

**GSCM-Montpellier Business School**



# **Annual Research report 2005**

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## Current state of the institute

The past years have brought some significant developments for the research of GSCM-Montpellier Business School. The impact of globalization and internationalization affected strongly universities and business schools in France. The Lisbon agenda promotes the creation of a European teaching and research space, and the increasing competitiveness between Business Schools on a national or international level have accelerated the strategic development of the research activity at Montpellier Business School.

Consequently, after three years since its emergence, the main objective for 2005 was to enhance the development of research and publication to confirm and develop the positioning of GSCM amidst the national and European research landscape.

From an organizational viewpoint, the management of the research activity has been improved and research is structured around two main research areas: ***Entrepreneurship and market dynamics & Information systems management and organizational dynamics***.

Against this background, three specific targets have been fixed for 2005:

- improving the number and quality of publications,
- continuing to develop strategic alliances with local universities,
- promoting research by increasing the number of publications in international journals and a stronger participation of our researchers in European and International conferences.

The present report presents in detail the 2005 research activity of GSCM.

Montpellier, February

Dr. Dominique Drillon, Research Director

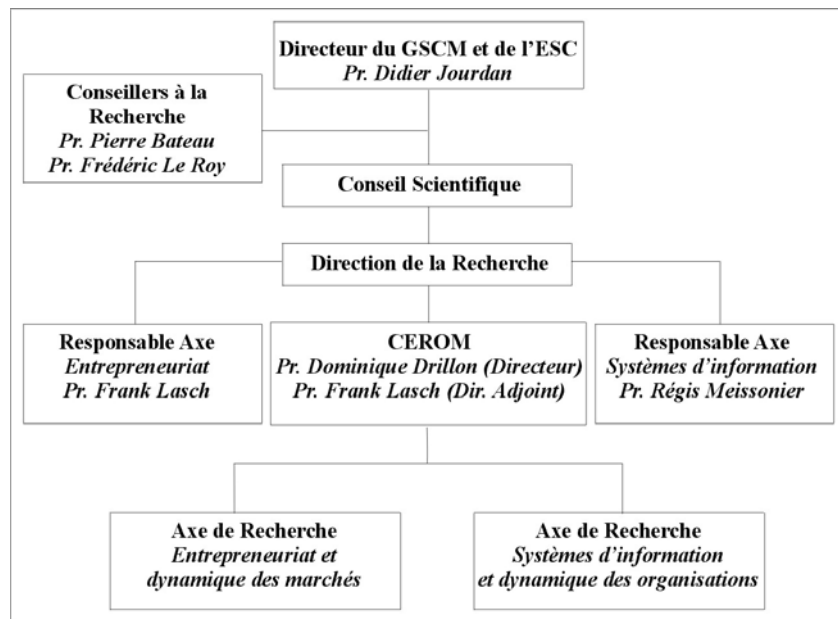
Dr. Frank Lasch, Associate Director

## 1. The organization of Montpellier Business School Research

### 1.1 Management of the research department

Under the responsibility of the dean, the research at GSCM-Montpellier Business School is managed by the research director, who is assisted in his mission by two councillors (figure 1). The scientific board fixes the strategy and takes the decisions on the most important issues (research doctrine, journal list, tenure, etc.). In 2005 the organization and the management of the research department has been enhanced through the recruitment of an Assistant Director (Dr. Frank Lasch) in response to an increasing internationalization of the research activities and the significant growth of the faculty planned for 2006 and 2007. The two main research activities have been structured and two of our permanent professors nominated to lead each group (Dr. Frank Lasch for the Entrepreneurship group and Dr. Régis Meissonier for the Information Systems group).

Figure 1: The organization



### 1.2 Journal ranking

The GSCM journal ranking is mainly a strategic guidance for the members of the two research groups pointing out the journals to be targeted first to get an optimal visibility of their performances nationally and internationally. This list has been established by taking into account the most important current rankings of nationally and internationally renowned universities and business schools. The current rankings have even been advanced by an update introducing new journals (national & international). The journals in this list reflect the most relevant journals for publication in the two main research areas. This ranking is annually updated in collaboration with the faculty members the final list is ratified by the scientific board. 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 journals (C). Publications in journals outside the GSCM ranking are marked in this report as "D-journals".

## 2. Research laboratory and research groups

### 2.1 Introduction

The Research laboratory of Montpellier Business School is a recent creation and was established in 2003. Members are all permanent professors proving a research activity (PhD students, assistant professors, associated professors, full professors, and adjunct professors from the local partnership universities).

