

GSCM RESEARCH CENTER

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Introduction

Business schools in France redefined their strategy during the last decade to adapt to the internationalization and globalization of the higher education in management science. Research is placed in the very heart of every developing strategy with the object to raise the quantitative and qualitative level of scientific production (publications). Currently, the topic of research includes discussion about the valorization of research outcomes and the link between research and practice. Today, the valorization of research is about to become an international standard and makes part of the research development strategy.

In 2003, GSCM-Montpellier Business School (GSCM) sets up his research center¹ and pursues an active policy in terms of research. Increasing the research faculty, raising the academic level of the faculty (PhD & habilitation policy and incentives), internationalization of research activities, and quantitative & qualitative progress of scientific production are key elements of this strategy. Today, the research center counts 24 permanent professors, three adjunct professors and 14 research assistants (PhD students). Including the new recruitments during the 2007/2008 academic year, the overall research faculty size will approach the number of 50 permanent members.

GSCM specializes on two main research fields: **Entrepreneurship and Market Dynamics & Information Systems Management and Organizational Dynamics**. Both research fields reflect a certain specialization of management research at GSCM, but concord also with specific industry features of the Montpellier area. A major topic of GSCM research strategy is also the strategic alliance with local universities. Several cooperative agreements with a certain number of local university research centers have been signed in the past years. These cluster strategies resulted in the creation of the label Montpellier Management Education and Research (2006), to federate and increase the visibility of management science in this area.

Against this overall background, GSCM managed successfully to develop a performing research center of European scope and visibility. In 2005, GSCM research faculty produced 19 articles and 13 other publications (books, book chapters, etc.); in 2006, scientific production progressed significantly and 34 articles and 31 other publications were accepted; in the year of this report, publication progresses notably on a qualitative level (30 articles were published including a first A-level journal and five B ranked articles). For the first time the number of articles in English exceeds the number of French journal contributions (21,1% in 2005; 44,1% in 2006; 56,7% in 2007).

Other indicators of progress are the organization of the first conference of European scope (*Interdisciplinary European Conference on Entrepreneurship Research, IECER*), several best papers and awards (*Financial Services Institute, FNEGE* award for the best PhD in entrepreneurship in France, etc.), progress of co-publications between research faculty members (synergies), increase of international conference participation (from 50,0% in 2006 to 78,3% in 2007), and two more GSCM professors obtained their habilitation in 2007.

This annual research report presents in details the 2007 research activity.

Dr. Frank Lasch, Dean of Research
December 19, 2007

¹ CEROM, "Centre d'Etude et de Recherche sur les Organisations et le Management".

1. Research at GSCM: governance body

1.1 Management of the research centre

Headed by the GSCM dean, the governance of research consists of a Scientific Committee (*"Conseil scientifique"*), two external research advisors (university full professors), the Dean of research and two professors in charge of managing the research fields (Figure 1). The Scientific Committee has 16 permanent members, a university professor - named by the dean for a four year mandate - is in charge of its coordination.

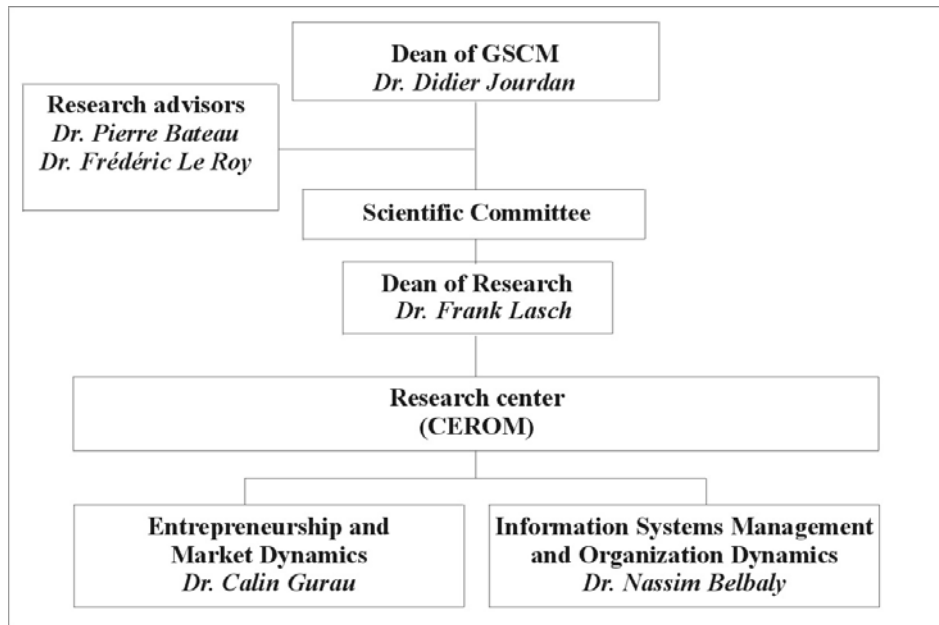


Figure 1: Research at GSCM - Governance body

Headed by the professor Frédéric Le Roy (University of Montpellier I), the scientific committee is a strategic advisory board that discusses all relevant issues of research and provides the Dean of GSCM with policy orientations. In 2007, the Scientific Committee was held four times (February, March, July & December). Amongst other key themes, the Scientific Committee dealt with the valorization of research and international mobility of faculty and visiting professors.

Table 1: Members of the Research Committee (2007)

<p>Dr. Frédéric Le Roy (<i>President of Scientific Committee</i>), Full professor at Montpellier I University & Dean of ERFI research center</p> <p>Dr. Didier Jourdan, Dean of GSCM</p> <p>Dr. Pierre Bateau, Full professor at Aix-en-Provence University, research advisor at GSCM</p> <p>Dr. Daniel Serra, Full professor & Dean of PhD Committee (Economy & Management) at Montpellier I University</p> <p>Dr. Jean-Marie Boisson, Full professor at Montpellier I University</p> <p>Dr. Patrick Sentis, Full professor at Montpellier II University & Dean of CR2M research center</p> <p>Dr. Bernard Fallery, Full professor at Montpellier I University & Dean of CREGOR research center</p> <p>Dr. Frank Lasch (HDR), Associate professor & Dean of Research at GSCM</p> <p>Dr. Nassim Belbaly, Associate professor, Head of research field & Dean of Academic Affairs at GSCM</p> <p>Dr. Calin Gurau (HDR), Associate professor & Head of research field at GSCM</p> <p>Dr. Charles Piot (HDR), Associate professor at GSCM</p> <p>Dr. Corinne Bessieux-Ollier, Associate professor at GSCM</p> <p>Dr. Nathalie Tessier, Assistant professor at GSCM</p>

2. The GSCM research center (CEROM)

2.1 Introduction

Created in 2003, the GSCM research center structures and develops the research activities of the faculty. It leads, organizes, coordinates and develops the scientific activities. Labeled '**Centre d'Etudes et de Recherche sur les Organisations et le Management (CEROM)**', the research center is managed by the Dean of research following the strategic research orientations decided by the Administrative Board of GSCM and the Scientific Committee.

2.2 Main research fields

Research at GSCM is structured around two main research areas "**Entrepreneurship and Market Dynamics**" (head of research field: Dr. Călin Gurău) and "**Information Systems Management and Organizational Dynamics**" (head of research field: Dr. Nassim Belbaly).

2.2.1 Entrepreneurship and Market Dynamics

Focused on the relationship between the firm and its economical environment, this area covers disciplines like entrepreneurship, marketing, strategy and market finance.

Entrepreneurship: This area of research is focusing on the different topics related to small firms, and particularly the strategy and the factors that determine their emergence, survival and development. Research includes the different dimensions outlined by entrepreneurship research: the entrepreneur, the organization and the environment. Entrepreneurship research at GSCM uses a variety of levels of analysis, and methods (qualitative and quantitative). Small firms, knowledge-intensive industries, emerging sectors (biotechnology, information and communication systems, etc.) are given special attention. Other topics of research are interfirm cooperation, collective strategies & strategic alliances, proximity effects, entrepreneurship and the region, entrepreneurship support, etc. Research includes also comparative analyses related to the theme of International entrepreneurship.

Market Dynamics: This area focused on market dynamics observes in particular market strategies of small sized organizations, giving special attention to high-technology sectors (biotechnology, knowledge-based industries). The market strategy is linked up with different research subjects: information systems management, information and knowledge management, the company's visibility on the internet and the e-business strategy, the company's position regarding value creation, etc. The international and global dimension of their activities is a very important aspect of high technology companies. The SMEs should take into consideration and capitalize on the opportunities offered by the Central and East European economies in transition and the developing Asian and South American countries.

2.2.2 Information Systems management and Organizational Dynamics

Focused on structural issues and the functioning of organizations, this research field concentrates on information technologies, organizational systems, human resources, audit and controlling.

Information Systems Management: This area of research links up its subjects by combining: strategy, technologies and organization. Media such as Internet technologies, integrated systems, CAD, etc. are the basic research subjects on themes such as: management of IT implementation, appropriateness and efficiency of information systems, knowledge management, norms and standards aiming the systems' interoperability, new forms of organization and organizational change.

Organizational Dynamics: Research in this area is related to the governance issues, financing and controlling. Research focuses on comparative analysis between the norms and the companies' accounting practice. The main subjects are: accounting and comparative audit practice, accounting harmonization, the determining factors of a company's accounting choices, the international accounting norms, etc.

2.3 Members of the research laboratory

Currently, the research center is composed of 26 GSCM professors, two adjunct professors (full professors from Montpellier University) and 13 research assistants (Table 2 & Appendix 1, *Research faculty at GSCM*). Eight new recruitments are scheduled for 2008. By end of 2008, the total number will reach around 50 active members. The number of professors habilitated to supervise doctoral research (HDR, *Habilitation à*

diriger des recherches) is growing as well, as two colleagues obtained their HDR diploma in addition to the three adjunct professors. The internationalization of the faculty is also in progress: there are currently 11 foreign professors (38,5% of the research faculty).

Table 2: GSCM research faculty in 2007

Entrepreneurship and Market Dynamics	Information Systems Management and Organizational Dynamics
Adjunct Professors	Adjunct Professors
Dr. Le Roy Frédéric (ERFI, U. Montpellier I) Dr. Dana Léo-Paul (University of Canterbury, NZ)	Dr. Sentis Patrick (CR2M, U. Montpellier II)
Associate Professors	Associate Professors
Dr. Algesheimer René Dr. Bagneris Jean-Charles Dr. Groh Alexander Dr. Gurau Calin (HDR) Dr. Lasch Frank (HDR) Dr. Lehmann-Ortega Laurence Dr. Schoettl Jean-Marc	Dr. Barlette Yves Dr. Belbaly Nassim Dr. Benbya Hind Dr. Bessieux-Ollier Corinne Dr. Drillon Dominique (HDR) Dr. Loubet Guylaine Dr. Meissonier Régis (HDR) Dr. Piot Charles (HDR) Dr. Fomin Wladislav
Assistant Professors	Assistant Professors
Dr. Ayadi Nawel Dr. Fons Cendrine Dr. Gundolf Katherine Dr. Jaouen Annabelle Dr. Missonier Audrey	Dr. Benkraiem Ramzi Dr. Parot Isabelle Dr. Tessier Nathalie
Research assistants (PhD students)	
Cadot Julien (CR2M), Dikmen Laure (ERFI), Duquesnois Franck (ERFI), Georgescu Irène (ERFI), Lejard Christophe (ERFI), Marquès Pierre (ERFI), Maurel Carole (CR2M), Muller Guillaume (ERFI), Rahali Naoual (CREGOR), Ratsimandresy Onja (CR2M), Tahri Wadi (GESEM), Trabelsi Raoudha (ERFI), Zerrifi Salah (CREGOR)	

2.3 Partnerships with local universities

A major feature of GSCM research strategy is the strategic alliance with local universities. Today three cooperative agreements with research laboratories have been signed:

- September 2003: **ERFI** (*Equipe de Recherche sur la Firme et l'Industrie*). The ERFI is a research laboratory in management science at the University of Montpellier I.
- November 2003: **CREGOR** (*Centre de Recherche en Gestion des Organisations*) is a research laboratory in management science at the University of Montpellier II.
- January 2007: **CR2M** (*Centre de Recherche sur le Management et les Marchés*) is a research laboratory in management science at the University of Montpellier I.

GSCM and its partnership universities of the Montpellier area reinforced their alliance strategy (including common education and research) and created a management cluster entitled **Montpellier Management Education & Research** in order to increase the European and international visibility of management research and education of the Montpellier research area. On July 6th 2006, a cooperative framework convention was signed. The founding members are the following: **University Montpellier I** (*education*: Institut des Sciences de l'Entreprise et du Management, ISEM; *research*: Equipe de Recherche sur la Firme et l'Industrie, ERFI), **University Montpellier II** (*education*: Institut d'Administration des Entreprises de Montpellier, IAE; *research*: the research department UM2) and the Montpellier CCI (*education*: the Groupe Sup de Co Montpellier, GSCM; *research*: GSCM's laboratory, CEROM).

3. Intellectual contributions (research based scholarship)

3.1 Journal ranking

The GSCM established its first journal ranking in 2004 as a strategic guidance for the faculty members pointing out the journals to be targeted in priority to get an optimal visibility of their performances nationally and internationally (cf. Appendix 2, *GSCM journal ranking*). It takes into account the most important current rankings of nationally and internationally renowned institutions, universities and business schools (CNRS, Hartzing Journal Quality List, Social Science Citation Index, Katz entrepreneurship journal ranking, etc.). The GSCM journal ranking has been reinforced by introducing new upcoming journals for both of the research fields. This ranking is updated every two years in collaboration with the faculty members. The final list is ratified by the Scientific Committee.

