



Pau Business School France organises the 3<sup>rd</sup> edition of the  
**International conference on the levers of durable performance  
in the Middle East and North Africa, 4-5 May 2017**

Pau Business School (ESC Pau) is pleased to invite proposals for the first conference on the levers of durable performance in the Middle East and North Africa, to be held on the 4th and 5th of May 2017 in the historic city of Pau, France.

The conference is jointly organized by IRMAP ESC Pau and the Center for Corporate Responsibility and Sustainable Development.

The conference is open to professionals, researchers, PhD and Post Doc students and participants from government and public institutions.

**Conference languages are English, French and Arabic.**

*“The Muslim world is going through a phase of demographic, cultural and intellectual change of the kind that had previously led to the development of today’s developed parts of the world. It is at the crisscross of a historic journey more universal than would appear us to be”.*

Courbage & Todd (2007)<sup>1</sup>

Over the last fifty years, the countries of the Middle East and North Africa (MENA) region have taken divergent routes of development, in particular of economic liberalization and deregulation. These experiences brought into light the fragilities of some of these countries while strengthening the progress made by others. These circumstances pose questions about the challenges facing states, territories and firms in such turbulent times.

In common with MENA, most developing economies - whether resource rich or not - continue to experience serious sustainable development challenges including life expectancy, food, water, and energy security, education and resource skills development, building a sustainable enterprise culture and safe working and living environments, reducing the wealth and income gap, reconciling national development

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<sup>1</sup> Courbage, Y., & Todd, E. (2007). Le rendez-vous des civilisations. *Le Seuil, coll. La République des idées*, 159p.

priorities and local community needs, economic liberalization and institutional reform while protecting cultural diversity.

Thus, the theme of this conference is both global and local, is diagnostic and prospective, and pertains to economic, social, environmental, cultural and managerial areas of investigation.

## **1. Globalization and liberalization**

- 1.1. Capital mobility and financial systems
- 1.2. Foreign direct investments
- 1.3. Free trade and Offshoring
- 1.4. Labour mobility
- 1.5. Human and physical capital
- 1.6. Outsourcing

## **2. Globalization of firms**

- 2.1. Management in extreme context
- 2.2. Symmetric and asymmetric alliances
- 2.3. Performance monitoring and risk management
- 2.4. Marketing and digital transformation
- 2.5. Social and managerial innovation
- 2.6. SME upgrading and entrepreneurship

## **3. Global corporate responsibility and sustainable development**

- 3.1. Prioritizing international social and environmental standards or local norms
- 3.2. Resolving competing rights and obligations: MNC vs State vs Community
- 3.3. Providing employment *and* safe living and working environments
- 3.4. Impacts on inequality (income and consumption)
- 3.5. Meaningful work and dignity, *and* survival imperatives
- 3.6. Globalizing forces *and* sustaining cultural diversity

## **4. Public Management**

- 4.1. Public sector reforms
- 4.2. Decentralization, neo-Weberian reforms, new public management
- 4.3. Institutional reform for sustainable development

4.4. Building a sustainable enterprise culture

4.5. Policy Issues: Energy Security: (extractive, renewable)

4.6. Policy Issues: Food and Water security

## **Paper Approach**

Papers may have different kinds of approaches, and the author(s) must make clear their approach:

**Practice Approach:** A paper which describes innovative or exemplary practices or programs in the community, in workplaces, in education institutions and the like. This may take the form of case studies, narratives, demonstrations or technical reports. The outcomes of practice may be improved frameworks, concepts, understandings or structures, such as enhanced capacity through the development of skills, knowledge and operational effectiveness. This kind of work may involve putting theory and research into practice.

**Empirical Research Approach:** A presentation or publication reporting upon original research, based on the systematic collection and analysis of data or facts. This kind of work may involve the application or testing of theory.

**Theoretical Approach:** A presentation or publication which is broad and generalising in its emphasis, reflecting upon and systematically referenced against one or more bodies of literature or systems of thought.

Format for abstracts

**Abstracts should not exceed 500 words.**

On the first page of the paper abstract, the paper title, the name of author(s), address, communication information (e-mail, posting information) and the institutional affiliation must be defined. On the second page, the paper abstract should include the subject, purpose, problem definition and methodology (statistical techniques, sampling, measurement instruments employed) and the results (key words for the concluded results) of the study.

Paper abstracts, should be sent as a word document, A4 format, single spacing, using Times New Roman 12 font size, one inch (2.5 cm) top margin and one inch (2.5 cm) left, right and bottom margin and should be attached to the electronic mail. The main topic and some key words (no more than 5) should be given.

**Font should be as defined below:**

- Paper Heading: 14 font size, in bold, capitals and centred.
- Author name: 10 font size, in bold, centred.

- The institutional affiliation, address and e-mail: 12 font size, centred.

The abstract should reflect only what will appear in the paper. To produce a structured abstract, please complete the following fields about your paper. There are four mandatory fields (Purpose, Design, Findings and Value); the other two fields (Research limitations/implications and practical implications) may be omitted if they are not applicable to your paper.

- Purpose of this paper: What are the reason(s) for writing the paper or the aims of the research?
- Design / methodology / approach: How are the objectives achieved? Include the main method(s) used for the research. Is the paper theoretical, empirical research, or practice oriented? What is the approach to the topic and what is the theoretical or subject scope of the paper?
- Findings: What was found in the course of the work? This will refer to analysis, discussion, or results.
- Research limitations/implications (if applicable): If research is reported on in the paper, this section must be completed and should include suggestions for future research and any identified limitations in the research process.
- Practical implications (if applicable): What outcomes and implications for practice, applications and consequences are identified? Not all papers will have practical implications but most will. What changes to practice should be made as a result of this research/paper?
- What is original/value of the paper: What is new in the paper? State the value of the paper and to whom.

## Deadline

**Deadline for abstract submission: January 31th 2017**

Notification of acceptance: February 11th 2017

Deadline for final paper submission: March 24rd 2017

Conference date: May 4th and 5th 2017

## Selection Criteria

All manuscripts will be double-blind reviewed. Manuscripts that exhibit most of the following characteristics will meet the selection criteria for acceptance to the Conference.

- Relevance and relation to the conference
- Originality/value
- Methodology

- Findings and Discussion;
- Research limitations/implications
- Practical implications and social implications (if applicable)
- Language and style

## **Coordination**

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MAKHLOUF Farid - ESC Pau, France

MUGHAL Mazhar - ESC Pau, France

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SERS Charlotte - ESC Pau

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