### 2.2 Partnerships with universities in Montpellier

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

- In September 2003: ERFI (Equipe de Recherche sur la Firme et l'Industrie). The ERFI is joined to the University of Montpellier I.
- In November 2003: CREGO (*Centre de Recherche en Gestion des Organisations*) is joined to the University of Montpellier II.
- In January 2005: GESEM (Groupe de Sciences de l'Entreprise et des Marchés) joined to the University of Montpellier I.

Since, Montpellier Business School and its local university partnership laboratories have successfully conducted and developed common research and notified the necessity of assembling around a common label "Montpellier Management ER (Education and Research)", in order to promote in Europe and internationally their main research areas.

### 2.3 Main research areas

Research is structured around two main areas: *Entrepreneurship and market dynamics & Information systems management and organizational dynamics*. The first research group focuses on the study of the relationship between the organization and the environment and covers disciplines like entrepreneurship, marketing, strategy and market finance. The second group concentrates on structural issues and the functioning of organizations and focuses on information technologies, organizational systems, human resources, audit and controlling.

### 2.4 Members of the research laboratory

The total number in 2005 reached 16 researchers (faculty members) and 12 research assistants (PhD students) belonging to the three partnership universities (see cooperative agreements).

**Table 1: Researchers**

GSCM faculty (permanent professors)	
PhD	PhD candidates
<b>Associate professors</b>	<b>Associate professors</b>
Dr. Corinne Bessieux-Ollier, Dr. Dominique Drillon, Dr. Calin Gurau, Dr. Frank Lasch, Dr. Régis Meissonier, Dr. Charles Piot, Dr. Jean-Marc Schoettl	Jean-Charles Bagneris, Yves Barlette, Philippe Givry, Laurence Lehmann-Ortega, Guylaine Loubet
<b>Assistant professors</b>	
Dr. Isabelle Bourdon, Dr. Nathalie Tessier	
Partnership laboratories (adjunct professors and PhD students)	
<b>Adjunct professors</b>	
Prof. Dr. Frédéric Le Roy (ERFI, Univ. Montpellier 1) Prof. Dr. Patrick Sentis (GESEM, Univ. Montpellier 1)	
<b>Research assistants (PhD)</b>	<b>Research assistants (PhD candidates)</b>
Dr. Olivier Cullière, Dr. Mickael Kaestner, Dr. Pascal Pérotin, Dr. Ketty Bravo-Bouissy, Dr. Fanny Poujol	Gaël Bertrand, Maryline Bourdil, Marco Caramelli, Audrey De Ceglie, Julien Granata, Ariste Jerson, Cédrine Joly-Galzin, Natacha Pijoan, Stéphanie Tortosa, Sylvain Tourné

In September 2005, two assistant professors have joined us: Dr. Isabelle Bourdon and Dr. Nathalie Tessier. Seven more recruitments are planned in 2006 and six in 2007. On 1<sup>st</sup> January 2006, Dr. Annabelle Jaouen, assistant professor, joins the entrepreneurship group.

## 2.5 Internal movements and recruitments

Two faculty members have been promoted in 2005. Dr. Frank Lasch has been appointed assistant research director in order to support the actual director Dr. Dominique Drillon. He is also in charge of the research group *Entrepreneurship and market dynamics*. Régis Meissonier leads from 2005 on the group *Information systems management and organizational dynamics*.

## 3. Scientific production

### 3.1 Publications

This report includes research published or accepted for publication and all papers presented at conference during the year 2005. Contributors are divided into three categories: GSCM researches (associate professors, assistant professors, adjunct professors, and research assistants).

A total of 32 publications (10 in English, 31,3%) and 61 communications (25 in English, 41%) have been realized in 2005 (table 2). Two articles, three book chapters, one book and 12 conference papers have been realized in co-authorship between a GSCM researcher and a researcher from one of the above mentioned partnership laboratories (adjunct professors or research assistants).

**Table 2: Publications & papers by types of contributors**

	Publications													Total	PhD, HDR <sup>2</sup> (5)
	French Journal (15)				English Journal(4)				Book chapter (9)		book (4)				
	A	B	C	D	A	B	C	D	Fra.	Ang.	Fra.	Ang.			
<b>GSCM researcher</b>		3	7	1		1	1	2	2	5	1	1	24	3+2	
<b>Adjunct professor</b>		2	1						2		2		7		
<b>Research assistant</b>				1									1		
<b>Total</b>	0	5	8	2		1	1	2	4	5	3	1	<b>32</b>	<b>5</b>	

	Conference Papers					Total
	Papers			language		
	France	Europe	International	in English		
<b>GSCM researcher</b>	21	10	7	21		38
<b>Adjunct professor<sup>1</sup></b>	2	2		2		4
<b>Research assistant<sup>1</sup></b>	16	2	1	0		19
<b>Total</b>	39	14	8	23		<b>61</b>

