



GEORGETOWN UNIVERSITY

UNIVERSITÉ DE
VERSAILLES
ST-QUENTIN-EN-YVELINES



université PARIS-SACLAY

International Conference “Responsible Organizations in the Global Context”

Georgetown University Conference Center, June 15-16, 2017

Program

Conference venue:
Georgetown University Hotel and Conference Center
3800 Reservoir Rd NW, Washington DC, 20007, USA

with the support of



8:00 to 9:00

Arrival / breakfast

Registration

(West Lobby - Georgetown University Conference Center
3800 Reservoir Rd NW, Washington DC, 20007)

9:15 to 10:00

Welcome and Introductions (Salon G)

Georgetown University Representatives:

Mrs. Chantal Santelices, Executive Director of CIED

Prof. Norberto Grzywacz, Dean of the Graduate School of Arts & Sciences

Prof. Luc Wathieu, Deputy Dean of the McDonough School of Business

University of Versailles Representatives:

Prof. Benoit Petit, Vice-President in charge of Strategy

Prof. Gilles Rouet, Dean of ISM Graduate School of Management

Embassy of France in the United States:

Minh-Hà Pham, Counselor for Science and Technology

Conference chairs:

Professors Annie Bartoli, José Luis Guerrero and Philippe Hermel

10:00 to 10:45

Keynote Lecture:

«Business and Society Approached Inclusively and Historically»

Professor Andrew Pettigrew, Saïd Business School, University of Oxford, UK

10:45 to 11:15

Coffee break

11:15 to 12:45

Round Table #1:

«What does responsibility mean to an organization ?»

Moderator: Prof. Philippe Hermel

Panel:

- Tyrone Ingram, Senior Sales Manager, Sheraton
- Michel Perez, Associate Director, Labex ReFi
- Walter Rowen, President, Susquehanna Glass Co.
- Mei Xu, Co-founder and CEO, Chesapeake Bay Candle

1:00 to 2:15

Lunch (Faculty Club Restaurant)



2:30 to 4:00

Concurrent workshops : session 1

■ Workshop 1: Managerial and Organizational Implications of Responsibility (Salon G) Chair: Prof. Douglas McCabe, Georgetown University, USA

- «Meaning of Performance in organizations, and performance of meaning: who is responsible for (non) performance?» - Dominique Besson, University of Lille 1, France
- «Responsibility as management philosophy» - Suresh S. Kalagnanam - Vijayalakshmi S. Kalagnanam, University of Saskatchewan, Canada
- «CSR, employee commitment and survival during crisis period» - Menel Ben Mlouka, University of Jendouba, ISLAIB Tunisia - Rafla Hefaieth, ESSEC Tunis, Tunisia

■ Workshop 2: Role and responsibilities of Leaders (Salon B)

Chair: Prof. Luis Bitencourt, National Defense University, Washington DC, USA

- «Responsible organizations facing traditional workplace norms: when the responsibility process collides with the "ideal worker" norm» - Sabrina Tanquerel, Normandie School of Management, France
- «How a Learning Organization can enhance Corporate Social Responsibility implementation? First exploratory results of a case study in the real estate sector» - Nadia Tebourbi, University of Versailles / ESCE Paris, France
- «Global Business Leaders as Interfaith Leaders: Religious Literacy and Cross-Cultural Leadership» - Barbara A. Mc Graw, Saint Mary's College of California, USA

■ Workshop 3: Responsible Public policies (Salon C)

Chair: Dr. Fabrice Larat, Ecole Nationale d'Administration (ENA), France

- «Public Administration social responsibility: adopting CSR theory to public administration» - Moez Ben Yedder, Abu Dhabi University, United Arab Emirates
- «What being "smart" means? The case of smart cities as responsive organizations» - Claude Rochet, University of Versailles, France - Amine Belemlih, Paris Dauphine University, France
- «Efficiency improvement of public security agencies through a management model: a comparative study in Latin America» - Mónica Lilián Méndez Caballero - Ana Karen Basurto Scott, Mexico's National Commissioner Security, Mexico

■ Workshop 4: Corporate Ethics and Society (Salon E)

