



## Conference Theme

### **Conference spirit**

The International Association of Research in Public Management (AIRMAP) is composed of institutes and French and international researchers specialized in the field of public management and public action. AIRMAP is the place for exchanges between universities and professionals from the public sector. AIRMAP is a space designed for exploring ideas, for innovating tools seeking to improve the public action.

The 8<sup>th</sup> AIRMAP Conference will take place in Paris at Paris Sorbonne University on May 23-24, 2019. **"Smart city and sustainable public management"** will be the main question of this event.

As a result, AIRMAP invites management and social science communities to present communication focusing on this theme. The contributions can have the shape of:

- Theoretical communications,
- Field survey work,
- Presentations of new operational tools, methods of diagnosis, etc.

AIRMAP really wants to highlight:

- the pluralism of theoretical and contextual approaches;
- diagnoses based on field surveys;
- comparative analyzes;
- novelties in empirical approaches;
- international studies;
- research conducted by young researchers with doctoral workshops and the award by AIRMAP of a thesis prize.

### **AIRMAP 2019 Theme :** **Smart city & sustainable public management**

More than 80% of the French people live on less than 20% of the National Territory in FRANCE. Globally, 2% of the planet's surface hosts more than half of its inhabitants. In these territories, multiple solidarities have now taken place, as well as antagonisms of interests that challenge the good practices of public management (Almirall *et al.*, 2016). If territories become "smart", should sustainability be placed at the heart of these concerns?

A smart territory must be able to understand and adapt to its environment, to be transformed, to be resilient, to anticipate disturbances, to minimize their effects, by implementing means of actions, through learning and training innovation, according to the goals to be achieved, while respecting its sustainability. The 8<sup>th</sup> AIRMAP Conference will provide a better understanding of the issues involved, the nature of public policies that will enable the creation of such territories, and better identify the actors in this system of interconnected networks to develop efficient and effective flows, between private and public actors. The increasing urbanization of our territories is undermining the environmental, economic and social sustainability of cities (Bibri, Krogstie, 2017; Neirotti *et al.*, 2014). Could the intensive use of new technologies be compatible with sustainable public management? Could these technologies drive a new quality of life and economic added value in our territories? Therefore, a reorganization of actors and services seems essential to ensure compatibility between "Smart Territories and Sustainable Public Management".

There is no specific agreement on the definition of a smart territory, as smart city does have one. In 2012, a rather complete definition (Chourabi *et al.*, 2012) is set out to analyze the progress of a smart city and to characterize it. This definition is based on eight internal and external dimensions, due to the design, the implementation, and the use of smart city initiatives: the management and the organization, the technology, the governance, the political context, the individuals and the communities, the economy, the infrastructure, the environment. The European Parliament (2014) has defined smart cities as "a place where traditional networks and services are more efficient with the use of digital and telecommunications technologies, for the benefit of its inhabitants and businesses".

For a very long time, the territory has been considered as "intelligent" because of the development of new technologies (ICT, Internet and digital infrastructures, data, communicating intelligence and connected objects, etc.) which should bring solutions to complex problems. If technology is essential, it is only one way to achieve the sustainability of the territory. The human must be place at the heart of the notion of "smart" in the territory. Far from a "technocentric" drift, the territory is built on four essential pillars: the *urbis*, i.e. infrastructures; the *spacium*, i.e. public space shared meeting place and mixity; the *respublica*, i.e. public affairs, public interest and public goods; the *civis*, i.e. the citizens, the residents and the relations of services related to them. New technologies today add a fifth pillar: the ubiquitous, i.e. the ubiquitous revolution, connectivity and their tools. Building on these five pillars, sustainable public management should be thought in terms of territorial transversality, attractiveness and added value creation, awareness of ecological issues, allowing the creation of social value and a better quality of life.

The priority developments of these smart territories are improvements in lives measures (Neirotti *et al.*, 2014), in terms of environmental efficiency, safety and sustainability (Bulu, 2014; Niaros *et al.*, 2017) with centralization of controlled technological infrastructures. Beyond the technologies integrated in these spaces (Kramers *et al.*, 2014; Elmaghraby, Losavio, 2014), organizational, technological and societal changes are driven by their wish to become an element of response to territorial issues. Smart territories should reconcile the social, cultural and environmental pillars with a participative governance mode, in order to enlighten territorial management (Meijer, Bolivar, 2016) to meet the needs of institutions,

businesses and citizens. The transformation of these territories is therefore a multidimensional process (De Santis *et al.*, 2014). Developing transport, intelligent mobility, sustainable environment and responsible urbanization by promoting smart living, should become a priority.