The ranking is divided into three categories according to the reputation and the quality of each journal: **internationally top ranked journals (A)**, **high quality national or international journal (B)**, and **other nationally or internationally renowned peer reviewed journals (C)**. Publications in journals outside the GSCM ranking are marked in this report as "D-journals". The last update had been ratified by the Scientific Board on June, 6 and the current list contains 224 classified journals (A: 47; B: 75; C: 102) compared to 197 in 2005.

3.2 Synthesis of contributions

This report includes, from January, 1st to December, 15th 2007, all the journal articles, books, book chapters published or accepted for publication and all conference papers (Table 3).

Maintain of the level of production and qualitative increase: In 2007, the GSCM research center confirms his productivity (30 articles in 2007; 34 in 2006) and increases the qualitative level of his research outcomes. This progression is also measurable for the categories 'book' (6) and 'book chapter' (20). Amongst the main indicators of qualitative progress are...

- A first A-ranked journal and a high prestige book publication (Prentice Hall Financial Times),
- Four guest editorships for the GSCM research faculty (amongst them one special issue for *Entrepreneurship Theory & Practice*),
- High increase of co-publications between GSCM researchers pointing out growing synergies and transdisciplinary (36,7% of all the articles in 2007 against 17,6% in 2006).

Table 3: Publications 2004-2007 overall statistics

	2004	2005	2006	2007
Articles	10	19	34	30
Books	0	4	5	6
Book chapters	2	9	23	19
Total	12	32	62	55
Editorials, book reviews	0	0	2	6
Cases	0	0	1	0
Conference papers	28	61	52	60
PhD's	3	3	3	4
Habilitations	0	2	1	2
Research faculty*	16	18	22	27
Productivity index (articles/members)	0.7	1.1	1.5	1.1

*except research assistants.

Performance indexes: GSCM uses a number of quantitative publication indexes (Table 4). Index 'Articles' measures the peer reviewed journal article performance; index 'Other publications' includes book, book chapter, PhD & HDR ; the 'Overall publication index' is a merger between both indexes mentioned; the 'Overall intellectual contributions index' adds all the peer reviewed conference papers to the latter. Finally, the number of intellectual contributions in those four categories is divided by the number of permanent research faculty members (27 in 2007, excluding the research assistants).

In comparison with 2005, the 2006 & 2007 indicators underline the performance growth of the GSCM research outcomes (intellectual contributions). The 2007 indexes are less indicators for a decreasing tendency, as they have to be seen against the background of a huge number of new faculty (impact of publication outcomes are to

be expected with a certain time lag after arrival) and the increase of quality (higher qualitative level of publications, internationalization of research activities, etc.).

Table 4: Quantitative performance indexes (intellectual contributions)

quantitative publication indexes	Value in 2005	Value in 2006	Value in 2007
- Index articles	19/16= 1.2	34/22= 1.5	30/27= 1.1
- Index other publications	13/16= 0.8	28/22= 1.3	38/27= 1.4
- Overall publication index	32/16= 2.0	65/22= 3.0	68/27= 2.5
- Overall intellectual contributions index	98/16= 6.1	122/22= 5.5	128/27= 4.7

Internationalization of publications in progress: International visibility of research outcomes is another key indicator that marks the qualitative progression of research at GSCM. From 27% in 2005, the share of publications in English raises to 47,3% in 2007 (Table 5). The most significant growth of all categories concerns the journal publication. For the first time, there are more publications in English (56,7%) than in French.

Table 5: Share of publications in English (2004-2007)

	2004	2005	2006	2007
Articles	60,0%* (6)	21,1% (4)	44,1% (15)	56,7% (17)
Books	-	25,0% (1)	40,0% (2)	33,3% (2)
Book chapters	50,0%* (1)	55,6% (5)	60,9% (14)	36,8% (7)
Editorials & book reviews	-	-	50,0% (1)	100,0% (6)
Publications total	58,3%* (7)	27,0% (10)	47,8% (32)	47,3% (26)
Cases	-	-	-	-
Conference papers	25,0% (7)	37,7% (23)	38,5% (20)	63,3% (38)

* Insignificant value due to small sample size (number of articles in 2004: 10); in () the total number of intellectual contributions.

Article publication using the GSCM journal ranking: Using the GSCM journal ranking the following tendencies appear (Table 6)...

- Compared to 2006, the share of articles of the first and second categorie slightly increases (20,0% against 17,6% in 2006),
- A first A-ranked journal in 2007,
- The share of C-ranked journal remains stable (50,0% in 2007) compared to the previous year, but the number of articles in English exceeds the one of French journal publications (53,3%),
- A qualitative step is achieved for the articles outside the ranking (D: 30,0% against 32,4% in 2006), while the share of this categorie remains stable, the part of articles in English grows up to 88,9% (10,0% in 2006).

Table 6: Publication of articles in 2007 (GSCM journal ranking)

Cat.	2006			2007		
	French Journal	English Journal	Total	French Journal	English Journal	Total
A	-	0 (0,0%)	0 (0,0%)	-	1 (100,0%)	1 (3,3%)
B	3 (50,0%)	3 (50,0%)	6 (17,6%)	5 (100,0%)	0 (0,0%)	5 (16,7%)
C	7 (38,9%)	11 (61,1%)	18 (52,9%)	7 (46,7%)	8 (53,3%)	15 (50,0%)
D*	9 (90,0%)	1 (10,0%)	11 (32,4%)	1 (11,1%)	8 (88,9%)	9 (30,0%)
total	19 (54,9%)	15 (44,1%)	34 (100,0%)	13 (43,3%)	17 (56,7%)	30 (100,0%)

* journal outside GSCM ranking.

Synergies and transdisciplinarity: The increase of 'internal' co-publications is another positive tendency in 2007. Three types of contributors have to be distinguished: permanent GSCM research faculty, adjunct professors from local partnership universities and the research assistants (Tables 2 & 7). The GSCM research faculty is involved in 92,9% of the publications (5,3% together with an adjunct professor – three articles), the adjunct professors count for 7,1% of the publications (four articles without internal co-publication). Finally, the research assistants contribute as co-authors for two articles and one book chapter.

Table 7: Publications - contributors

	Publications													Total	PhD, HDR (4)
	French journal (13)				English journal (17)				Book chapter (20)		Book (6)				
	A	B	C	D	A	B	C	D	Fr.	Eng.	Fr.	Eng.			
GSCM professor	0	2	6	1	1	0	8	8	14	5	4	2	51 (92,7%)	6	
Adjunct professor ¹	0	3	1	0	0	0	0	0	0	0	0	0	4 (7,3%)	-	
Research assistant ¹	0	0	0	0	0	0	0	0	0	0	0	0	0 (0,0%)	0	
Total	0	5	7	1	1	0	8	8	14	6	4	2	55 (100%)	6	

3.3 Journal articles

Table 8: List of articles accepted

A	Lasch F. & Yami S. 2008. The nature and focus of Entrepreneurship research in France over the last decade: A French Touch? <i>Entrepreneurship, Theory & Practice [Special issue: 'Entrepreneurship Research in Europe: Overview, Trends and Themes']</i> , March: 339-360.
B	Ayerbe C. & Missonier A. 2007. Validité interne et validité externe de l'étude de cas: Principes et mise en œuvre pour un renforcement mutuel. <i>Finance Contrôle Stratégie</i> , 10(2): 37-62.
B	Dagnino G.B., Le Roy F. & Yami S. 2007. La dynamique des stratégies de coopération. <i>Revue Française de Gestion</i> , 33(76): 87-98.
B	Salvetat D. & Le Roy F. 2007. Coopération et intelligence économique. Une étude empirique dans les industries de haute technologie en Europe. <i>Revue Française de Gestion</i> , 33(76): 147-162.
B	Sentis P. & François-Heude A. A paraître. Franchissements de seuils dans le capital des IPOs. <i>Banque et Marchés</i> .
B	Topsacalian P. & Bagneris J.C. A paraître. Le point sur l'émission de dettes assorties d'une option d'achat sur les capitaux propres de l'émetteur: théories et confirmations empiriques. <i>Banque & Marchés</i> .
C	Algesheimer R. & Gurău C. Forthcoming. Introducing structuration theory in communal consumption behavior research. <i>Qualitative Market Research: An International Journal</i> .
C	Benbya H. & Meissonnier R. 2007. La contribution des Systèmes de gestion des connaissances au développement de nouveaux produits. <i>Systèmes d'Information et Management</i> , 12(1): 75-95.
C	Bessieux-Ollier C., Walliser E. A paraître. La transition et le bilan de la première application en France des normes IFRS: le cas des incorporels. <i>Comptabilité Contrôle Audit</i> .
C	Bourdon I. & Lehmann-Ortega L. 2007. Systèmes d'information et innovation stratégique: une étude de cas. <i>Système d'Information et Management</i> , 1(12): 55-73.
C	Cheriet F., Le Roy F. & Rastoin J. A paraître. Les alliances stratégiques asymétriques: cas de Danone- Djurdjura en Algérie. <i>Revue Internationale PME</i> , 21(1).
C	Dana L.P., Le Cren N. & Lyons J. Forthcoming. The Role of Collective Action in the New Zealand Dairy Industry: An International Comparison. <i>International Journal of Entrepreneurship and Small Business</i> , 8 (1).
C	Desmarais C. & Tessier N. A paraître. La frontière encadrants/non encadrants: une segmentation pertinente? <i>Revue de l'Economie Méridionale</i> .
C	Drillon D. 2008. Jeux vidéo, Internet, sexe: un parfum d'irréel. Apports de la psychanalyse au virtuel. <i>Gestion 2000 [Special issue: 'Les technologies de la communication et la psyché']</i> , 1(1): 93-108.
C	Gundolf K., Jaouen A. & Temri L. A paraître. Le comportement d'innovation des PME dans les pôles de compétitivité: un cadre d'analyse. <i>Revue d'Economie Méridionale</i> .
C	Gurău C. Forthcoming. An exploratory analysis of the strategic marketing choices implemented by the UK biopharmaceutical SMEs. <i>International Journal of Entrepreneurship and Small Business</i> .
C	Gurău C. & Groh A. Forthcoming. The impact of regional development policies on ICT and biotech firm creation: a comparative analysis of France, Germany and the UK. <i>International Journal of Entrepreneurship and Small Business [Special issue: 'High-Tech Entrepreneurship']</i> .
C	Jaouen A. & Gundolf K. Forthcoming. Strategic alliances between microfirms: specific patterns in the French context. <i>International Journal of Entrepreneurial Behaviour and Research</i> .
C	Robert F., Marquès P. & Le Roy F. Forthcoming. Coopetition between SMEs: an empirical study of French professional football. <i>International Journal of Entrepreneurship & Small Business [Special issue: 'Coopetition and Entrepreneurship']</i> .
C	Robert F., Marquès P., Lasch F. & Le Roy F. Forthcoming. Entrepreneurship in emerging High-Tech industries: ICT

	entrepreneurs between experts and kamikazes. <i>International Journal of Entrepreneurship & Small Business [special issue: 'High-Tech Entrepreneurship']</i> .
C	Schmude J., Heumann, S., Lasch F. & Le Roy F. Forthcoming. IECER conference - five years of entrepreneurship research: topics and trends. <i>International Journal of Entrepreneurship & Small Business [special issue 'Entrepreneurship and the Region']</i> .
D	Dana L.P. Forthcoming. Community-based entrepreneurship in Norway. <i>International Journal of Entrepreneurship and Innovation</i> .
D	Givry P. & Jeannicot K. 2006. Le marché des ETFs -Exchange Traded Funds- en Euro Méditerranée: enjeux et perspectives pour les marchés développés et les marchés émergents. <i>Arab Economic & Business Journal, 2</i> : 133-156.
D	Gundolf K., Jaouen A. & Loup S. Forthcoming. Collective entrepreneurship and collective strategies: the case of tourism in France. <i>International Journal of Business and Globalisation [Special issue: 'International Entrepreneurship']</i> .
D	Gurău C. Forthcoming. Entrepreneurial strategies of small Romanian-Italian joint ventures. <i>International Journal of Business & Globalisation [Special issue: 'International Entrepreneurship']</i> .
D	Gurău C. 2007. Porter's generic strategies: a re-interpretation from a relationship marketing perspective. <i>The Marketing Review, 7</i> (4): 369-384.
D	Gurău C. 2007. Digital B2B interactions in Romania: an exploratory study of the level of satisfaction of client organisations. <i>International Journal of Emerging Markets, 2</i> (1): 39-53.
D	Lasch F., Gundolf K. & Kraus S. 2007. The impact of unemployment on entrepreneurship: empirical evidence from France. <i>International Journal of Business Research, VII</i> (2): 1-8.
D	Meis Mason A., Dana L.P. & Anderson R.B. Forthcoming. Entrepreneurship in Coral Harbour, Nunavut. <i>International Journal of Entrepreneurship and Innovation, 9</i> (2).
D	Merdji M. & Johnston R.F. 2006. Collaboration amongst small business olive growers in a globalized world. <i>Australasian Journal of Regional Studies, 12</i> (3): 165-172.

3.4 Books

Table 9: Books

Dana L.P., Welpel I., Han M. & Ratten V. (Eds.). Forthcoming. <i>Handbook of Research on European Entrepreneurship: Internationalisation of Small Businesses</i> . Cheltenham, Edward Elgar (United Kingdom).
Gundolf K. & Jaouen A. (Eds.) A paraître. <i>Les relations interorganisationnelles de PME</i> . London, Hermès Publishing.
Missonier A., Ayerbe C., Barabel M., Meier O. & Schier G. A paraître. <i>Gestion du changement</i> . Paris: Dunod - Gestion Sup.
Missonier A., Ayerbe C. & Meier O. A paraître. <i>Méthode des cas</i> . Paris: Dunod - Gestion Sup.
Ranchhod A. & Gurău C. 2007. <i>Marketing strategies: a contemporary approach</i> . 2 nd edition, Harlow, Prentice-Hall.
Torrès O. & Jaouen A. (Eds.) A paraître. <i>Les très petites entreprises: un management de proximité</i> . Paris, Vuibert.