Chair: Prof. Martine Brasseur, University of Paris-Descartes, France

- «Threat of Falling High Status and Corporate Bribery: Evidence from the Revealed Accounting Records of Two South Korean Presidents» - Yujin Jeong, Kogod School of Business, American University, USA - Jordan Siegel, Ross School of Business, University of Michigan, USA
- «Classifying Ethics Codes Using Natural Language Processing» - Zachary Glass - E. Susanna Cahn, Pace University, Lubin School of Business, USA
- «Quality in science, confidence & social cohesion : observing and evaluating the social costs of «research misconduct»» - Sylvie Fauchaux, CNAM Paris, France - Caroline Gans Combe, INSEEC Paris, France - Martin O'Connor, University of Versailles, France - Vasiliki Petousi, University of Crete, Greece

■ Workshop 5: Citizenship and Responsibilities toward Stakeholders (Salon C)

Chair: Prof. Charles Skuba, Georgetown University, USA

- «The Stakeholders' influence on the evolution of management control during the economic transition. A Moldovan case study» - Pierre Fenies - Irina Paladi, Paris Nanterre University, France - Arthur Virtosu, Academy of Economic Studies of Moldova, Moldova
- «The Challenges of addressing stakeholders' expectations through corporate non-market strategies: the GlaxoSmithKline (GSK) case» - Karim Said, University of Versailles, France - Zeljko Sevic, University Utara Malaysia - Ian Philipps, People Opportunities Limited, Management and Organisation Development Consultancy
- «CSR as an element to assess the performance and sustainability of companies in a crisis period-The case of mobile Telecommunications operators in Tunisia» - Sana Kharrat, University of Versailles, France

4:00 to 4:30

Coffee break

4:30 to 6:00

Concurrent workshops : session 2

■ Workshop 6: Responsible Governance and Sustainable Development (Salon D) Chair: Prof. Martin O'Connor, University of Versailles, France

- «Industrial SMEs and commitment to Sustainable Development in the INSEE "Sustainable Development Survey 2011"» - Stephano Vacher, Clermont Auvergne University, France
- «The eco-efficient organization: an integration of eco-efficiency and system architecture to design and model a drinking water system in sub-Saharan Africa» - Claude Rochet, University of Versailles, France - Morris Zombo Mussema, University of Kimpa Vita, Uige, Angola
- «Social entrepreneurship's role in Sustainable Development: An investigation into the responsible behavior of local associations in Central Africa» - Sylvain Mbongui Kialo, University of Versailles, France

■ Workshop 7: Responsible Non-Profit Organizations (Salon C) Chair: Prof. Sylvie Faucheux, CNAM Paris, France

- «The institutionalization of coopetition: An Institutional perspective of Organizations responsibility» - Saphia Richou, ESCE International Business School, Paris, France
- «The difficulties in doing good: NGO preparedness for implementing mandatory Corporate Social Responsibility projects in India» - Priya Nair Rajeev, Indian Institute of Management Kozhikode, India - Suresh S. Kalagnanam, University of Saskatchewan, Edwards School of Business, Canada
- «Qualifiers for Commitment of Mutuelles» - Christelle Perrin, University of Versailles, Olivier Boned, University of Maine, France

■ Workshop 8: Corporate Social Responsibility and SMEs (Salon E) Chair: Prof. Emmanuel Kamdem, University of Douala, Cameroon

- «Does the balance between conformity and innovation make companies more responsible? The case of 4 ambidextrous SMEs in the US» - Annie Bartoli - Philippe Hermel - Gunel Safarova, University of Versailles, France
- «The stakeholder strategy for implementing CSR in SMEs» - Mantiaba Coulibaly - Djamila Elidrissi, Nice Sophia Antipolis University, France - François Goxe, University of Versailles, France
- «CSR communication in small and medium-sized agrifood enterprises: what is the best strategy?» - Jacqueline Boysselle - Philippe Aurier - Gilles Sere Delanauze, IAE Montpellier University School of Management, France

■ Workshop 9: Culture, Diversity and Responsibility (Salon G) Chair: Prof. Luc Wathieu, Georgetown University, USA

