Tetranormalization: over abundance of standards and impacts on business development

Numerous books have addressed the issue of standards and norms. Among the existing theories, that of Tetranormalisation raises the question of the constructive integration of norms within the enterprise or organisation, enabling it to preserve its capacity for survival and development. The objective is to understand the regulatory and normative environment in order to proactively steer it and pool skills, innovative experiences and identify the impacts of innovative socio-economic management. This book opens up new reflections in order to highlight the management of standards with a view to developing sustainable corporate social responsibility...

(Édition EMS-Management et Société. France)

Radical Origins to Economic Crises. Germán Bernácer a visionary precursor—by Henri Savall

This 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.... (Éditions Palgrave Macmillan. États-Unis)


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- Pierre EL CHAOUI - Jean-Pierre DUPRET - Olga GRISHINA : Public Administration Reform in Lebanon from the Leadership Perspective

> Order : secretariat.general@iseor.com

The Conference is co-sponsored by the international research center («ISEOR») and the Academy Of Management, «Management Consulting» (MC) Division, (USA), The International Society for Organizational Development and Change (ISODC) and Le CNAM
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.

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, University of Jean Moulin Lyon 3 and have been very successful, enabling an overall 1764 presentations of OD and Change academics and doctoral students from 49 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 Socio-Economic Institute of Firms and Organizations (ISEOR) in partnership with several international universities. The city of Lyon is classified as a UNESCO World Cultural Heritage Site.

Objectives

The Awards offered at the International Conference ISEOR/AOM - MC Division are:

1 award for doctoral student
- Donna L. Ogle, Benedictine University, (United States of America)
  « THE INTERACTION OF ORGANIZATION DEVELOPMENT AND CHANGE ON SOCIAL MEDIA »

3 awards for academicians
- Frédéric KLETZ, Isabelle AUBERT, Centre de Gestion Scientifique, Mines ParisTech, (France)
  « LA CERTIFICATION DES COMPTE DES HÔPITAUX : LE PARADOXE D’UNE NORMALISATION CONSENSUELLE »
- Jiayin QI, Shanghai University of International Business and Economics ; Luo XIAOPENG & Fu XIANGLIN, School of Economics and Management Beijing University of Posts and Telecommunications, (China)
  « HOW GROUP-BASED INCENTIVE WORK ON ENTERPRISE SOCIAL MEDIA: A NETWORK PERSPECTIVE »
- Alma Delia TORRES RIVERA , Instituto Politécnico Nacional, (México)
  « LA FORMACIÓN DEL PROFESIONAL DE ADMINISTRACIÓN: COMO DESARROLLAR COMPETENCIAS DE CIUDANÍA Y EMprendimiento Social»

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.

Suggested topics

For plenary sessions or workshops

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

4 Awards for the best contributors at the International Conference ISEOR/AOM - MC Division

 Conference held in: French, English and Spanish.
Simultaneous translation

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

Academy of Management (AOM), the ISODC and Le CNAM members, teachers, PhD and DBA students, researchers, students, experts.