3.5 Book chapters

Table 10: Book chapters

Benbya H. 2007. Processi di gestione della conoscenza organizzativa In Campisi D. & Passiante G. (Eds.). <i>Fondamenti di knowledge management: conoscenza e vantaggio competitivo di Campisi e Passiante</i> . Aracne Editrice, Rome. Italy.
Belbaly N. 2007. Introduction. In Belbaly N. (Ed.). <i>Knowledge Management: Systems Implementations: Lessons from the Silicon Valley</i> .
Bourdon I. & Tessier N. 2008. La GRH: un catalyseur des politiques de gestion des connaissances? In Duzert A. & Boughzala I. (Eds.), <i>Vers le KM 2.0: Quel management des connaissances imaginer pour faire face aux défis futurs ?</i> Paris, Vuibert.
Gundolf K. Forthcoming. Cohésion territoriale et proximité des auteurs: le cas des TPE du tourisme. In Torrès O. & Jaouen A. (Eds.), <i>Les très petites entreprises. Un management de proximité</i> . Paris, Vuibert.
Gundolf K. A paraître. Gestion des processus de transmission familiale au sein d'un site touristique: Les raisons d'un succès. In Meier O (Ed.), <i>Transmission et Reprise d'Entreprise</i> . Paris, Dunod - Gestion Sup.
Gundolf K., Jaouen A. & Loup S. (2007). Etude comparée de stratégies collectives: Facteurs de succès et évolution dans

- le secteur touristique. In Bataillou C., Schéou B. (Ed.), *Tourisme et développement – Regards croisés*. Perpignan, Presses Universitaires de Perpignan (Collection Etudes).
- Gurău C. 2007. Public relations meets marketing online: an exploratory study of Biotech small- to medium-sized enterprises. In Duhé S.C. (Ed.), *New Media and Public Relations*: 285-298. New York, US, Peter Lang.
- Gurău, C. & Ranchhod, A. 2007. The internationalisation of Biotech SMEs: A Comparative analysis of UK and US firms. In Rialp A. & Rialp J. (Guest Eds.), Cavusgil S.T. (Series Ed.), *International Marketing Research: Opportunities and Challenges in the 21st Century - Advances in International Marketing Vol. 17*: 137-158. Oxford, JAI Press, Elsevier.
- Jaouen A. A paraître. Proximité et alliances stratégiques en TPE. In Torrès O. & Jaouen A. (Eds.), *Les très petites entreprises. Un management de proximité*. Paris, Vuibert.
- Jaouen A. 2007. Faire une thèse en PME: parcours d'un jeune docteur. In Torrès O. (Ed.), *La recherche académique française en PME: Les thèses, les revues, les réseaux*: 74-79. Paris, Observatoire des PME, OSEO Editions (Collection Regards sur les PME n°14).
- Lasch F. 2007. Part two: The econo-geographic aspects of emergence, cooperation and survival. In J. Ulijn, D. Drillon & F. Lasch (Eds.), *Entrepreneurship, cooperation and the firm: The emergence and survival of high tech ventures in Europe*: 29-34. Cheltenham (UK), Edward Elgar.
- Lasch F. Forthcoming. La proximité géographique comme facteur d'émergence et de la survie des entreprises à forte intensité de savoirs. In Torrès O. & Jaouen A. (Eds.), *Les très petites entreprises. Un management de proximité*. Paris, Vuibert.
- Missonier A. A paraître. Diagnostic Stratégique: le cas Kitelec. *Diagnostic Stratégique* (2d Edition). Paris, Dunod.
- Missonier A. & Dikmen L. A paraître. Transmissions et reprises d'entreprises: retours d'expériences de différentes parties prenantes. In Meier O. (Ed.) *Transmission et Reprise d'Entreprise*. Paris, Dunod - Gestion Sup.
- Missonier A. & Meier O. A paraître. La gestion des alliances asymétriques: l'influence des réseaux interpersonnels. In Jaouen A., Gundolf K. (Eds.), *Les relations interorganisationnelles de PME*. Paris, Hermes.
- Missonier A. & Meier O. 2007. Stratégie d'externalisation: apports, changement et limites. In Missonier A., Ayerbe C., Barabel M., Meier O. & Schier G. (Eds.), *Gestion du changement*: 63-92. Paris, Dunod - Gestion Sup.
- Reschke C.H., Kraus S. & Gundolf K. Forthcoming. Diskussion evolutionärer Ansätze in der Ökonomie am Beispiel von Organisation und Lebenszyklen von Gründungsunternehmen. In Fink M, Almer-Jarz D. & Kraus S. (Ed), *Sozialwissenschaftliche Aspekte des Gründungsmanagements*, Hannover/Stuttgart, Ibidem Verlag.
- Ulijn J. & Drillon D. 2007. The question of definitions and methodology. In Ulijn J., Drillon D. & Lasch F. (Eds.), *Entrepreneurship, Cooperation & the Firm: the Emergence & Survival of High-Technology Ventures in Europe*: 11-20. Cheltenham: Edward Elgar.
- Ulijn J. & Drillon D. 2007. Part one: The role of the individual versus that of the institution. In Ulijn J., Drillon D. & Lasch F. (Eds.), *Entrepreneurship, Cooperation & the Firm: the Emergence & Survival of High-Technology Ventures in Europe*: 24-28. Cheltenham: Edward Elgar.

3.6 Editorials

Table 11: Editorials

Editorials (books)

- Benbya H., Cooper L. & Belbaly N. 2008. Introduction to the Minitrack on Knowledge Management for Creativity and Innovation. *Hawaii International Conference on System Sciences Proceedings*.
- Ulijn J., Drillon D. & Lasch F. 2007. Introduction: Entrepreneurship and cooperation – the emergence and survival of high tech ventures in Europe. In J. Ulijn, D. Drillon & F. Lasch (Eds.), *Entrepreneurship, cooperation and the firm: The emergence and survival of high tech ventures in Europe*: 1-4. Cheltenham (UK), Edward Elgar.

Editorials (journals)

- | | |
|---|---|
| A | Welter F. & Lasch F. 2008. Entrepreneurship Research in Europe: Taking stock and looking forward. [<i>Special issue: 'Entrepreneurship Research in Europe: Overview, Trends and Themes'</i>], March: 241-248. |
| C | Dowling M., Lasch F., Le Roy F. & Schmude J. Forthcoming. Entrepreneurship and the Region: Editorial. <i>International Journal of Entrepreneurship & Small Business</i> [<i>special issue 'Entrepreneurship and the Region'</i>]. |
| C | Lasch F., Le Roy F., Dowling M. & Schmude J. Forthcoming. High-tech Entrepreneurship: Editorial. <i>International Journal of Entrepreneurship & Small Business</i> [<i>special issue: 'High-Tech Entrepreneurship'</i>]. |
| D | Jaouen A., Gundolf K., Lasch F. & Le Roy F. Forthcoming. International entrepreneurship: Editorial. <i>International Journal of Business & Globalization</i> [<i>special issue: 'International Entrepreneurship'</i>]. |

3.7 Conference papers

As for the *GSCM journal ranking*, this list takes into account the most important conferences and congresses to attend for the GSCM scholars and according to the two main research fields. The Scientific Board validated this list of 68 conferences classified by discipline/theme and geographical areas. As for the journals, it is updated on a biannual basis (cf. Appendix 3, *GSCM conference list*). The list consists of three categories: A, Conference with international scope; B, conference with European scope; C, National or Francophone conference (As 'D' are considered the conferences & workshop outside the list).

Overall, 60 peer reviewed papers have been presented, two out of three at international conferences and workshops (Table 13). As for the publications, 2007 is marked by an increase in quality displayed by a stronger participation to international top ranked conferences. One colleague obtained a Best paper award at the "*Financial Services Institute's Symposium*" annual meeting (Dr. Alexander Groh).

Table 12: Conferences – overall statistics (by geographical area)

	Conference papers			
	Geographical areas			Total
	Out of Europe	Europe	France	
2007	24 (40,0%)	23 (38,3%)	13 (21,7%)	60 (100,0%)
2006	3 (5,8%)	23 (44,2%)	24 (46,2%)	52 (100,0%)
2005	8 (13,1%)	14 (23,0%)	39 (64,0%)	61 (100,0%)
2004	4 (14,3%)	6 (21,4%)	18 (64,3%)	28 (100,0%)

Table 13: List of conference papers (by geographical area)

GSCM	Conference papers out of Europe (24 papers)
D	Groh A., Baule R. & Gottschalg O. 2007. Measuring idiosyncratic risks in leveraged buyout transactions. <i>Southern Finance Association Meeting</i> , November 15 th , Charleston, South Carolina, USA.
D	Groh A., Liechtenstein H. & Lieser K. 2007. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <i>Kauffman Symposium on Entrepreneurship and Innovation Data</i> , November 2 nd , Kansas City, Missouri, USA.
D	Lasch F., Gundolf K. & Kraus S. 2007. The impact of unemployment on entrepreneurship: empirical evidence from France. <i>International Academy of Business & Economics (IABE)</i> , October 14-17, Las Vegas, USA.
D	Groh A. & Gottschalg O. 2007. The risk-adjusted performance of US buyouts. <i>NBER Conference on Private Equity</i> , October 5 th , Cambridge, Massachusetts, USA.
D	Algesheimer R., Dholakia U., Blazevic V. & Wiertz, C. 2007. Participation in service support communities. <i>Frontiers in Services Conference</i> , October 4-7, San Francisco, US.
D	Groh A., Liechtenstein H. & Canela M. 2007. Allocation determinants of institutional investments in venture capital and private equity limited partnerships in Central Eastern Europe. <i>Financial Services Institute's Symposium</i> , September 14 th , New York City, USA.
D	Groh A., Liechtenstein H. & Lieser K. 2007. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <i>Financial Services Institute's Symposium</i> , September 14 th , New York City, USA.
A	Belbaly N. & Meissonier R. 2007. The Evolution of User Resistance to Change in SME's. <i>Academy of Management Meeting (AOM)</i> , August 3-8, Philadelphia, US.
A	Benbya H., 2007. Developer's Behavior and its Impact on Open Source Software Design. <i>Academy of Management Meeting (AOM)</i> , August 3-8, Philadelphia, USA.
A	Dana L.-P. & Lasch F. Transition and entrepreneurship in Central Asia. <i>Academy of Management Meeting (AOM)</i> , August 3-8, in Philadelphia, Pennsylvania.
A	Groh A. & Gottschalg O. 2007. The risk-adjusted performance of US buyouts. <i>Western Finance Association Conference (WFA)</i> , June 28 th , Big Sky Resort, Montana, USA.
C	Cheriet F., Le Roy F. & Rastoin J.L. 2007. Instabilité des alliances stratégiques: le cas des entreprises agroalimentaires en Méditerranée. <i>16^{ème} Conférence de l'Association Internationale de Management Stratégique (AIMS)</i> , June 6-9, Montréal.
C	Gurău C. & Fons C. 2007. La relation client comme source d'avantage concurrentiel: un modèle expérimental des stratégies génériques. <i>Conférence de l'Association Internationale de Management Stratégique (AIMS)</i> , June 6-9, Montreal, Québec.
C	Gurău C. & Fons C. 2007. Interprétation des stratégies génériques de Porter dans un contexte relationnel : un modèle expérimental. <i>16^{ème} Conférence de l'Association Internationale de Management Stratégique (AIMS)</i> , June 6-9, Montreal, Canada.
C	Lehmann-Ortega L. & Schoettl J.M. 2007. Radicalité et brutalité de l'innovation stratégique: pour une

	relecture du cas Ikea. 16^{ème} Conférence de l'Association Internationale de Management Stratégique (AIMS) , June 7-9, Montréal, Canada.
C	Roy P. & Le Roy F. 2007. Stratégies de rupture, dynamique de la concurrence et performances. 16^{ème} Conférence de l'Association Internationale de Management Stratégique (AIMS) , June 6-9, Montréal.
C	Salvetat D. & Le Roy F. 2007. Coopétition et intelligence économique: une étude empirique dans les industries de haute technologie en Europe. 16^{ème} Conférence de l'Association Internationale de Management Stratégique (AIMS) , June 6-9, Montréal.
B	Algesheimer R., Dholakia U., Blazevic V. & Wiertz C. 2007. The determinants of participation in technical support customer communities. European Marketing Academy (EMAC) Annual Conference , May 22-25, Reykjavik, Iceland.
B	Changeur S. & Fons C. 2007. Managerial identification of competitors: Representations, criteria and differences among managers, 36th European Marketing Academy Conference (EMAC) , May 22-25, Reykjavik, Iceland.
C	Cailletiau J. & Drillon D. 2007. Optimiser l'insertion professionnelle des publics premiers niveaux de qualification. Colloque International de la GRH au Maghreb à l'heure de la Mondialisation: Analyse et Perspectives (AGRH) , 5-7 mai, Oran, Algérie.
D	Givry P. & P. Topsacalian. 2007. Valeur de marché de l'action et référentiels: une approche de la valorisation des capitaux propres par un portefeuille d'options à barrière. 4th International Finance Conference , March 15-17, Hammamet, Tunisia.
D	Algesheimer R. & Dholakia U. 2007. The long-term effects of joining and participating in customer communities. Marketing Science Institute (MSI) Conference , March 14-16, Minneapolis, US.
D	Givry P. & K. Jeannicot. 2007. Exchange Traded Funds: contexte international et contribution à l'amélioration de la liquidité des marchés émergents méditerranéens. 4th International Finance Conference , March 15-17, Hammamet, Tunisia.
A	Belbaly N., Benbya H. & Meissonier R. 2007. An empirical investigation of the customer Knowledge creation impact on NPD Performance. Hawaii International Conference System Science (HICSS) , January 3-6, Waikoloa, Big Island Hawaii.