The lack of appropriate governance mechanisms for most of the territories appears also to be the major obstacle to a positive change (Manville *et al.*, 2014; Praharaj, Han and Hawken, 2018). Some authors are beginning to doubt about all these promises (Kunzmann 2014; Shelton *et al.*, 2015).

The purpose of this AIRMAP 2019 Symposium is to provide a comprehensive overview to compare and optimize the management of resources allocated to public pilot projects in our territories in order to mobilize a shared dynamic.

These non-exhausting elements can be approached from the perspective of traditional management disciplines (strategy, human resources, finance, information systems, marketing, etc.). They can also be treated on a sectoral basis or territorial fields of competence (health, education, town planning / housing / housing, transport, economic development, employment, innovation and entrepreneurship, natural resources, security and risk, tourism, sport and leisure, culture, etc.). The logics of the actors are also considered as managed by the direction of the territories: the actors play (the inhabitants, the citizens, the companies, etc.); stakeholders (elected officials, administrations, technicians, etc.); interested actors (associations, experts, agents, etc.). These are the questions that the 8<sup>th</sup> AIRMAP Conference will try to answer.

## References

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## Conference organization

### How to submit a paper in French or in English?

If you wish to submit a paper, you need to do it before January 2, 2019. Please send an abstract of 4500 words maximum with paper title, name(s) of author(s) (with their contact information), subject challenges, theoretical positioning, issues, methods and principal results, as well as some bibliographical references. Papers can be submit in French or English.

Revised paper of approximately 20 pages (maximum 40.000 characters) must be send before April 15, 2019.

Standards: MS Word, times New Roman, size 11, single spacing. Left margin: 2,3 cm; right margin: 4,4 cm; top: 2,5 cm and bottom: 3cm, and binding: 0 cm. Paper format: B5 (18,2 x 25,7). Titles and sub-titles must be in bold, on a separate line, in capital letters for the first level titles. Cover page must indicate: title of the paper, authors, contact person and 5 keywords. For each author, the following information is required: name, institution or university, postal address, phone number, email. When sending the final version of the paper, an abstract in French and English (1200 characters maximum) should be insert on the first page above keywords.

Paper proposals and workshop projects should be send by email to:

<https://airmap2019.sciencesconf.org>

**Your communication must concern one of the following tracks:**

✿ **Track 1 – Smart cities, urban innovations and creation of territorial value**

Many cities qualified “smart cities” seek to demonstrate and prove that their approaches and projects are likely to create economic, social, environmental and territorial value for all stakeholders in their respective territories. The questions are: To what extent, the balance between economic, social and environmental values generated insured? What role governance systems take - it in the success of this ambition? What are the postures and the practices of the smart city by citizens and their contribution to the creation of territorial value?

✿ **Track 2 – Risks and security in smart territories and sustainable public management**

Between threats and opportunities, the advent of digital technology through the phenomenon of smart cities challenges public management researchers and practitioners interested in risk and security issues. Digital, as a tool, is not neutral and transforms reality both concretely and in the representations, we make of it. In this, it presents a fundamental ambivalence in that it is both enabling and binding. In order to guide the productions of this workshop, we propose the following general questions: To what extent do smart territories constitute a threat or an opportunity in terms of exposure and treatment of societal risks? What congruence in terms of aims and practices with the requirements of sustainable public management? How can the latter support, even frame, the development of smart logic, products and territories? Is digital technology compatible with sustainable public management?

✿ **Track 3 – For an essay of conceptualization concerning new forms of public-private openness and togetherness taken place at international level**

This track aims to contribute to provide the academic proceedings and develop analytical and research grids related to opportunities and reconciliations between state, firms and nonprofit organizations. Contributions will emphasize on international level approaches.

✿ **Track 4 – Strategic information management approaches and practices: challenges and implications for smart territories**

The objective of this workshop is to open up a space for dialogue between the different researchers interested in the issues raised by strategic information management serving territories that are more intelligent. The aim of the workshop is to enable researchers to present research making conceptual, methodological or empirical contributions allowing

to understand challenges and implications of strategic information management for smart territories.

