

## RECENT PUBLICATIONS

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### « Traité du Management Socio-Économique : Théorie et Pratiques » - «SEAM Treatise» - « Tratado de Gestión Socioeconómica » 2021 - 1312 pages

Conducted by Henri Savall and Véronique Zardet

Preface by René Ricol

Socio-economic management makes the requirements of humanism in professional life and sustainable economic prosperity compatible.

As the result of half a century of research and experimentation in economics and management, this treatise is intended for management practitioners. It is illustrated with numerous case studies from 2150 companies & organizations from a wide variety of sectors & presents observed and measured results. Most of the chapters are written jointly by managers or executives of companies and organizations, and teacher-researchers or consultants involved in pilot actions.

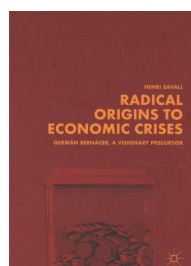
Socio-economic theory constitutes a «disruptive innovation», both in terms of its conceptual contribution and the practical methods and tools for its application. This global approach touches on the different functions of the company and its multiple problems. It provides a structured change management method, focused on stimulating Human Potential and on self-financing the development of the company or organization, through the periodic recycling of hidden costs... (EMS-Management and Society Publishing. France)



### Threats and opportunities of teleworking - 2021 - 388 pages

Coordinated by Henri Savall and Véronique Zardet

Many books will be published on teleworking. However, the objective of this conference is to give a voice to executives, managers and employees who have lived this experience of teleworking during the recent crisis. This book opens new reflections in order to highlight concrete experiences in order to develop socially sustainable and economically bearable managerial proposals. It highlights the skills, innovative practices and impacts of innovative socio-economic management (SEAM). This book addresses the challenges posed by teleworking in a broad sense (labor law, working conditions, productivity, cohesion...) in companies and organizations... (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)

### > «Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión» Journal (RSDG) : N°145/2021 in English

#### Contents :

##### CONFERENCE INVITED

. Joanne C. PRESTON : A Powerful Organization Development Resource that Remains Overlooked

##### STRATEGIC MANAGEMENT

. Laurice ALEXANDRE - Mamour NDOUR : Community Groups as Triggers of Female Entrepreneurship, the Case of Senegal's Food Sector

. Ilias MAJDOULINE - Jamal EL BAZ - Fedwa JEBLI - Diane-Gabrielle TREMBLAY : The Habermasian perspective of digital entrepreneurship: A roadmap for the evolution of the field

##### COMMERCIAL MANAGEMENT MARKETING AND BEHAVIOR OF USERS

. Rym ELAMRI TRABELSI - Oumayma BEN MBAREK : Impact of e-WOM on user's purchase intention in film industry

##### FINANCIAL THEORY

. Landry SIMO - Joseph NZONGANG -Susana ÁLVAREZ-OTERO : Silent Herding in Initial Public Offering (IPO) Reluctance: Evidence from Developing Countries

##### INFORMATION SYSTEM MANAGEMENT

. Raphael LISSILLOUR - Johnny WANG : Organizational subculture, constructive deviance and technology adoption: post-implementation of an Enterprise Information System in China

##### HUMAN RESOURCES MANAGEMENT AND INDUSTRIAL RELATIONS

. Amina AMARI - Mahrane HOFAIDHLLAOUI - Abdelaziz SWALHI : How do academics manage their stay and career prospects during their international assignment? An exploratory analysis

. Astrid GARZA - Jorge SALCEDO : Strategies for fostering emotional intelligence among organizational leaders

. Amira SGHARI - Adriana SCHIOPUIU BURLEA - Jamil CHAABOUNI : How does online banking influence the account manager's job?



## 22<sup>th</sup> International Conference and doctoral seminary



> 8 & 9 june, 2022, Lyon - France

The Conference is co-sponsored by the **international research center «ISEOR»** and the **Management Consulting (MC) Division** of the Academy of Management, (USA), **ISODC** (The International Society for Organizational Development and Change), **Le CNAM, EADA Business School Barcelona** (Spain) and **Benedictine University** (USA)

# 2022

## 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 6, 7, 10 and 11 June, 2022

**Contacts & Inscriptions : [secretariat.general@iseor.com](mailto:secretariat.general@iseor.com)**

**CONTACTS**  
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www.iseor.com

[colloquemcd2022@iseor.com](mailto:colloquemcd2022@iseor.com)

Over 250 participants from the whole world are expected to attend the conference:

Academy of Management (AOM), the ISODC, Le CNAM, EADA and Benedictine University, teachers, PhD and DBA students, researchers, students, experts

## > Objectives

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

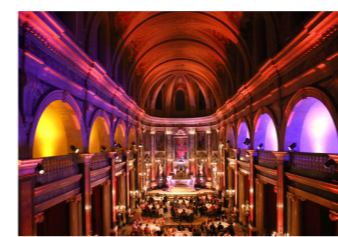


photo : Christelle Becam



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

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.

## > 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.

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.

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



In June, 2021 :  
**6 Awards for the best contributors at the International Conference ISEOR/AOM - MC Division / ISODC and Le CNAM**

### 3 awards for doctoral students

- Bruno LACÔTE, Laboratoire CORHIS – Université Paul Valéry Montpellier 3, (France)  
 « LE NUMÉRIQUE MET-IL LA RELATION ENTRE ÉLUS ET CITOYENS EN DANGER ? LE CAS PARTICULIER DU MANDAT DE DÉPUTÉ »
- Dominique LATASTE, Laboratoire CORHIS – Université Paul Valéry Montpellier 3, (France)  
 « ACCOMPAGNEMENT PSYCHOSOCIOLOGIQUE DE LA TRANSMISSION HORS CADRE FAMILIAL LE CAS DES CÉDANTS DE PETITES EXPLOITATIONS AGRICOLES »
- Michael Baha MICHAEL, University of Balamand (Lebanon), University of Jean Moulin Lyon 3 (France)  
 « ARTIFICIAL INTELLIGENCE AND EDUCATION »



### 3 awards for academicians

- Gérard DESMAISON, ISEOR et Magellan, iaelyon, Université Jean Moulin, (France)  
 « IMPACT DE LA CRISE SANITAIRE SUR LES ENTREPRENEURS AYANT SUBI UNE LIQUIDATION JUDICIAIRE : ÉTUDE 2020 DE L'ASSOCIATION 60 000 REBONDS »
- Bryan McCUSKER, Therese YAEGER, Peter F. SORENSEN, Benedictine University, (United States of America)  
 « DIAGNOSING ORGANIZATIONAL STRESS WITHIN A MANUFACTURING COMPANY DURING A PANDEMIC »
- Alberto Edgardo BARBIERI, Isabel BLANCO, Universidad de Buenos Aire, (Argentina)  
 « GESTIÓN BIOÉTICA DE LA SALUD PÚBLICA EN ESCENARIOS DE ALTA »



Photos : Christelle BECAM

## > Presentation

Since 2006, 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 1 800 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.

ISEOR, is a leading international 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 (AOM, United States):

- 2001, 2014, 2019 and 2021 (Management Consulting Division);
- 2004, 2007, 2011 and 2015 (Research Methods Division),
- 2005, (Social Issues in Management Division);
- 2009 (Social Issues in Management, Organization Development and Change, Research Methods Division, Organizations and the Natural Environment, Management Consulting and Practice Theme Committee),
- 2006, 2008, 2010, 2012, 2014, 2016 and 2018 (Organization Development and Change Division),
- 2020 with the Academy of Management « Organization Development and Change », «Management Consulting» Divisions and the International Society for Organizational Development and Change (ISODC).