GSCM	Conference papers in Europe (23)
A	Gurău C. & Ayadi, N. 2007. The implementation of online self-service systems: quality dimensions and organisational challenges. 21st Service Workshop - Academy of Marketing Special Interest Group , November 15-17, London, UK.
D	Algesheimer R., Dholakia U., Fehr E., Götte L. & Kosfeld M. 2007. The weave of social life: how social interactions shape the individual. Incentives in Economics Conference , November 9-10, Nuremberg, Germany.
D	Algesheimer R., Dholakia U., Fehr E., Götte L. & Kosfeld M. 2007. Trust and social interaction. Behavioral Public Economics Workshop , October 18-19, Innsbruck, Austria.
D	Gurău C. 2007. International alliances in the biopharmaceutical industry. Global Conference on Business & Economics (GCBE) . Octobre 13-14, Rome, Italy.
D	Groh A., Baule, R. & Gottschalg, O. 2007. Measuring idiosyncratic risks in leveraged buyout transactions. Annual Meeting of the German Finance Association , September 25, Dresden, Germany.
C	Parot I. & Tessier N. 2007. Nouvelles formes d'organisation et outils de GRH : Le cas de l'appréciation des équipes à distance. 18^{ème} Congrès Annuel de l'Association de Gestion des Ressources Humaines (AGRH) , Septembre 19-21, Université de Fribourg, Suisse.
D	Marques P., Robert F. & Le Roy F. 2007. Coopetition and performance: an empirical study of French professional football. The 15th Congress of the European Association of Sport Management , 12-15 September, Turin, Italy.
D	Gurău C. 2007. Managing External Knowledge for New Product Development: the case of UK Biopharmaceutical SMEs, European Conference on Knowledge Management (ECKM) , September 6-7, Barcelona, Spain.
B	Gundolf K. & Jaouen A. 2007. Strategic alliance between microfirms in creative industries: patterns and specificities. 23rd European Group for Organizational Studies (EGOS) , July 5-7, Vienna, Austria.
B	Sentis P. & Bessière V. 2007. Corporate disclosure, information uncertainty and investors' behaviour: a test of the overconfidence effect on market reaction to goodwill write-offs. European Financial Management Association (EFMA) , June 27-30, Vienna, Austria.
D	Gurău C. 2007. The "Born Global Purchasers": internationalisation through outsourcing in the UK biotechnology sector. Oxford Business and Economics Conference (OBEC) . June 24-26, Oxford, UK.
C	Barlette Y. 2007. Les comportements sécuritaires des acteurs dans les systèmes d'information des PME. 12^{ème} Congrès de l'Association Information et Management (AIM) , 18-19 juin, Lausanne, Suisse.
C	Benbya H., Belbaly N. & Meissonier R. 2007. Etude empirique sur le comportement des développeurs et son

	impact sur le développement de logiciels open source. <i>Congrès de l'Association Information et Management (AIM)</i> , June 18-19, Lausanne, Switzerland.
A	Jaouen A. & Gundolf K. 2007. Vision and Strategy of Microfirm Managers: Propositions for a Typology. <i>International Council for Small Business (ICSB)</i> , June 13-15, Turku, Finland.
D	Benbya H., & McKelvey B. 2007. Using Pareto-based Science to Enhance Knowledge for Practical Relevance. <i>Organization Studies Summer Workshop</i> , June 9-7, Crete, Greece.
A	Dana L., Lasch F. & Jaouen A. 2007. Symbiotic entrepreneurship in the Eurozone. <i>Babson College Entrepreneurship Research Conference (BCERC)</i> , June 7-9, Madrid, Spain.
A	Gundolf K. & Missonier A. 2007. Transfer of technological skills during a merger: an analysis in the French information technology sector. <i>Babson College Entrepreneurship Research Conference (BCERC)</i> , June 7-9, Instituto de Empresa, Madrid, Spain.
B	Fomin V.V. & Egyedi T. 2007. Multi-method approach to guide design and use of ICT infrastructure services. <i>15th European Conference on Information Systems (ECIS)</i> , June 7-9, St. Gallen, Switzerland.
D	Barlette Y. 2007. La sécurité des informations n'est pas réservée aux grandes entreprises. <i>18^{ème} Conférence EUROSEC</i> , 23-25 mai, Paris.
A	Le Roy F. & Yami S. 2007. Innovation strategy and entrepreneurship in SME context, New Frontiers in Entrepreneurship: Strategy, Governance, and Evolution. <i>Strategic Management Society Special Conference (SMS)</i> , May 23-25, Catania, Italy.
D	Missonier A. & Sintès C. 2007. Décisions stratégiques et dynamique de gouvernance d'entreprise à partir de l'étude d'un processus de rapprochement. <i>6^{ème} Conférence Internationale de Gouvernance d'Entreprise</i> , May 21-22, Genève, Switzerland.
D	Piot C. & Missonier-Piera F. 2007. Corporate Governance, Audit Quality and the Cost of Debt Financing of French Listed Companies. <i>6th International Conference on Corporate Governance</i> , May 21-22, Geneva, Switzerland.
C	Drillon D. 2007. Audit Social: développement, évolutions nécessaires, pour un développement des entreprises, des Organisations et de la Société. <i>9^{ème} Université de Printemps de l'Institut d'Audit Social (IAS)</i> , May 17-19, Moscow, Russia.
B	Piot C. & Missonier-Piera F. 2007. Corporate Governance, Audit Quality and the Cost of Debt Financing of French Listed Companies. <i>Annual Congress of the European Accounting Association (EAA)</i> , April 25-27, Lisbon.

GSCM	Conference papers in France (13)
C	Sentis P. & Bessière V. 2007. Corporate disclosure, information uncertainty and investors' behaviour: a test of the overconfidence effect on market reaction to goodwill write-offs. <i>Paris Finance International Meeting (AFFI)</i> , 20-21 Décembre, Paris, France.
D	Barlette Y. 2007. Les acteurs des PME face à la protection des S.I. <i>5^{ème} Rencontres en Intelligence Economique</i> , 7 septembre, Sophia Antipolis.
D	Lehmann-Ortega L. & Bourdon I. 2007. Apport des systèmes d'information à l'innovation stratégique: exploration d'un cas de rupture. <i>Montpellier International Workshop on Information Systems and Organization Dynamics (MIWIS)</i> , July 13, Montpellier, France.
C	Groh A., Liechtenstein H. & Lieser K. 2007. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <i>Annual Conference of the French Finance Association (AFFI)</i> , June 27 th , Bordeaux, France.
C	Benbya H., Belbaly N. & Meissonier R. 2007. Etude empirique sur le comportement des développeurs et son impact sur le développement de logiciels open source. <i>12^{ème} Congrès de l'Association Information et Management (AIM)</i> , Juin 18-19, Lausanne, Suisse.
C	Marques P., Robert F. & Le Roy F. 2007. Coopétition et performances: le cas du football professionnel Français. <i>Atelier de l'Association Internationale de Management Stratégique (AIMS)</i> , 1 ^{er} Juin, Montpellier, France.
C	Piot C. 2007. Concentration et compétitivité du marché de l'audit en France: Une étude longitudinale 1997-2003, <i>Association Francophone de Comptabilité (AFC)</i> , May 23-25, Poitiers, France.
C	Piot C. & Missonier-Piera F. 2007. Corporate Governance, Audit Quality and the Cost of Debt Financing of French Listed Companies. Portugal, Annual Congress of the <i>Association Francophone de Comptabilité (AFC)</i> , May 23-25, Poitiers, France.
B	Parot I. 2007. Beyond teams: Virtual teams. <i>European Academy of Management Conference (EURAM)</i> , May 16-19, Paris, France.
B	Salvetat D. & Le Roy F. 2007. Coopetition and business intelligence: an empirical study of high technology industries in Europe. <i>European Academy of Management Conference (EURAM)</i> , May 16-19, HEC Paris, Paris.
A	Lehmann-Ortega L. 2007. Un exemple de méthodologie conduisant à la création de connaissances opérationnelles: quatre étapes pour caractériser l'innovation stratégique. <i>Conférence Internationale</i>

ISEOR-AOM Research Method Division sur les Méthodes de Recherche Innovantes, March 26-28, Lyon, France.

- D Gundolf K., Jaouen A. & Temri L. 2007. Le comportement d'innovation des PME dans les pôles de compétitivité: un cadre d'analyse. *3^{ème} Colloque du PESOR*, March 16, Faculté Jean Monnet de Sceaux, Paris 11, France.

3.8 List of conference papers (by geographical area)

Table 14: List of conference papers linked to cooperative agreements

Out of Europe

Fallery B. & Rodhain F. 2007. Understanding Traceability As An Actor-Network. *5th International Conference on Supply Chain Management and Information Systems (SCMIS)*, 9-12 December, Melbourne, Australia.

Fallery B. & Rodhain F. 2007. A la recherche de fondements théoriques pour la gouvernance d'Internet. *Congrès E-Commerce et Gouvernance de l'Internet (ECIG)*, 19-20 octobre, Sousse, Tunisie.

Temri L. & Fort F. 2007. Which innovations for sustainable development for the agro-food sector SME? *AIEA2 and SOBER International Conference - Knowledge, sustainability and bioresources*. 22th-27th July, Londrina Paraná, Brasil.

Fallery B. & Rodhain F. 2007. Quatre approches pour l'analyse de données textuelles: lexicale, linguistique, cognitive et thématique. *16ème Conférence de l'Association Internationale de Management Stratégique (AIMS)*, 7-9 juin, Montréal, Canada.

Houzé E. & Belbaly N. 2007. Étude empirique de l'effet de la création de connaissances sur le processus de développement de nouveaux produits. *16ème Conférence de l'Association Internationale de Management Stratégique (AIMS)*, 7-9 juin, Montréal, Canada.

Fulconis F., Saglietto L. & Paché G. 2007. The strategic alignment as a key factor of success for the 4PL development. A research program. *Information Resources Management Association (IRMA) International Conference – IT and Supply Chain Management*, 19-23 May, Vancouver, Canada.

Europe

Amadiou P. & Viviani J.-L. 2007. Intangible and performance: the case of the French wine industry. *XIV colloques VDQS*, Trèves (Allemagne), Vineyard Data Quantification Society.

Botti L. 2007. Small businesses in tourism collective strategies. *Advances in Tourism Economics (ATE)*, Avril, Institut Piaget de Vila Nova de Santo André (Portugal).

Fenneteau H. & Paché G. 2007. Unlocking the logistical services life cycle: a paradoxical view from the food retailing industry. *23rd European Group for Organizational Studies (EGOS)*, July 5-7, Vienna, Austria.

Fallery B. & Marti C. 2007. Storytelling on the Internet to develop weak-link networks. Two case studies. *Workshop e-HRM - 9th International Conference on Enterprise Information Systems (ICEIS)*, 12-16 June, Funchal, Madeira.

Giordano-Spring S. & Chauvey J.-N. 2007. Assessing the quality of corporate social reporting through Reporting Principles: an empirical study of French listed Companies on SBF 120 Stock index. *European Accounting Association conference (EAA)*, 24-28 Avril, Lisbonne, Portugal.

Caramelli M. 2007. Employee share ownership and attitudes in the context of the large multinationals: some new evidence". *4th Performance and Reward Conference*, 29 mars, Manchester Metropolitan University, UK.

France

Gomez-Velasco M. & Saleilles S. 2007. The local embeddedness of lifestyle entrepreneurs: an exploratory study. *Interdisciplinary European Conference on Entrepreneurship Research (IECER)*, 28 février-2 mars, Montpellier, France.

Mione A. 2007. Standards as paradoxical management of competitors' interdependences. *European Academy of Management Conference (EURAM)*, May 16-19, Paris, France.

Palpacuer F., C. Vercher & A. Seignour 2007. Towards a market-based HRM model in global corporations: white collar experiences of employment termination in France. *European Academy of Management Conference (EURAM)*, May 16-19, Paris, France.

4. Diplomas, nominations and awards

4.1 Habilitations

Two researchers presented successfully their Habilitation (HDR) during 2007:

- **Dr. Frank Lasch** entitled "*Localisation, survie et croissance des start-ups dans le secteur des technologies de l'information et de la communication: le cas de la France*" HDR, University of Montpellier I/ISEM.
- **Dr. Régis Meissonier** on « *Perspectives stratégiques des systèmes de l'information: entre exploitation et exploration* », HDR, University of Montpellier II.

4.2 Doctoral Theses

Two GSCM researchers obtained their PhD in 2007:

- **Bagneris J.-C.** 2007. *Quatre essais sur les émissions obligatoires ouvrant accès au capital de l'émetteur*. Doctoral dissertation in management science. University Jean Moulin, Lyon III.
- **Loubet G.** 2007. *Le médecin-gestionnaire : la formation à la gestion a-t-elle une influence sur les conflits de rôle?* Doctoral dissertation in management science. University of Montpellier II.

Two GSCM researchers recruited in 2007 also obtained their PhD:

- **Ayadi N.** 2007. *Les déterminants et les chemins de la prise de décision du consommateur en situation risquée*. Doctoral dissertation in management science. University of Toulouse I.
- **Benkraiem R.** 2007. *L'influence des investisseurs institutionnels sur les choix comptables des dirigeants d'entreprises : Approches théorique et empirique sur le marché boursier français*. Doctoral dissertation in management science. University of Toulouse I.