- «When the management of intercultural teams is a matter of tolerance and common interest» - Martine Brasseur, Paris Descartes University, France
- «Ethical tools in the context of cultural diversity and globalization» - Hamza Asshidi - Anne Bartel-Radic, Grenoble Alpes University, France
- «The impact of collaborative culture and innovation focus on firm performance in Asian manufacturing» - Narain Gupta, Management Development Institute, India - Deepak Sardana, Griffith University, Australia - Mile Terziovski, Curtin Graduate School of Business, Australia

■ Workshop 10: Doctoral Presentations on ongoing research (A) (Salon D) Chair: Prof. Gilles Rouet, University of Versailles, France

- «Integrating responsibility indicators into business performance assessment: illustration from a Danish company» - Laetitia Fououssong, University of Versailles, France
- «Municipal budgetary framework and forecasting errors: The case of Moroccan municipalities» - Mehdi Alaoui Mhammedi, Bourgogne Franche-Comté University, France
- «The Rationality of management and relevance of management information in the Cameroonian companies» - Jonas Tchapgna, University of Dschang, Cameroon
- «The Smart City: How to Evaluate Performance» - Abdurahman Al Furjani - Kamel Jouili - Isam Shahrour - Kent Washington, University of Lille 1, France

7:00

Bus departure from GU Hotel and Conference Center

7:30

Dinner at Washington Harbour

(Restaurant Tony & Joe's - 3000 K St NW, Washington, DC 20007)

10:15

Bus departure from Restaurant to GU Hotel and Conference Center

8:15 to 9:15

Breakfast

9:30 to 11:00

Concurrent workshops : session 3

■ Workshop 11: Addressing Societal Challenges (Salon B)

Chair: Prof. Eric Langenbacher, Georgetown University, USA

- «Political Competition and Corporate Bribery: Evidence from South Korea» - Yujin Jeong, Kogod School of Business, American University, USA - Jordan Siegel, Ross School of Business, University of Michigan, USA
- «For a responsible care of young schizophrenics in their ordinary environment: the levers for a successful piloting of an innovative structure» - Jihane Sebai - Aline Courie Lemeur - Marcella Costin, University of Versailles, France
- «A Multi-Level, Multi-Dimensional Assessment of a Poverty Reduction Initiative in India» - Priya Nair Rajeev - Anubha Shekhar Sinha, Indian Institute of Management Kozhikode, India - Suresh S. Kalagnanam - Vijayalakshmi S. Kalagnanam, University of Saskatchewan, Canada

■ Workshop 12: Responsibility of International Institutions and programs (Salon B)

Chair: Dr. Xavier Debrun, International Monetary Fund (IMF)

- «United Nations Environment programme (UNEP)'S Paradox: external vs internal social responsibilities» - Catherine Kuszla - Geneviève Lemieux, Paris Nanterre University, France
- «Managerial accountability and political responsibility of the European Commission» - François Lafarge, ENA and University of Strasbourg, France
- «Toward a transparent and accountable public action: «Does Open Government» make a difference?» - Cécile Blatrix, AgroParistech Institute, Paris, France

■ Workshop 13: Innovation, Networks and Responsibility (Salon D)

Chair: Prof. Christophe Assens, University of Versailles, France

- «The Use of Fake Profiles on Facebook for Business and Research: Attempting to Define an Ethical Framework for Experimentation and Use» - Nasri Messarra, Saint-Joseph University, Lebanon
- «The role of CSR in educating consumer on cybersecurity. Comparative analysis of examples from UAE and Poland» - Anna Tarabasz, SP Jain School of Global Management, United Arab Emirates
- «Mobilising Communities of Knowledge about Communities of Knowledge: An architecture for a Social Networking approach to the quality evaluation of Higher Education and Research Institutions» - Sylvie Faucheux, CNAM Paris, France - Mathias Bouckaert - Philippe Lanceleur - Martin O'Connor, University of Versailles, France

■ Workshop 14: Responsible Education and Research (Salon E)