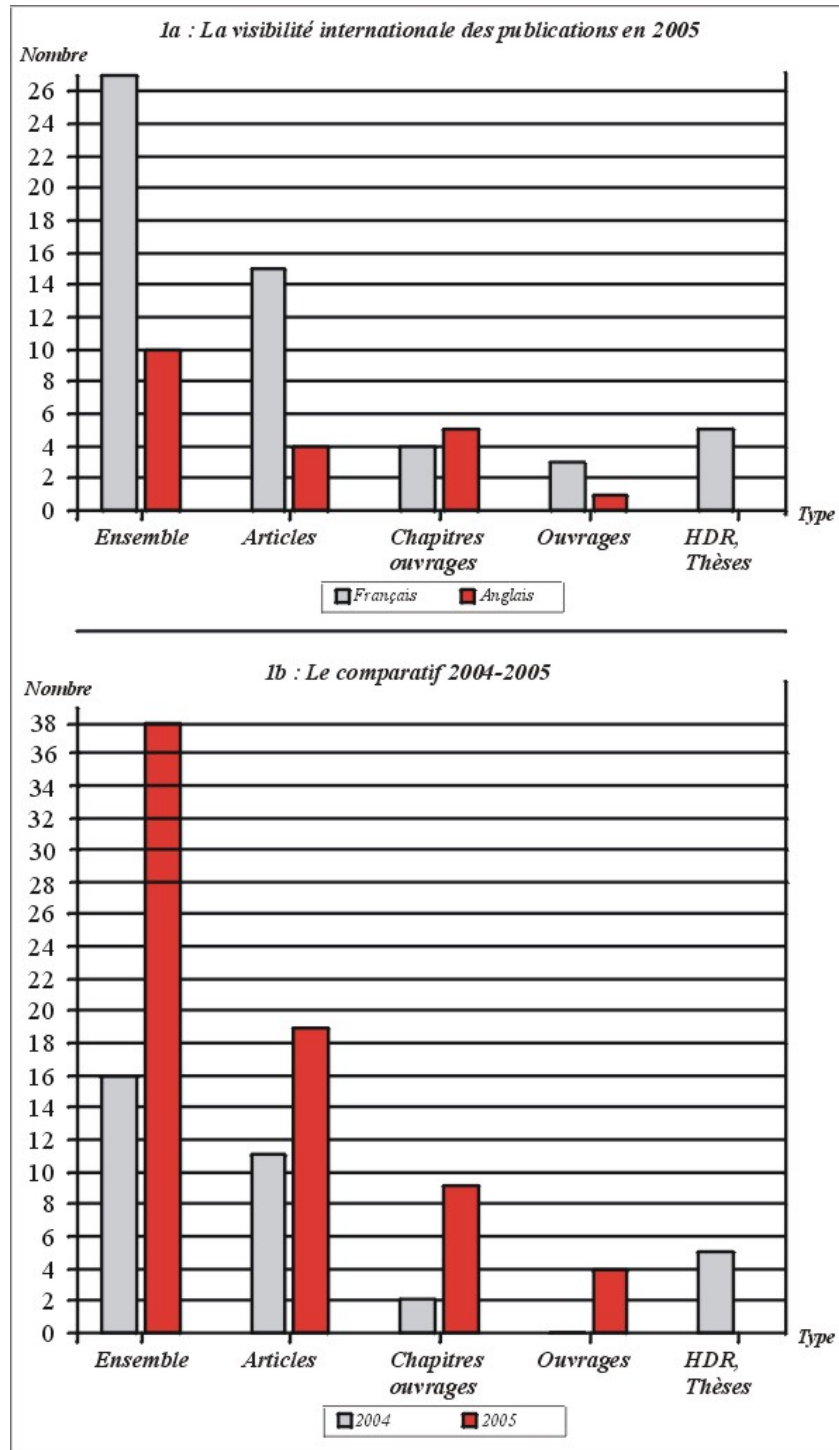
<sup>1</sup> Publications in co-authorship with a GSCM researcher are already counted in the "GSCM researcher" category.

<sup>2</sup> HDR (*habilitation de diriger de la recherche*) is specific to the French university system and is required for the direction of doctoral researches.

In summary, the overall production covers:

- 19 articles published in journals (6 ranked B, 4 in English),
- 4 books (1 in English) and 9 book chapters (5 in English),
- 2 habilitation theses (HDR) and 3 doctoral theses (research assistants),
- 61 conference papers (25 in English; 39 presented in France, 14 in Europe and 8 out of Europe)
- Part of the research assistants at the overall production: 31.1% of the papers and 5.3% of the publications.
- Part of publications in English: 1 publication out of 4; 1 article out of 5; 2 book chapters out of 2; 1 book out of 4.