4.3 Nominations and awards

- **September 2007:** **Dr. Alexander Groh** was awarded the "Featured Paper Award" of the **Financial Services Institute** (New York City, US) for his paper "*The attractiveness of central eastern European countries for venture capital and private equity investors*" (together with *H. Liechtenstein & K. Lieser, IESE Business School, Barcelona*).
- **Mai 2007:** National 'FNEGE' award for the best doctoral dissertation in the field of entrepreneurship awarded to **Dr. Annabelle Jaouen** for her PhD about strategic alliances between small sized firms entitled: **Jaouen A.** 2005. *Les alliances stratégiques entre très petites entreprises: un cadre d'analyse*. Doctoral dissertation in management science. University of Montpellier I.

5. Other research activities

The main research fields organized several conferences, workshops and invited a number of visiting professors. In particular, one international conference and two workshops were organized by the GSCM research center in 2007. End of February the 5th edition of the IECER (*Interdisciplinary European Conference on Entrepreneurship Research*) was held at GSCM. In July, the MIWIS (*Montpellier International Workshop on Information Systems*) gathered specialists in Information Systems. The MIWENT (*Montpellier International Workshop on Entrepreneurship and Market Dynamics*) was organized in November and welcomed Professor Leo-Paul Dana recognized internationally.

5.1 Entrepreneurship & Market Dynamics: conferences and workshops

5.1.1 Interdisciplinary European Conference on Entrepreneurship Research (IECER²)

The conference: The *Interdisciplinary European Conference on Entrepreneurship Research (IECER)*, was founded by the professors Dr. Michael Dowling and Dr. Jürgen Schmude (both Regensburg U., Germany). Since 2003, four conferences have been organized, which brought together each year participants from more than 15 European countries (Regensburg 2003, 2004; Amsterdam 2005; Regensburg 2006). Since 2003, the IECER conference has steadily improved its position to become one of the most important meetings in the field of entrepreneurship in Europe. Voluntarily, the number of paper presentations is limited in order to guarantee a high overall quality (in average 40-50 papers and 100 participants). For the IECER 2007, GSCM organized the conference jointly with one of his partnership research laboratory ERFI of Montpellier I University. The theme of the IECER 2007 "*Entrepreneurship and the Region*" gives special attention to the relationship between regional factors and entrepreneurship.

Researchers from 23 countries answered the call for paper. 43 papers were accepted representing more than 15 nationalities. Professor Ed. Malecki from the Ohio State University was the congress keynote speaker. Leo-Paul Dana, recognized internationally, chaired the consortium doctoral and presented the closing lecture. A plenary session on "Entrepreneurship Research in Europe" closed the congress. The best paper was awarded to the authors Bosma & Schutjens: *Mapping Entrepreneurial Activity and Entrepreneurial Attitudes in European Regions*. A selection of the best papers will be published in three special issues (*International Journal of Entrepreneurship and Small Business (IJESB*³), *International Journal of Business and Globalisation (IJBG*⁴).

Organizers: Dr. Frank Lasch, GSCM-Montpellier Business School and Professor Frédéric Le Roy, full professor at Montpellier University I and adjunct professor at GSCM together with Professors Dr. Michael Dowling and Dr. Jürgen Schmude (both full professors at Regensburg University, Germany).

5.1.2 Montpellier International Workshop on Entrepreneurship & Market Dynamics (MIWENT)

Date	MIWENT
November 23	<p>GSCM – Montpellier Business School: 1st edition of the MIWENT on the theme "<i>International entrepreneurship – perspectives and challenges</i>" with the participation of Professor Dr. Leo-Paul Dana. The Workshop was divided into two seminars. The first one reviewed Entrepreneurship theory and helped researchers plan for the future, the second one firm international development.</p> <p>- Organizers: Dr. Călin Gurău and Frank Lasch (GSCM – Montpellier Business School), Professor Dr. Frédéric Le Roy (Montpellier I University and GSCM – Montpellier Business School).</p> <p>- 20 participants.</p>

5.1.3 Visiting professors

- **Dr. Uptal (Paul) Dholakia:** Professor of Management at the Jones Graduate School of Management, Rice University, Texas, his speech on December, 14 was about backfiring incentives.

² Site web de l'IECER : http://www.cerom.org/actualites_evenements_manifestations/iecer_2007_montpellier/

³ <http://www.inderscience.com/browse/index.php?journalCODE=ijesb>

⁴ <http://www.inderscience.com/browse/index.php?journalCODE=ijbg>

5.2 Information Systems Management and Organization Dynamics: conferences and workshops

5.2.1 Montpellier International Workshop on Information Systems (MIWIS)

Date	MIWIS
July 13	<p>GSCM – Montpellier Business School, 1st edition of the MIWIS on the theme "Information Systems contributions to Business Value: antecedents, outcomes and measurement issues".</p> <ul style="list-style-type: none"> - Organizers: Drs. Hind Benbya, Nassim Belbaly and Régis Meissonier (CEROM) - The objective of the workshop was to discuss recent academic and practical analysis of the important issue of Information Systems contributions to business value, its antecedents, outcomes and measurements aspects. Four keynote speakers participated to this workshop. Dr. Marshall Van Alstyne, Associate Professor at the Boston University and MIT. His work concerns information economics. Mr. Pascal Durazzi, BT and IT Manager IBM France; Mr. Marc Bouroudian, User functions coordinator, Sanofi-Aventis and Ms. Caroline Blondel, Clinical Information Systems user coordinator, Sanofi-Aventis. - 35 participants.

5.2.2 Visiting professors

- **Dr. Bill McKelvey:** Professor at the Anderson School – UCLA (USA), his research focuses on the Sciences philosophy, strategy and information systems. His speech took place on September 18 and 20.
- **Dr. Murray Jennex:** Associate professor at San Diego State University, editor in chief of the International Journal of Knowledge Management, editor in chief of Idea Group Publishing’s Knowledge Management book series, and president of the Foundation for Knowledge Management (LLC). Dr. Jennex specializes in knowledge management, system analysis and design, IS security, e-commerce, and organizational effectiveness. His speech took place on October 10th.
- **Dr. Mike Gallivan:** Associate Professor in the Computer Information Systems (CIS) Department at the J. Mack Robinson College of Business, Georgia State University, is currently investigating how organizations can develop sustainable competitive advantage through judicious use of outsourcing IT, and how they develop effective partnership relations to manage such relationships. He is also currently investigating how groups of technical workers learn in their jobs. On November, 14 he discussed on methodological issues in ensuring appropriate treatment of research constructs: a tutorial on levels of analysis.
- **Dr. Kevin Crowston:** Professor of Information Studies at the Syracuse University School of Information Studies, his current research interests focus on new ways of organizing made possible by the use of information technology. This work approaches the issue in several ways: empirical studies of coordination-intensive processes in human organizations (especially virtual organization); theoretical characterizations of coordination problems and alternative methods for managing them; and design and empirical evaluation of systems to support people working together. The theme discussed on November, 14 was "Free/Libre Open Source Software (FLOSS) development: what do we know? What don't we know (yet)?"

6. Valorization of research

6.1 Events

Currently, the topic of research focuses also on discussions about the valorization of research outcomes and the link between research and practice. Today, the valorization of research is about to become an international standard and makes part of the research development strategy. Conform to this reflexion around the valorization of research, the MIWENT & MIWIS workshop series established in 2007 connect with this objective. Diffusion of research outcomes for and discussion with economic actors (including students), make part of the content of each workshop. For this purpose, each workshop is divided in two parts: a research seminar in the morning and a practitioner seminar in the afternoon. Further events focused entirely on practitioners needs and public are scheduled for 2008.

6.2 Intellectual contributions

Another important aspect of valorization is the diffusion of research outcomes via journals or publications destined to practitioners and economic actors. Incitements to intellectual contributions for practice have been established and the research faculty has produced one book and two journal publications in 2007.

Contributions to practice (books)

Groh A. & Liechtenstein H. 2007. *Investing in venture capital and private equity in Central Eastern Europe: A ranking of the most "attractive" countries*. Barcelona, IESE Publishing.

Contributions to practice (practitioner journals)

Aldebert B., Meier O. & Missonier A. A paraître. La transformation des cultures dans le cadre d'alliances stratégiques. *Expansion Management Review*. Juin.

Moigeon B. & Lehmann-Ortega L. 2007. El business model, una herramienta estratégica al servicio de los resultados. *Ejecutivos*, 180: 16-17.

Appendix 1, 'Research faculty of GSCM'

Link to bios and publications lists:
http://www.cerom.org/enseignants_chercheurs/

CEROM members in 2007

Entrepreneurship and market dynamics	
Adjunct professors	Diploma and field of expertise
Dr. Le Roy Frédéric (ERFI, U. Montpellier I)	University full professor; <i>strategy & entrepreneurship</i>
Dr. Dana Léo-Paul (University of Canterbury, NZ)	PhD; <i>marketing & entrepreneurship</i>
Associate professors	Diploma and field of expertise
Dr. Algesheimer René	Dr. Phil.; <i>marketing</i>
Dr. Bagneris Jean-Charles	Doctoral dissertation in Management Science; <i>finance</i>
Dr. Groh Alexander	Dr. Phil.; <i>finance</i>
Dr. Gurau Calin	HDR, PhD; <i>marketing & entrepreneurship</i>
Dr. Lasch Frank	HDR (Management Science), Dr. Phil. & Doctoral dissertation in Economic Geography; <i>entrepreneurship & Economic geography</i>
Dr. Lehmann-Ortega Laurence	Doctoral dissertation in Management Science; <i>strategy</i>
Dr. Schoettl Jean-Marc	Doctoral dissertation in Management Science; <i>strategy</i>
Assistant professors	Diploma and field of expertise
Dr. Ayadi Nawel	Doctoral dissertation in Management Science; <i>marketing</i>
Dr. Fons Cendrine	Doctoral dissertation in Management Science; <i>marketing</i>
Dr. Gundolf Katherine	Doctoral dissertation in Management Science; <i>entrepreneurship & Economic geography</i>
Dr. Jaouen Annabelle	Doctoral dissertation in Management Science; <i>entrepreneurship</i>
Dr. Missonier Audrey	Doctoral dissertation in Management Science; <i>entrepreneurship & strategy</i>
Information Systems Management and Organizational Dynamics	
Adjunct professors	Diploma and field of expertise
Dr. Sentis Patrick (CR2M, U. Montpellier II)	University full professor; <i>finance</i>
Associate professors	Diploma and field of expertise
Dr. Barlette Yves	Doctoral dissertation in Management Science; <i>information systems</i>
Dr. Belbaly Nassim	PhD; <i>information systems</i>
Dr. Benbya Hind	PhD; <i>information systems</i>
Dr. Bessieux-Ollier Corinne	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Drillon Dominique	HDR & Doctoral dissertation in Management Science; <i>human resources, entrepreneurship</i>
Dr. Loubet Guylaine	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Meissonier Régis	HDR & Doctoral dissertation in Management Science; <i>information systems</i>
Dr. Piot Charles	HDR & Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Fomin Wladislav	PhD; <i>systèmes d'information</i>
Assistant professors	Diploma and field of expertise
Dr. Benkraiem Ramzi	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Parot Isabelle	Doctoral dissertation in Management Science; <i>human resources</i>
Dr. Tessier Nathalie	Doctoral dissertation in Management Science; <i>human resources</i>

Appendix 2

GSCM-Montpellier Business School Journal List⁵
Journal ranking (June 2006)

<p>A</p> <p>Academy of Management Journal Academy of Management Review Accounting Review Accounting, Organization and Society Administrative Science Quarterly Communication of the ACM Contemporary Accounting Research Entrepreneurship- Theory and Practice Harvard Business Review Human Resource Management Journal Industrial and Labor Relations Review Industrial Relations Information Systems Research International Journal of Operations and Production Management Journal of Accounting and Economics Journal of Accounting Research Journal of Business Journal of Business and Economic Statistics Journal of Business Venturing Journal of Consumer Research Journal of Environmental Economics and Management Journal of Finance Journal of Financial Economics Journal of Corporate Finance Journal of Financial Research Journal of Human Resources Journal of Law and Economics Journal of Law, Economics, and Organization Journal of Management Studies Journal of Marketing Journal of Marketing Research Journal of MIS Journal of Money, Credit and Banking Journal of Organizational Behavior Journal of Retailing Journal of Risk and Uncertainty Journal of the Academy of Marketing Science Management Science Marketing Letters Marketing Science MIS Quarterly MIT Sloan Management Review Operations Research Organization Organization Science Organization Studies Strategic Management Journal</p> <hr/> <p>B</p> <p>Academy of Management Executive Accounting, Auditing and Accountability Journal Accounting Business Research Accounting Horizons Accounting, Management and Information Technology ACM Transactions on Information Systems ACR Annal of Consumer Research Auditing, A Journal of Practice and Theory Banque et Marchés Behavioral Research in Accounting British Accounting Review British Journal of Industrial Relations Californian Management Review Communication of the AIS Database for Advances in Information Systems</p>	<p>B</p> <p>Decision Sciences Decision Support Systems Entrepreneurship and Regional Development European Accounting Review European Journal of Information Systems European Journal of Marketing European Management Review Finance Finance Contrôle Stratégie Gérer et Comprendre Financial Management Group and Organization Management Human Relations Human Resource Management Review Industrial Marketing Management "Information and Organization" Information Systems Journal International Journal of Auditing International Journal of the Economics of Business International Journal of Human Resource Management International Journal of Industrial Organization International Journal of Research in Marketing International Journal of Service Industry Management International Small Business Journal International Studies of Management and Organization Journal of Accounting, Auditing and Finance Journal of Accounting and Public Policy Journal of Advertising Research Journal of Banking and Finance Journal of Behavioral Decision Making Journal of Business Ethics Journal of Business Finance and Accounting Journal of Business Research Journal of Business Strategy Journal of Economic Behavior and Organization Journal of Information Systems Journal of International Business Studies Journal of International Money and Finance Journal of Labor Research Journal of Management Journal of Management Accounting Research Journal of Management Inquiry Journal of Organizational Change Management Journal of Portfolio Management Journal of Service Research Journal of Small Business and Entrepreneurship Journal of World Trade Long Range Planning Organizational Behavior and Human Decision Processes Psychology and Marketing Recherche et Application en Marketing Revue Française de Gestion Revue Française de Sociologie Review of Finance Scandiavian Journal of Management Services Industries Journal Small Business Economics Sociologie du travail Work Employment and Society</p>
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⁵ Ratified by the scientific committee on June 9, 2006.