### **Track 5 - Sport and Public Management**

The aim of this workshop is to combine the contributions between sport and public management around the question of smart territories. Expected contributions can be of several kinds. It will be about questioning the concept of smart city in the sports sector through mobility, energy, waste, sport equipment but also the sustainability of territories. This workshop proposes to put in debate the responsible dimension in the implementation of sporting events, in the creation of new sports equipment or in the sports representation of a city ...

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### **Track 6 - The management of educational institutions**

The aim of this track is to explore the theme of public management in Schools, High schools and Universities. As part of the theme of the conference, we will be particularly interested on communications concerning types of governance and strategic management of institutions. Strategies of actors (in order to integrate into the evolution of urban fabrics), network strategies put in place to respond to local or national political injunctions in the field of education, impact of digital technology on the training of teachers and students, or e-administration are other subjects that are also concerned by this workshop. Any other contribution, especially on change management, the role of managers, management control and the development of information systems to take into account sustainable development actions, is also expected.

### **Track 7 - Tourism, public governance and sustainable territory**

The purpose of this workshop is to bring together empirical and theoretical studies, according to the countries and territories, on the role of the state or communities in the development of tourism activities. This workshop will put in perspective the different territorial experiences and will try to see by comparing the studies carried out by the different researchers if there exists one or more models of tourist development. The studies can concern the question of the compatibility between public management of tourism and sustainable development of a territory. How to reconcile tourism and sustainable development of territories? How to build a rural or mountain tourism politics for developing sustainable territory? What is the impact of business and leisure tourism on the environment? In particular, it will be necessary to examine how the State and other communities can create and develop with other private and public stakeholders a tourist destination. How is realized the governance of a tourist destination? How to create a tourist destination and communicate on it? What links do public institutions have with customers and intermediaries? All contributions are welcome, if they address the theme of this issue of public management of tourism activities.

### ✿ **Track 8 – Management control**

This workshop dedicated to management control will address the themes of management tools, steering devices and behavioral orientation of agents to achieve optimization (management of resources; public projects in the smart cities...). Through questions, which talk about the links between management control and sustainability management, the communications will show us some specific cases, reflexions, and results of researches.

### ✿ **Track 9 – Smart city and public managerial innovations: what relationships and interdependencies?**

The fields of smart city and public managerial innovation are thus generally addressed separately in the literature on public management. The purpose of this workshop is to examine the public managerial innovations associated with smart city. This issue leads to questions about the interactions and relationships of dependence and/or complementary that exist between smart city and the various forms of managerial innovation that are endogenous to public organizations, whether technological, managerial, organizational, strategic or even related to public governance modes.

### ✿ **Track 10 – Human resource management, Management and Change**

There is a call for papers on the website.

### ✿ **Track 11 – The construction of public management**

After several decades of research on “New Public Management”, it is clear that questions about the management of activities in the public sector persist. What are the results and assessments of these practices and processes? To what extent does research on the renewal of public management systems and devices enable progress for the research and practitioner community? Have hospitals, educational institutions, local authorities and ministries increased their efficiency and effectiveness, and are their users more satisfied? How are “new” public management procedures developed regarding their implementation, improvement and evaluation? What stakeholders are involved in devising these procedures?

### ✿ **Track 12 – Logistics and governance**

There is a call for papers on the website.

### ✿ **Track 13 – Paradoxes of public management: consequences and solutions**

This track aims to present and analyze the public management through a paradoxical perspective. Paradox can be define as a contradictory situation that managers have to take into account in their practices. The track focus on the presentation of the consequences and possible solutions.

#### ✿ **Track 14 – From creative and cultural sector to sustainable public management: contributions, limits and forms of actions**

You said “Smart Cities”? Today, territories have to deal with numerous challenges while multiple solidarities and antagonisms of interests characterize them. The scientific contributions have to create a dialogue, a debate around arts and creative activities, projects and policies with regard to their multidimensional anchoring and so to their capacity to participate to “the intelligence of their territory”. The objective thus is to constitute researchers’ community around the works led on the arts and creative sector to strengthen the dialogue as well as the core knowledge in “arts management”. We focus on Public Management Social and Solidarity Economy.

