worley, Rachel Beaujolin, Centre de Leadership et Efficacité Organisationnelle, NEOMA Business School (France)** « WHAT BUREAUCRACY CAN TEACH US ABOUT AGILITY »
- **Enrique Claver Cortés, Bartolomé Marco Lajara, Lorena Ruiz Fernández, Eduardo Sánchez García, Universidad de Alicante (España)** « ANÁLISIS DE LAS CAPACIDADES DINÁMICAS: UN ESTUDIO EMPÍRICO CON DATOS DE PANEL »