<p>C</p> <p>Abacus Academy of Entrepreneurship Journal Accounting and Finance Advances in International Accounting Asian Journal of Business & Entrepreneurship British Journal of Management Communication et organisation Comptabilité Contrôle Audit Corporate Governance : an international Review Critical Perspectives on Accounting Décision Marketing Économie appliquée Economies et Sociétés European Financial Management European Journal of Management European Management Journal Family Business Review Gestion 2000 Gestion: Revue Internationale de Gestion Human Resource Development Quarterly Human Resource Planning Industrial Journal of Advertising Information Processing and Management Information Resources Management Journal Information System Management Information Technology and People International Entrepreneurship and Management Journal International Journal of Accounting International Journal of Accounting, Auditing and Performance Evaluation International Journal of Bank Marketing International Journal of Electronic Commerce International Journal of Entrepreneurship & Small Business International Journal of Entrepreneurial Behaviour and Research International Journal of Finance International Journal of Financial Services Management International Journal of Knowledge Management International Journal of Logistics Management International Journal of Manpower International Journal of Physical Distribution and Logist. Management International Journal of Purchasing and Materials Management International Marketing Review Journal for Quality and Participation Journal of Accounting Litterature Journal of Advertising Journal of Applied Corporate Finance Journal of Business and Industrial Marketing Journal of Communication Management Journal of Computer Information Systems Journal of Consumer Marketing Journal of Contingencies and Crisis Management Journal of Cost Management Journal of Empirical Finance Journal of Euromarketing Journal of European Industrial Relations Journal of Financial Services Research Journal of Global Marketing Journal of Information Technology Management</p>	<p>C</p> <p>Journal of International Accounting, Taxation and Auditing Journal of International Financial Management and Accounting Journal of International Marketing Journal of Management Education Journal of Management Systems Journal of Marketing Education Journal of Marketing Theory and Practice Journal of Organizational Behavior Management Journal of Quality Management Journal of Services Marketing Journal of Small Business & Enterprise Development Journal of Small Business Management Journal of Strategic Information Systems Journal of Strategy Research Logistics Information Management Logistique et Management Management Management Decision Management International/International Management Management Auditing Journal Managing Service Quality Marketing Management Organizational Dynamics Personnel Review Politique et management public Psychologie du travail et des organisations Qualitative Market Research Quality Management Journal Quarterly Review of Economics and Finance (former <i>Quarterly Review of Economics and Business</i>) Regional Studies Relations Industrielles Review of Accounting Studies Revue de l'Économie Méridionale Revue d'Economie Industrielle Revue d'Économie Régionale et Urbaine Revue française de gestion industrielle Revue française de GRH Revue Française de Marketing Revue Internationale PME Revue Sciences de Gestion Système d'Information et Management Theory and Decision Travail et Société</p>
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Nota Bene: Publication in other journals may be considered and primed as well upon decision of the scientific committee (Acceptation and equivalence according to the prime grid detailed above).

Appendix 3

GSCM-Montpellier Business School Conference List

A\ International top ranked conferences (Out of Europe)

<i>Abbr.</i>	<i>Conference</i>
AOM	Academy of Management
AMS	Academy of Marketing Science
AFA	American Finance Association
AMA	American Marketing Association
ACIS	Asociacion Colombiana de Ingenieros de Sistemas
ANZMAC	Australia and New Zealand Marketing Academy
BCERC	Babson Conference on Entrepreneurship Research?
	Congrès International de Gouvernance (Chaire de Gouvernance et Juricomptabilité HEC Montréal)
CCSBE-CCPME	Conseil Canadien de la Petite et Moyenne Entreprise
EIBA	European International Business Academy
FERC	Family Firm Enterprise Conference
FMA	Financial Management Association
FRA	Financial Research Association
HICSS	Hawaii International Conference on System Science
IEEE	Institute of Electrical and Electronics Engineers, Inc.
IAAER	International Association for Accounting Education & Research
ICIS	International Conference on Information Systems
ICSB	International Council for Small Business
IFSAM	International Federation of Scholarly Associations of Management
IFIP	International Information Security Conference
ISBE	International Society for Business Education
	Int. Symposium on the Competence Perspective in Management Education, Practice & Consulting
ITA	International Telework Academy
	International Workshop of Human Resource Management (Social Capital Gateway)
IRMA	L'Institut de Recherche Mathématique Avancée
MFA	Midwest Finance Association
PACIS	Pacific Asia Conference on Information Systems
SMS	Strategic Management Society
WFA	Western Finance Association
	World HR Congress

B\ International conferences (Europe)

<i>Abbr.</i>	<i>Conference</i>
BAM	British Academy of Management
CMC	Conference on Marketing Communication
	Congrès de St. Gall
EFMD-AC	EFMD Annual Conference
EFMD-DIV	EFMD Conferences
EISB/EFMD	Entrepreneurship, Innovation and Small Business (EISB) Conference
ECIS	European & Mediterranean Conference on Information Systems
EURAM	European Academy of Management
EAA	European Accounting Association (annual meeting)
EARnet	European Auditing Research network (annual symposium)
ECSB	European Council for Small Business
EFA	European Finance Association
EFMMA	European Financial Management & Marketing Association
EFMA	European Financial Management Association
EGOS	European Group for Organizational Studies
EMAC	European Marketing Academy
G-FORUM	G-FORUM Entrepreneurship Research
IECER	Interdisciplinary European Conference on Entrepreneurship Research
IFSAM	International Federation of Scholarly Associations of Management
EIASM	International Workshop on Teamworking
	Multinational Finance Association
EBFR	Research Forum to Understand Business in Knowledge Society

C\ Conferences in France or Francophonie

<i>Abbr.</i>	<i>Conference</i>
AE	Académie de l'Entrepreneuriat
AGRH	Association de Gestion des Ressources Humaines
AFM	Association Française de Marketing
AFC	Association Francophone de Comptabilité
AIM	Association Information et Management
AIMS	Association Internationale de Management Stratégique
ADERSE	Ass. pour le Dév. de l'Enseignement et de la Recherche sur la Responsabilité Sociale de l'Entreprise
CIFEPME	Congrès International Francophone en Entrepreneuriat et PME
IAS	Institut International de l'Audit Social
IFC	International Finance Conference
	Journées d'Histoire de la Comptabilité et du Management
OPPE	Outils Pédagogiques en Entrepreneuriat
AFFI	Paris Finance Conference
RECEMAP	Réseau de Chercheurs en Management Public, Journées de Recherche
CEROG	Seminar in Marketing Communications and Consumer Behavior

Appendix 4
Abstracts of articles accepted in 2007

A-ranked journals

- A | Lasch F. & Yami S. 2008. The nature and focus of Entrepreneurship research in France over the last decade: A French Touch? *Entrepreneurship, Theory & Practice [Special issue: 'Entrepreneurship Research in Europe: Overview, Trends and Themes']*, March: 339-360.

This article gives an overview of the specificities of entrepreneurship research in France, paying attention to its emergence, nature, and focus. Reviewing 253 articles and conference papers from two journals and two conferences, considered main outlets for research outcomes from French scholars, our findings reveal a distinctive "French touch" of entrepreneurship research. The main facets we were able to identify with our data for the 1995 to 2005 period are as follows. There is a preference for qualitative methods, conceptual contributions, and the entrepreneurial process as privileged research theme. A particular strength of the French approach is also a strong focus of small and medium-sized organizations. The "French touch" of entrepreneurship research could make a distinctive contribution to the international research community and the mainstream debate. However, mainly Frenchspeaking dissemination of knowledge and (still) insufficient international journal-oriented output strategies limit the diffusion of French entrepreneurship research. Implications for academic institutions and future research are discussed.

Keywords: Entrepreneurship Research, France, dissemination of knowledge, discipline preferences.

B-ranked journals

- B | Ayerbe C. & Missonier A. 2007. Validité interne et validité externe de l'étude de cas: Principes et mise en œuvre pour un renforcement mutuel. *Finance Contrôle Stratégie*, 10(2): 37-62.

Les principes de validité externe et de validité interne de l'étude de cas sont souvent présentés comme deux dimensions indépendantes. Cet article ambitionne de dépasser ces approches dichotomiques pour étudier les rapprochements possibles entre validité interne et validité externe. Il s'appuie sur une analyse approfondie de ces concepts et des tactiques visant à les renforcer, au cours des différentes phases qui ponctuent le processus de recherche. Nous émettons l'hypothèse selon laquelle, si les principes de validité interne et externe se différencient aisément, la convergence de leurs tactiques conduit à leur renforcement mutuel.

- B | Dagnino G.B., Le Roy F. & Yami S. 2007. La dynamique des stratégies de coopération. *Revue Française de Gestion*, 33(76): 87-98.

L'objectif de cet article est de montrer que la coopération n'est ni une extension des théories de la compétition, ni une extension des théories de la coopération. Elle est définie comme « un système d'acteurs qui interagissent sur la base d'une congruence partielle des intérêts et des objectifs ». La coopération est un objet de recherche singulier qui nécessite un examen théorique qui lui est propre. Cet examen en est aujourd'hui à ses débuts. Elle est un champ d'exploration entièrement nouveau, qui est a priori très prometteur pour faire avancer les recherches et les pratiques en management stratégique

The objective of this article is to show that cooperation is neither an extension of competition theories, nor an extension of cooperation theories. Cooperation is defined as "a system of actors interacting on a basis of partially congruent interests and goals". Cooperation is a singular research object which requires a specific theoretical examination. It is an entirely new field of exploration, which is very promising to advance future research and practices in strategic management.

- B | Salvetat D. & Le Roy F. 2007. Coopération et intelligence économique. Une étude empirique dans les industries de haute technologie en Europe. *Revue Française de Gestion*, 33(76): 147-162.

Instrument dédié traditionnellement à la défense et à la conquête de positions de marché, l'Intelligence Economique (IE) s'inscrit essentiellement dans une conception agressive des relations entre firmes concurrentes. Or, les comportements de rivalité purs deviennent de moins en moins fréquents pour céder la place à des comportements de « coopération » qui mixent la compétition et la coopération. La question qui se pose est alors la suivante: l'IE et la coopération s'opposent-elles ou sont-elles complémentaires ? Pour y répondre, une étude empirique est menée sur un échantillon de 153 entreprises des industries de Hautes technologies en Europe. Les résultats montrent que les pratiques d'IE s'inscrivent effectivement plus dans une conception compétitive des relations entre rivaux que dans une conception coopérative. Toutefois, s'il n'est pas possible d'établir le principe d'une « Intelligence Coopérative », les résultats montrent que les pratiques de « veille ouverte » s'inscrivent bien dans une conception plus coopérative, ce qui fonde le concept de « Veille Coopérative ».

Business Intelligence (BI) is generally associated with an aggressive conception of the relations between competitors. But, the purely aggressive strategies give way to strategies of cooperation. The question is thus the following one: are BI and cooperation opposed or complementary? To answer it, an empirical study is undertaken on a sample of 153 companies of high technologies area in Europe. Results show that the BI and cooperation are more opposite than complementary. On the other hand the activity of monitoring is related to the cooperation.

- B | Sentis P. & François-Heude A. A paraître. Franchissements de seuils dans le capital des IPOs. *Banque et Marchés*.

À partir de l'ensemble des franchissements de seuils observés dans le capital des IPOs sur le Nouveau Marché de 1998 à 2004, cette étude mesure l'impact de l'hypothèse informationnelle pour vérifier l'existence d'une asymétrie en faveur des fondateurs (actionnaires-dirigeants) qui modifieraient leurs détentions d'actions et l'incidence d'une hypothèse organisationnelle où les franchissements peuvent être également le résultat du comportement d'animateurs et de régulateurs des actionnaires de long terme cherchant à atténuer l'ampleur des mouvements de cours. L'approche des études d'événements est retenue pour tester les différentes hypothèses. Nous mettons en évidence des réactions significativement positives et négatives à la date d'événement des franchissements de seuils respectivement à la hausse et à la baisse. Ces réactions à court terme sont accompagnées de volumes anormaux importants qui laissent supposer l'absence de réelles informations au moment de ces modifications de propriétés et attribuent à l'effet volume l'ensemble de la rentabilité anormale. En revanche, l'évolution du cours de long terme conforte partiellement l'hypothèse informationnelle en présentant un profil spécifique en fonction du sens du franchissement de seuils, du statut du « franchisseur » et des volumes initialement constatés. Ainsi, à défaut d'un franchissement à la baisse par un investisseur de type fondateur, on ne peut rejeter l'hypothèse organisationnelle comme facteur explicatif du phénomène.

- B | Topsacalian P. & Bagneris J.C. A paraître. Le point sur l'émission de dettes assorties d'une option d'achat sur les capitaux propres de l'émetteur: théories et confirmations empiriques. *Banque & Marchés*.

Le cadre de cet article est l'étude des motifs du financement des entreprises par l'émission de dette associée à une option d'achat sur des actions à émettre. Deux formes de titres répondent principalement à cette définition: l'obligation convertible (OC) et l'obligation à bons de souscription d'actions (OBSA).