#### ✿ **Track 15 – Management of public action and territories of solidarity**

This call for papers is part of a series of works that link issues of the urban territory and various forms of solidarity. It focuses on the different forms of initiatives, which come from the public sector, or from the voluntary sector, which contribute to the creation of forms of cooperation in the service of societal causes. The expected contributions can relate to different subjects. For example, it could concern emerging forms of governance that can foster solidarity/cooperation, involvement and the role of actors of solidarity in the territories (public actors, associations, etc.), inter-organizational cooperation on the territories, evaluation of public policy towards solidarity territories, analysis of institutional work around territories (territorial project, built territory,...), different forms and levers of inclusion, etc.

#### ✿ **Track 16 – History and public management**

Smart City questions the managerial, technological, organizational and socio-economic changes induced by the complexity of the issues. Beyond this central theme of the conference, we can ask ourselves about the history and the lessons learned, studying public governance at large. The purpose of this workshop is to explore, with a historical perspective, the concept of smart city and sustainable public management.

#### ✿ **Track 17 – Finance and public management**

The aim of this track is to open up a space for dialogue between researchers interested in finance and public management. Could the emergence of smart territories and sustainability concerns reduce financial constraints in public organizations? Contributions will emphasize on conceptual, methodological or empirical approaches.

#### ✿ **Track 18 – Health, Smart Territories and Sustainable Development**

The objectives of this workshop are to question the impact of the reorganization of the territory and the development of innovations in the field of health. What is the place of health, in this reconfiguration of territories, which want to be more and more connected and innovative? The patient becomes the focus of concern. What place for human and sustainability in this context of organizational change? In other words, can we think that the emergence of so-called smart territories and sustainability concerns can have an impact on the current health system? This workshop intends to address these issues, by linking themes associated with health organizations, their territories, and their link to sustainable development.

**✿ Track 19 – Entrepreneurship and territory: from the entrepreneur-mayor to the entrepreneurial approaches of local public actors in the territories**

One of the aim of this track is to clarify and define the concepts of entrepreneur-mayor, territorial entrepreneurship, inclusive territory, intrapreneurship in local public administrations, etc. It also needs to focus on entrepreneurial and innovative dynamics of the territories, national systems of innovation, territorial system of innovation, clusters, entrepreneurial ecosystems and innovation, etc. The topic of this workshop is also concerning how to value entrepreneurial initiatives for territories and local administrations (through entrepreneurial and intrapreneurial action of local public authorities and services). At last, this track deals with how to consider issues and difficulties of coordination of public-private actors, and how to define the new business models of territories and smart cities.

**✿ Track 20 – The smart city, an expression of the inhabitants’ “bad feeling”: towards a third way between the state and the market?**

Behind the semantics of the conference theme, a series of questions arise about what could, or should, be the new governance of a smart city. Among these questions, that of the malaise of the inhabitants confronted with the stakes of sustainable development in their daily life, work and family. Not easy to adapt to a city that wants to change behavior by using all available technologies when the purchasing power is lacking and that we live difficult situations. How can smart city management respond to these new requirements? It seems to us that authors can help us at the level of the collective decision-making process, since Herbert Simon, and in the search for a middle way between the state and the market, as Elinor Ostrom showed us, for the commons, of which the city is a part like the natural resources.

**✿ Valorisation**

Several types of publications are possible for the papers presented at the conference. A scientific committee will select papers to be suggested for publication in the following scientific journals:

- Management International (HCERES A);
- Gestion et Management Public (HCERES B) ;
- Gestion 2000 (HCERES C) ;
- Politiques et Management Public (HCERES C).



Management international  
International Management  
Gestión Internacional



GESTION ET MANAGEMENT PUBLIC

**Pmp** | Politiques &  
management  
public

**ICHEC - GESTION 2000**  
LA REVUE EN MANAGEMENT

## Agenda & scientific committee

### Agenda

<b>October, 28, 2018</b>	Call for papers
<b>January, 28, 2019</b>	Deadline for submit paper proposal
<b>February, 4, 2019</b>	Scientific committee opinion results
<b>April, 15, 2019</b>	Deadline for submit final papers
<b>May, 23-24, 2019</b>	AIRMAP 2019 conference

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Registrations and submissions at: <https://airmap2019.sciencesconf.org>

Website: <http://www.airmap.fr/en/activities/airmap-conference/>

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