Chair: Prof. Mile Terziovski, Curtin University, Australia

- «What are the Costs of Non-responsible Research?» - Sylvie Faucheux, CNAM Paris, France - Catherine Kuszla, Paris Nanterre University - Caroline Gans Combe, INSEEC Paris, France
- «Performance or economy: To what extent are universities responsible for the perception of their managerial reforms? The experience of the French public universities» - Masou Roula, ESSCA School of Management, France
- «Effects of globalization on the spread of CSR in higher education institutions: an exploratory analysis of the French and Cameroonian contexts» - Aimée Ngalla - Martial Kadji, University of Versailles, France - Max Amang A Ngon, University of Douala/Essec Business School, Cameroon

11:00 to 11:30

Coffee Break

11:30 to 1:00

Concurrent workshops : session 4

■ Workshop 15: Responsible Healthcare Management (Salon C)

Chair: Prof. Cecile Blatrix, AgroParisTech Institute, Paris, France

- «The impact of digital Information technology on self-medication; from individual decisions to new stakeholder roles» - Nabila Sadli, University of Versailles, France
- «Responsible Organization, Partnership Design, and Governance in Addressing Global Common Goods» - Ellie Okada, Boston Cancer Policy Institute, USA
- «Integration and Coordination of Care and Social Services as a Responsible Way of Handling Psychiatric Disability» - Christelle Perrin - Jihane Sebai, University of Versailles, France

■ Workshop 16: Responsible Communication (Salon B)

Chair: Prof. Jeanine Turner, Georgetown University, USA

- «Social networks and professional communities: a fair governance?» - Christophe Assens - Jean-Pierre Bouchez, University of Versailles, France
- «Because it's worth it? A critical discourse analysis of diversity: The case of L'Oréal» - François Goxe - Michaël Viegas Pires, University of Versailles, France
- «Aesthetic CSR Communication: A Global Perspective on Organizational Art Collections» - Angela Bargenda, ESCE International Business School, Paris, France

■ Workshop 17: Professional Experiences regarding Responsibilities (Salon E)

Chair: Dr. Guy Gozlan, Prepsy Mental Health Institute, Paris, France

- «Judicial independence and responsibility - Axiological standards in the ibero-american context» - Aldo Figueroa Navarro, Ministry of Justice, Peru
- «The performance approach for responsible public administration: the challenges to be met in the French case» - Max Brunner, University of Versailles, France
- «Continual Improvement Concepts Applied to Organizational Responsibility» - Holly Duckworth, Sherpa Sustainability Institute, USA

■ Workshop 18: Corporate Social Responsibility and Globalization (Salon G)

Chair: Prof. Anna Tarabasz, SP Jain School of Global Management, UAE

- «Conceptual and practical differences of Corporate Social Responsibility in the United States and in France. The case of selective diversity management» - Emine Ametshaeva - Nicolas Antheaume, University of Nantes, France
- «Empowering Multinational Corporations: Law vs. Reputation?» - Benoît Petit, University of Versailles, France
- «CSR in Europe: discourses and practices. The case of Veolia in European countries» - Jana Marasova, Matel Bel University, Banska Bystrica, Slovakia - Elka Slavcheva Vasileva, University of National and World Economy, Sofia, Bulgaria - Imane Bouterfas - Delphine Philip de Saint Julien - Stela Raytcheva - Gilles Rouet, University of Versailles, France

■ Workshop 19: Doctoral Presentations on ongoing research (B) (Salon D)

Chair: Prof. Ana Maria Lopez, University of Salvador, Argentina

- «Collective responsibility as an organizational practice in Japanese companies» - Louis-Caleb Remanda, University of Versailles, France
- «The CSR of MNC subsidiaries in Tunisia: A combined institutional and stakeholder perspective» - Emna Ben Charfeddine, University of Versailles, France
- «The intercultural skill and experiences in the perception of performance in multicultural teams. The new challenges for IHRM» - Kristina Berkut, University of Versailles, France

1:15 to 2:30

Lunch (Faculty Club Restaurant)



2:45 to 4:00

Round table #2 (Salon G)

«Digitalization, Big data and business responsibilities»

Moderator: Prof. José Luis Guerrero

Panel:

- Stephen Ezell, Vice President, The Information Technology & Innovation Foundation
- Lucie Leblois, CEO and Co-Founder, Crumbdrop
- Rana Novack, Solution owner of the RMPA capability, IBM Global Business
- Cesar Parga, Chief Competitiveness, Innovation and Technology Section, Organization of American States

4:00 to 4:30

Highlights and Conclusions:

Professor Mile Terziovski, *Dean, Graduate School of Business, Curtin University, Australia*

4:30 to 5:00

Closing session:

Prof. Annie Bartoli, Conference Co-Chair

5:15 to 7:15

Farewell Reception

(West Lobby - Georgetown University Conference Center)



CONFERENCE CHAIRS

Prof. Annie Bartoli
Prof. José Luis Guerrero
Prof. Philippe Hermel

INTERNATIONAL SCIENTIFIC COMMITTEE

Prof. Christophe Assens, University of Versailles, France
Prof. Balibie Serge Auguste Bayala, University of Ouaga 2, Burkina Faso
Prof. Zeineb Ben Ammar Mamlouk, University of Tunis, Tunisia
Prof. Luis Bitencourt, National Defense University, Washington DC, USA
Prof. George Brenkert, Georgetown University, USA
Prof. Cecile Blatrix, AgroParitech Institute, Paris, France
Prof. Gérard Cliquet, University of Rennes, France
Dr. Xavier Debrun, International Monetary Fund (IMF)
Prof. Céline Desmarais, HEIG Canton de Vaud, Switzerland
Prof. Dinah Dos Santos Tinoco, Federal Univ of Rio Grande do Norte, Brazil
Prof. Anne Drumaux, Solvay Brussels School, ULB, Belgium
Prof. Sylvie Faucheux, CNAM Paris, France
Prof. Marie-Josée Fleury, McGill University, Canada
Prof. Kevin Foley, University of Technology, Sydney, Australia
Prof. Antony Galabov, New Bulgarian University, Sofia, Bulgaria
Dr. Guy Gozlan, Prepsy Mental Health Institute, Paris, France
Prof. Jacques Igalens, University of Toulouse Capitole, France
Prof. Emmanuel Kamdem, University of Douala, Cameroon
Prof. Eric Langenbacher, Georgetown University, USA
Dr. Fabrice Larat, Ecole Nationale d'Administration (ENA), France
Prof. Ana Maria Lopez, University of Salvador, Argentina
Prof. Luis Angel Madrid Berroteran, University Sergio Arboleda, Colombia
Prof. Ulrike Mayrhofer, IAE Lyon, Jean Moulin Lyon University, France
Prof. Douglas McCabe, Georgetown University, USA
Prof. Maria Niculescu, ESFAM/AUF, Sofia, Bulgaria
Prof. Pierre-Charles Pupion, University of Poitiers, France
Prof. Juan Ramis, ESADE Barcelona, Spain
Prof. Gilles Rouet, University of Versailles, France
Prof. Aline Scouarnec, University of Caen, France
Prof. Anna Tarabasz, SP Jain School of Global Management, United Arab Emirates
Prof. Mile Terziovski, Curtin University, Australia
Prof. Maurice Thevenet, Essec Business School & Fnege, France
Prof. Jeanine Turner, Georgetown University, USA

ORGANIZING COMMITTEE

Jorge Abeledo	Jose Luis Guerrero
Emmanuel Aman-Morin	Philippe Hermel
Annie Bartoli	Aimée Ngalla
Quentin Bedard	Chantal Santelices
Consuelo Correa	Chris Shirley
Liora Dadon	Amy Telford
Donia Ferhane	Roque Viegas

WITH THE PARTICIPATION OF THE FOLLOWING PUBLISHERS :

palgrave
macmillan

rimhe



REVUE FRANÇAISE
D'ADMINISTRATION PUBLIQUE
RFAP

 Springer

Contact: rogc.conference@georgetown.edu

Websites: cied.georgetown.edu
larequoi.uvsq.fr/rogc2017

Registration at: responsible-org-conference.eventbrite.com



GEORGETOWN
UNIVERSITY
CENTER FOR INTERCULTURAL
EDUCATION AND DEVELOPMENT

LAREQUOI
Research Center of ISM
Graduate School of Management



Wifi: GuestNet