Les imperfections des marchés de capitaux sont à la base des travaux théoriques et ont longtemps conduit à résumer le problème sous la forme de la question un peu réductrice: « la dette convertible est-elle émise comme une forme de dette améliorée (debt sweetener), ou comme un moyen indirect de recueillir des fonds propres (backdoor equity)? ». La section 1 présente la rationalité qui sous-tend cette question, les principaux travaux qui y sont rattachés et les prédictions qu'ils permettent de faire quant aux émissions de ces titres. La section 2 montre que les contributions empiriques les plus anciennes sont marquées par cette question, alors que les travaux plus récents conduisent à la dépasser et à la faire évoluer.

This paper addresses the question of the reason why firms issue debt accompanied with calls on their equity, like convertible bonds or bonds with warrants.

Theoretical work is based on financial markets imperfections, and often summarize the problem as the question: "Is convertible debt issued as a debt sweetener, or as backdoor equity?". Section 1 below details the rationale of this question, the main papers related to it and their implications on the issues. Section 2 shows that empirical work has long been devoted to this single question, but that recent studies propose new and promising ways of addressing this problem.

Mots clés: Obligation convertible, Obligation à bons de souscription d'actions, Financement, Agence, Asymétrie d'information.

C-ranked journals

- C | Algesheimer R. & Gurău C. Forthcoming. Introducing structuration theory in communal consumption behavior research. *Qualitative Market Research: An International Journal*.

Category of paper: Conceptual paper: existing theoretical ideas are connected to state of the art methods.

Purpose: In community research there is a large gap between theoretical developments and empirical proves. Especially in micro-macro contexts, where the interaction between micro (the community member) and macro (the community) level variables have significant effects, no comprehensive theoretical approach that explicitly frames micro-macro phenomena has been considered in empirical methodology. This study attempts to present a multilevel theoretical framework which explains the complex interrelationship of various elements that shape consumption experience and market institutions.

Design: Based on practical questions related to community research, where individuals act in communal contexts, shape the community and are influenced by the community, the importance of studying micro-macro phenomena are discussed. These preliminaries form assumptions that are integrated into theoretical and methodological developments. It is shown how structuration approaches meet the assumptions on communal consumption research and how multilevel analyses fit into the assumptions that are raised by the structuration approach.

Findings: The paper develops and presents a multilevel model, which represents the interplay among various cultural levels that influence consumption experience and the evolution of consumption trends. This model proposes a theoretical framework which explains structuration in consumer research contexts.

Value: Academics can use this study to understand the link between communal consumption theory to methodology. They have access to a research framework that integrates micro-macro effects and receive some ideas on possible structures and variables they can analyze. Practitioners learn that within communal research consumption patterns do not only influence individuals, they also determine the community's structure that in turn shapes the behaviour of its members.

Keywords: context, community, multilevel analysis, social influence, structuration.

- C Benbya H. & Meissonnier R. 2007. La contribution des Systèmes de gestion des connaissances au développement de nouveaux produits. *Systèmes d'Information et Management*, 12(1): 75-95.

Alors que beaucoup de travaux sur les Systèmes de Gestion des Connaissances se sont concentrés sur leurs effets en termes d'usage (niveau d'utilisation, de collaboration entre les individus ou encore l'utilité), l'objectif de cet article est d'analyser les effets des Systèmes de Gestion des Connaissances sur le développement de nouveaux produits. L'étude de cas présentée a été conduite auprès de la société Avio, un des leaders dans la fabrication de moteurs pour le secteur aéronautique. Une série de 25 entretiens a été conduite auprès de managers et d'utilisateurs dudit système afin d'en comprendre les objectifs, la mise en oeuvre et les résultats associés. Nos observations mettent en évidence que ce dispositif a contribué à la réduction des cycles de conception et indirectement à l'augmentation de la fréquence de création de nouveaux produits. Cependant, les usages se limitent à la réutilisation de connaissances existantes de l'entreprise et ne concernent pas la création de nouveaux savoirs.

Mots-clés: Système de gestion des connaissances, Développement de nouveaux produits, Temps de mise sur le marché.

- C Bessieux-Ollier C., Walliser E. A paraître. La transition et le bilan de la première application en France des normes IFRS: le cas des incorporels. *Comptabilité Contrôle Audit*.

Assiste-t-on à un véritable bouleversement des pratiques des entreprises françaises au regard des incorporels suite à l'application des IFRS au 1er janvier 2005? Est-il possible de dégager une tendance générale dans l'évolution de l'information relative à la présentation et au traitement des incorporels? Après avoir présenté l'évolution de la réglementation comptable relative aux incorporels, une analyse empirique est réalisée à partir des rapports annuels des entreprises du CAC 40 afin de rendre compte de l'évolution des pratiques.

Is there a real disruption in the accounting practice of French firms related to intangibles following the application of IFRS from the 1st of January 2005? Is it possible to identify a general trend in the evolution of information disclosure and evaluation of intangibles? After a study of the evolution of the accounting regulation related to intangibles, this paper presents an empirical analysis of the annual reports of the firms listed on the CAC 40 financial market in order to identify the accounting practices related to intangibles.

- C Bourdon I. & Lehmann-Ortega L. 2007. Systèmes d'information et innovation stratégique: une étude de cas. *Système d'Information et Management*, 1(12): 55-73.

A travers une étude de cas inédite, l'objectif de cet article est de montrer l'apport des systèmes d'information (SI) aux mouvements stratégiques spécifiques que constituent l'innovation stratégique, forme particulière des innovations de rupture. Le cas exploré a créé et renouvelé un nouveau modèle d'affaires dans le secteur de la liste de mariage. Il illustre notamment l'apport des SI à la création d'avantage concurrentiel, et souligne la nécessité d'un alignement entre SI et stratégie.

Mots-clés: Rupture, Innovation stratégique, Système d'information, Modèle d'affaires.

The objective of this paper is to show the role of information systems (IS) in strategic innovation, a specific form of disruptive innovation. Two main theoretical frames have analysed the link between IS and strategy: the first considers IS as creator of a competitive advantage, the second insists on the necessity to align IS and strategy. Through a new case study, we show that those theories are complementary and explain the role of IS in the creation and the evolution of new business models.

Keywords: Breakthrough, Strategic innovation, Information system, Business model.

- C Cheriet F., Le Roy F. & Rastoin J. A paraître. Les alliances stratégiques asymétriques: cas de Danone- Djurdjura en Algérie. *Revue Internationale PME*, 21(1).

L'objet de ce travail est d'analyser un cas d'alliance stratégique entre une firme multinationale (Danone) et une PME agroalimentaire (Djurdjura) en Algérie. Des situations d'asymétrie de taille, de pouvoir de négociation et de contrôle, font de cet accord une figure spécifique des relations inter-entreprises. Les effets de l'accord ont été analysés à trois niveaux : l'entité elle-même, les autres filiales du groupe algérien et le secteur des produits laitiers frais en Algérie. Le cadre d'analyse mobilisé combine l'analyse stratégique et une approche par l'apprentissage organisationnel. Les résultats obtenus attestent d'une prudence de la PME face aux manoeuvres de la FMN pour freiner son apprentissage et accroître son contrôle.

Mots clés: Asymétrie, alliance stratégique, apprentissage, PME, FMN, pays émergent.

- C Dana L.P., Le Cren N. & Lyons J. Forthcoming. The Role of Collective Action in the New Zealand Dairy Industry: An International Comparison. *International Journal of Entrepreneurship and Small Business*, 8 (1).

The purpose of this research paper is to assess the role and level of collective action within New Zealand's dairy industry, in comparison to other major international dairy exporters, including Australia, and other players in North America and Europe. Our research focuses on the following three key objectives: firstly, to discover the current extent of collective action; secondly, to determine how successful collective action is in the dairy industry in New Zealand; and finally, to compare the situation in New Zealand with that elsewhere. Factors leading to successful collective action in New Zealand include the strong influence of vertical integration structures, increasing competition between cooperatives, high and continuous levels of education among cooperative members, and the absence of government support coupled with a supportive New Zealand culture.

Keywords: New Zealand dairy industry; collective action; dairy cooperatives.

- C Desmarais C. & Tessier N. A paraître. La frontière encadrants/non encadrants: une segmentation pertinente ? *Revue de l'Economie Méridionale*.

Les cadres sont soumis à de nombreux bouleversements, en raison des transformations des organisations et de leur environnement. Les travaux, en grande partie de nature sociologique, tracent de manière convergente les grandes évolutions de cette catégorie : la diffusion de nouveaux modèles managériaux et organisationnels se traduit par une intensification du travail (Livian et Burgoyne, 1997 ; Thomas et Dunkerley, 1999) et un accroissement de la pression en termes de résultats attendus (Aubert, 2003 ; Cousin, 2004 ; Tessier, 2006) ; on observe un accroissement du stress et des pathologies notamment psychosociales chez les cadres (Dejours, 1998 ; Desmarais, 2006) ; enfin de nombreuses analyses convergent sur l'idée d'une banalisation de la catégorie qui se caractérise par une baisse du différentiel salarial entre cadres et non cadres, la limitation des avantages associés traditionnellement à la catégorie et la limitation croissante du pouvoir des cadres au profit des actionnaires et des clients (Dupuy, 2005). Alors que la littérature brosse un portrait relativement unifié et consensuel des transformations que subissent les cadres, elle évoque également le brouillage des frontières de la catégorie. Le tracé de la frontière entre cadre et non cadre deviendrait de plus en plus flou notamment du fait de la banalisation de la catégorie et de ses conditions de travail (Delteil et Dieuaide, 2001).

- C Drillon D. 2008. Jeux vidéo, Internet, sexe: un parfum d'irréel. Apports de la psychanalyse au virtuel. *Gestion 2000 [Special issue: 'Les technologies de la communication et la psyché']*, 1(1): 93-108.

La révolution technologique de l'information et de la communication est en train, insidieusement, de produire sur l'Homme des effets certains. D'un point de vue économique, en 2006 les jeux vidéo ont généré un chiffre d'affaire plus important que le cinéma. Cette année il devrait, avec 12 milliard de dollars, dépasser le secteur musical aux Etats-Unis. Tous les publics sont visés. Nous n'en sommes qu'aux prémices. Les jeux vidéo, Internet, la télévision suscitent de véritables addictions. Doit-on s'en inquiéter pour les individus? Cela pourrait-il avoir des conséquences préjudiciables pour la société? Quoiqu'il en soit cela mérite que nous abordions ce thème. La psychanalyse en tant que science de la relation, mais aussi comme pratique clinique, devrait nous permettre de comprendre certaines évolutions. Cet article est un essai pour clarifier la situation sur le sujet. Nous y traiterons principalement de la question des addictions.

- C Gundolf K., Jaouen A. & Temri L. A paraître. Le comportement d'innovation des PME dans les pôles de compétitivité: un cadre d'analyse. *Revue d'Economie Méridionale*.

L'objet de cette contribution est de proposer un cadre d'analyse pour l'étude des comportements d'innovation des PME, dans le contexte spécifique des pôles de compétitivité. Fondé sur l'analyse d'un cas particulier, celui d'un pôle de compétitivité en Languedoc-Roussillon, pôle à dominante industrielle et peu intensif en R&D, l'objectif de cette contribution est de dégager les concepts et outils nécessaires à la compréhension des pôles, des entreprises qui les composent et les facteurs déterminant le processus d'innovation. Ainsi, à partir d'une démarche de type conceptuel et méthodologique nous proposons un cadre d'analyse, en cherchant à circonscrire le champ de recherche, afin de fournir aux recherches futures un cadre théorique et méthodologique de référence.

Mots clés: Pôle de compétitivité, innovation, stratégie collective, réseaux, territoire, PME.

- C Gurău C. Forthcoming. An exploratory analysis of the strategic marketing choices implemented by the UK biopharmaceutical SMEs. *International Journal of Entrepreneurship and Small Business*.

The biopharmaceutical sector has known a rapid expansion in the last 25 years. Starting from the late 70s and early 80s, a large number of entrepreneurial firms have been created by scientists or by business professionals. Unfortunately, the small firms have been confronted with a complex and hostile environment, characterised by high levels of competition, high risks and large costs for product research and development.

In order to survive and develop, these firms have adopted specific strategies or combinations of strategies. This paper attempts to identify and analyse the strategic marketing options adopted by the UK biopharmaceutical enterprises, and the factors that influenced this decision. Based on a comprehensive analysis of secondary and primary data, this study synthesises the research findings into a dynamic model for representing the firm's evolution in terms of strategic choice.

Keywords: marketing strategies, biopharmaceutical sector, UK SMEs.

- C Gurău C. & Groh A. Forthcoming. The impact of regional development policies on ICT and biotech firm creation: a comparative analysis of France, Germany and the UK. *International Journal of Entrepreneurship and Small Business [Special issue: 'High-Tech Entrepreneurship']*.

The development of new high-technology firms is considered by many governments as an effective solution for sustainable economic development and low unemployment. Despite the extensive research already done about the regional determinants of entrepreneurship, it is still difficult to understand the degree in which the regional development policies initiated by national governments are enhancing the entrepreneurial activity in specific sectors. Adopting a comparative approach, this study attempts to identify the governmental initiatives taken in the UK, France, and Germany for the development of the biotech sector, and the way in which these initiatives have influenced various regional determinants of bio-entrepreneurship.

- C Jaouen A. & Gundolf K. Forthcoming. Strategic alliances between microfirms: specific patterns in the French context. *International Journal of Entrepreneurial Behaviour and Research*.

Purpose: The purpose of this article is double. First, it aims to identify the patterns and governance modes of strategic alliances between microfirms. Second, it shows that alliances present specific dimensions when microfirms are concerned.

Methodology: This research is based on a qualitative approach, founded on the survey of 20 alliances and semi-directive interviews with entrepreneurs of multi-activity sector firms, and a discourse analysis.

Findings: The authors propose a typology of microfirm alliances, and put into light the importance of subjacent vision of the partners: egocentered or co-development logic. First, the authors explain alliance motivations, and present the different alliance configurations: patterns, purpose, and managers' relationships. Then, the authors analyse these configurations governance modes, and show several specificities: no formalisation, contract refusal, trust, and constrained trust. Finally, the authors question the impact of strategic alliance recourse on microfirm's development.

Implications and value of the paper: This research contributes to the knowledge of microfirms' strategic behaviours by showing new results about the functioning of strategic alliances. It shows that informal relationships predominate, and it confirms the researches on the role of trust for construction and success of interorganisational collaborations.

Keywords: Microfirm, strategic alliance, governance, trust.

- C Robert F., Marquès P., Lasch F. & Le Roy F. Forthcoming. Entrepreneurship in emerging High-Tech industries: ICT entrepreneurs between experts and kamikazes. *International Journal of Entrepreneurship & Small Business [special issue: 'High-Tech Entrepreneurship']*.

This study addresses a paradox: stakeholders agree upon the strategic importance of Information and Communication Technology (ICT) entrepreneurship, but little research provides empirical results to understand the ICT sector/entrepreneur. Analysing 469 entrepreneurs, the following specificities of ICT entrepreneurship in France were revealed: subsector differences, regional disparities, underrepresentation of female entrepreneurs, high qualification as prerequisite, insufficient preparation activities, a low level of entrepreneurship training and a surprisingly high proportion of necessity entrepreneurship. At the subsector level, four groups of entrepreneurs were identified: experienced cadre, 'freshman', well-prepared 'provident' and 'kamikaze'. The 'expert' with industry experience contrasts with the inexperienced 'freshman'. The careful preparer ('provident') displays a more technical profile, little management experience but the highest level of preparation of all four types. The opposite is the kamikaze: lack of specific knowledge, low educational level and little preparation. Implications for stakeholders (entrepreneurship support, venture capital) are suggested to assess and adjust measures for each type of entrepreneur.

Keywords: high tech; Information and Communication Technologies; ICTs; entrepreneurship; description of entrepreneurs; types of entrepreneurs; typology of entrepreneurs; France.

- C Robert F., Marquès P. & Le Roy F. Forthcoming. Coopetition between SMEs: an empirical study of French professional football. *International Journal of Entrepreneurship & Small Business [Special issue: 'Coopetition and Entrepreneurship']*.

Generally speaking, the conventional strategic approaches include two types of behaviour: the first one is to compete unconditionally and become the market leader. The second, on the contrary, is to cooperate through strategic links, such as alliances, mergers, acquisitions, etc. (Astley and Fombrun, 1983; Bresser and Harl: 1986) in order to maintain or strengthen competitive position.

Hence, it seems that a company has to choose between two opposite strategies: Either it can adopt the competitive paradigm which is similar to the optimal behaviour of firms to improve returns, or it can choose a "cooperative paradigm" presented as "the best strategic choice" (Pellegrin, 2006: 14). According to these definitions, the choice seems particularly difficult; these two types of strategic behaviour are defined as the best possible alternatives for a company.

However, couldn't it be advantageous for an enterprise to opt for both of these strategies? Wouldn't it be possible for a company to be at the same time competitive and cooperative? The antagonism of these two concepts seems to be linked in particular with the introduction of the "coopetition" concept. For a better understanding of the coopetition concept, we

will study French professional football. Hence with a combined presence of cooperative and competitive behaviours we can wonder if there are cooperative strategies within French professional football, and if these strategies are more efficient than those of pure competition or cooperation?

To answer these questions, we study the organizations participating in the French football Leagues 1 and 2 during the 2005-2006 season. We first underscore the existence of cooperative behaviour within the sector. Then, we show the existence of a relationship between the cooperative behaviour of certain clubs, concerning player movements and their economic-on-field competitive behaviour (link between budget and competitive rank) as well as their financial efficiency.

- C | Schmude J., Heumann, S., Lasch F. & Le Roy F. Forthcoming. IECER conference - five years of entrepreneurship research: topics and trends. *International Journal of Entrepreneurship & Small Business [special issue 'Entrepreneurship and the Region']*.

Since its establishment in 2003, the IECER conference has become an important discussion forum for interdisciplinary entrepreneurship research in Europe. After five editions, the founders and organizers of the conference seize the opportunity to take stock and to look forward. The main purpose of this article is to provide a structured overview on IECER reviewing attendant structures, outreach (regional patterns), participation of disciplines, thematical focus of research presented at the conference, and recent trends. The main results are the following: a high level of selectivity and quality (acceptation ratio, restricted number of paper presentations, etc.), an increasing number of original and new research, a growing European dimension (locations outside Germany, increasing number of countries represented at IECER) and globalisation (number of participants from outside Europe), disciplinary openness (strong interdisciplinary focus, less participants from management science comparing to other conferences), specific focus on the environment and regional issues. The main contribution of the IECER conference to the European entrepreneurship community is certainly its 'openness' as an interdisciplinary research discussion forum, its deliberately small size (emphasizing quality and interaction), and its focus on environment related issues.

Key words: Entrepreneurship; entrepreneurship research; IECER conference; research topics & trends; environment; Europe; interdisciplinary research.

D-ranked journals

- D | Dana L.P. Forthcoming. Community-based entrepreneurship in Norway. *International Journal of Entrepreneurship and Innovation*.

Until the middle of the twentieth century, a self-employed Sámi reindeer herder in Norway could subsist on 250 reindeer. These were owned individually but cared for collectively by means of flexible entrepreneurial networks. Human existence reflected the needs of herds, and rather than manage their reindeer, herders read their cues and followed the herds. Flexibility was the key to success. Non-breeding male reindeer were useful in that they helped females find food in winter. When an animal was slaughtered, care was taken to minimize pain and avoid waste; every part of a reindeer was used. Today, snowmobiles, GPS technology, helicopters and increased regulation are transforming the sector. Reindeer herders, interviewed for this article, have been adapting successfully to technological, regulatory and other changes. Yet they are concerned that, if herding is reduced to an element of the food industry, the essence and efficiency of their community-based, symbiotic entrepreneurship will be undermined. The reindeer remain a symbol for the Sámi. However, while reindeer herders are attracted or pulled towards traditional community entrepreneurship, many are forced or pushed into secondary money-driven enterprises, less close to their tradition.

Keywords: community entrepreneurship; indigenous; self-employment; reindeer; Norway; Sámi.

- D | Givry P. & Jeannicot K. 2006. Le marché des ETFs -Exchange Traded Funds- en Euro Méditerranée: enjeux et perspectives pour les marchés développés et les marchés émergents. *Arab Economic & Business Journal*, 2: 133-156.

- D | Gundolf K., Jaouen A. & Loup S. Forthcoming. Collective entrepreneurship and collective strategies: the case of tourism in France. *International Journal of Business and Globalisation [Special issue: 'International Entrepreneurship']*.

The purpose of this article is to explore the emergence and management of collective strategies between SMEs in the French tourism sector. The authors study how collective entrepreneurship appears on a territory, and how the implemented collective strategies evolve through time. This research is based on four cases studies. The four cases have a common purpose: the development of tourist activities in cities or villages in southern France, and furthermore the reduction of seasonality. This research shows that these clusters can emerge according to two processes: collective entrepreneurship or institutional incitation, each one implying different coordination patterns: an "endogenous" coordination, based on mutual adjustment of the partners, and an "exogenous" coordination, for which the institution centralises the decisions. Moreover, it appears that these two management modes vary over time. So, three potential configurations may come into sight: "stagnation" (where the coordination model stays the same), "institutionalisation" (an institution takes over the coordination of the project in order to enclose or add a territorial dimension to it), or "dis-

institutionalisation" (firms get emancipated from the institution and identify new entrepreneurial opportunities on their own. This movement is accompanied with the creation of a collective identity and the integration of common goals into the goals of the single firms).

Keywords: SMEs, collective entrepreneurship, collective strategies, clusters, coordination.

- D | Gurău C. Forthcoming. Entrepreneurial strategies of small Romanian-Italian joint ventures. *International Journal of Globalisation and Small Business [Special issue: 'International Entrepreneurship']*.

At the beginning of the 1990s, most of the CEE countries have removed their trade barriers, have launched ambitious privatization programs, and were explicitly welcoming foreign investors using political and economic incentives. As a result of these political initiatives a series of joint ventures have been created between foreign investors and local entrepreneurs, in various sectors of activity. Most of these international joint ventures were small in size and were experiencing numerous challenges related to their lack of resources and to the unpredictable evolution of the transition economy. Using a case study approach this study investigates functioning of small Romanian-Italian joint ventures in Romania, one of the CEE transition economies which experienced a complex economic and social evolution in the 1990s.

Keywords: Entrepreneurship, Eastern Europe, joint ventures, entrepreneurial strategies.

- D | Gurău C. 2007. Porter's generic strategies: a re-interpretation from a relationship marketing perspective. *The Marketing Review*, 7(4): 369-384.

Despite its instant recognition as one of the most important theoretical frameworks of the business science, the generic strategies developed by Porter in 1980 were criticised by many academic and professional authors. One of the main limitations outlined by critics is the obsolescence of the model in the present competitive market conditions, when new sources of competitive advantage are available to companies. The new competitive conditions of the 21st century require a re-formulation of this model in order to integrate the new business paradigms identified and applied by academics and professionals. After analysing the main criticisms of the Porter's theory, this study proposes a re-interpretation of generic strategies from the perspective of market relationships, developing and refining the model developed by Porter.

Keywords: Generic Strategies; Porter's Model.

- D | Gurău C. 2007. Digital B2B interactions in Romania: an exploratory study of the level of satisfaction of client organisations. *International Journal of Emerging Markets*, 2(1): 39-53.

Purpose: The development of new information technology and telecommunication (ITT) devices has increased the complexity of business-to-business (B2B) interactions, forcing the service organisations to adopt a multi-channel, customer-oriented approach. The purpose of this study is to present an exploratory study of B2B interactions in Romania, which measures the preference of both service providers and client firms for various channels of interaction, and identifies the main dimensions of the interactive process.

Design/methodology/approach: The primary data were collected through an e-mail questionnaire that was answered by 113 service providers and 102 client organisations, and then analysed using the SPSS statistical package.

Findings: Five main interaction dimensions have been identified as the framework used by client organisations to evaluate the quality of B2B interactions. These dimensions are complex constructs that have a double projection in the context of ITT systems and CRM procedures.

Originality/value: The process of B2B interactions is poorly documented for transition economies, such as Romania. After describing the dimensions of B2B interactions, the paper proposes a diagnostic procedure for evaluating the perception gaps between the service provider firm and the client organisation, concerning the quality level of each dimension. This diagnostic can be adapted and used by each service provider organisation to identify the possible areas of customer dissatisfaction and the requirements for future improvements.

Keywords: Business-to-business marketing, Customer satisfaction, Romania.

- D | Lasch F., Gundolf K. & Kraus S. 2007. The impact of unemployment on entrepreneurship: empirical evidence from France. *International Journal of Business Research*, VII(2): 1-8.

In contrast to the widespread assumption in the field of entrepreneurship that "entrepreneurs are born", the reality we experience is that environmental circumstances play a high role in explaining different levels of entrepreneurship across regions or countries. This article gives strong support for unemployment as key factor for entrepreneurship. An empirical lead forward was made by including data of all new firms created between 1993 and 2001 in 348 French labor market areas (2.8 million firms) into a multiple regression analysis. Our empirical study presents evidences about the effects of the local socio-economic environment on entrepreneurship. The results clearly show that geography matters for entrepreneurship. Three major determinants of entrepreneurship have been identified: 1) a high unemployment rate, 2) population growth, and 3) a highly qualified working population. Additionally, unemployment has been shown to affect entrepreneurship activity even more than population growth, i.e. increasing market demand.

Keywords: Entrepreneurship, Unemployment, Regional Environment, France.

- D Meis Mason A., Dana L.P. & Anderson R.B. Forthcoming. Entrepreneurship in Coral Harbour, Nunavut. *International Journal of Entrepreneurship and Innovation*, 9 (2).

A remote community in Canada's Nunavut Territory, Coral Harbour is home mainly to indigenous Inuit. Entrepreneurship here is limited by the environment and location, and takes the form largely of selfemployed subsistence fishing, hunting and trapping and related activities. A commercial caribou harvest was introduced, but numbers have since dwindled.

Keywords: indigenous entrepreneurship; self-employment; caribou; Inuit; Nunavut; Canada.

- D Merdji M. & Johnston R.F. 2006. Collaboration amongst small business olive growers in a globalized world. *Australasian Journal of Regional Studies*, 12(3): 165-172.

Although olives have been grown in regional Victoria for over 100 years it is only in the last ten years that growers have begun to explore their commercial significance. This has resulted in widespread commercial plantings in Central and Northern Victoria, and elsewhere. Small growers have attempted to exploit this opportunity by investing in more modest plantings. It is hard, however, for small businesses (SMEs) to compete without appropriate strategies to complement the activities of the global corporations. One such strategy is to develop cooperation among small growers to form business clusters. Such a strategy has been successfully developed among olive growers in Europe embryonic clusters are developing in Central Victoria. An example of this is the OlivOz cooperative. This study is aimed at determining the key factors for successful cooperation among small businesses which would otherwise be in competition. A major outcome will be to determine the ways in which an existing cooperative, such as OliveOz, can develop and fulfil its members expectations. The methodology is to investigate how comparable clusters were successfully established in Europe and also to determine the importance of developing high quality products to making such cooperatives competitive.