Figure 2: Scientific production (structure & evolution)



**Publication indicators:**

The 2005 publication level exceeds largely the minimum objective fixed by the institution (1 article and 2 reviewed conference papers in two years). Compared to the previous year (figure 1), the publication level has doubled in 2005 with twice as much as articles and a strong progression in the number of books chapters and books (table 4, figure 2). Comparing to 2004, the GSCM researchers participate more than twice as often at international conferences (table 7).

On the qualitative side, compared to the previous year, more articles are published in B ranked journals, and the researchers contribute now significantly to the most important international conferences (Academy of Management, British Academy of Management, Pacific Asia Conference on Information Systems, Strategic Management Society, etc.). The international representation is also improving with 31,3% of our publications written in English (figure 1).

**Scientific productivity indicators:**

The overall index includes all sorts of publications and papers; the publication index concentrates on the publications (journals, books, & book chapters); the conference paper index evaluates the participation of the researchers at scientific events; the journal index reflects publication in journals. The other publications index measures publication of books, PhD or HDR thesis, and book chapters). The number of publications is always divided by the number of the researchers (permanent professors except research assistants: 16 in 2005).

**Table 3: Productivity indexes**

Type of index	value
- Global productivity index (GPI)	98/16= 6,1
- All publication index (API)	32/16= 2,0
- Papers index (PI)	42/16= 2,6
- Article index (AI)	19/16= 1,2
- Other publication index (OPI)	13/16= 0,8

**3.2 Publications listed by type of publication****Table 4: Journal articles by GSCM ranking**

B	Lasch F., Le Roy F. & Yami S. 2005. L'influence de l'environnement socio-économique sur la création d'entreprises dans le secteur TIC : le cas de la France. <i>Finance, Contrôle, Stratégie</i> , 8(1) : 73-107.
B	Lasch F., Le Roy F. & Yami S. 2005. Les déterminants de la survie et de la croissance des start-up TIC. <i>Revue Française de Gestion</i> , 31(155) : 37-56.
B	Piot C. 2005. Auditor Reputation and Model of Governance: A Comparison of France, Germany, and Canada. <i>International Journal of Auditing</i> , 9(1): 21-44.
B	Piot C. A paraître. Les déterminants des comités de rémunération et de sélection en France : l'impact des latitudes managériales. <i>Finance, Contrôle, Stratégie</i> .
C	Deffayet S. & Tessier N. (à paraître). Réussite de la relation d'emploi et qualité de la relation managériale : quels enjeux pour le manager ? <i>Gestion 2000</i> , 6(5).
C	Drillon D. & Mione A. 2005. Management de la qualité et approche psychanalytique : autour de la préparation physique et sportive. <i>Gestion 2000</i> , Bimestriel 1 : 95-113.
C	Gurău, C. & Ranchhod, A. 2005. International green marketing: a comparative study of British and Romanian firms. <i>International Marketing Review</i> , 22(5): 547-562
C	He L., Labelle R., Piot C. & Thornton D.B. 2005. Gouvernance et qualité de l'information financière, Partie I. <i>Gestion, revue internationale de gestion</i> , 30(3): 1-13.
C	He L., Labelle R., Piot C. & Thornton D.B. (à paraître). Management, structure de propriété et qualité de l'information financière, Partie II. <i>Gestion, revue internationale de gestion</i> .
C	Lasch F. (à paraître). Le secteur TIC en France : délimitation, localisation et création d'entreprises. <i>Gestion 2000</i> , 6(5).
C	Meissonier R. & Houzé E. (à paraître). Performance du E-learning : de l'amélioration des résultats de l'apprenant à la prise en compte des enjeux institutionnels. <i>Système d'information et management</i> .
C	Piot C. 2005. Concentration et spécialisation sectorielle des cabinets d'audit sur le marché des sociétés cotées en 1997/1998. <i>Comptabilité-Contrôle-Audit</i> , Tome 11, Vol. 2.
D	Bourdon I. 2005. Le management des connaissances : un enjeu majeur. <i>Economie et Management</i> , 116: 22-28.
D	Briole A. & Pijoan N. (à paraître). Expliciter les représentations des seniors chez des directeurs : une analyse à partir de cartes causales idiosyncrasiques, <i>Management et Avenir</i> .
D	Gurău, C. 2005. ICT strategies for development: implementing multichannel banking in Romania. <i>Information Technology for Development</i> , 11(4) : 343-362.
D	Gurău, C. 2005. Innovation networks in the biopharmaceutical sector: a study of UK small- and medium-sized enterprises. <i>International Journal of Entrepreneurship and Innovation Management</i> , 5(1/2): 85-102.

## 3.3 Book chapters

Table 5: Book chapters

- Barlette Y. 2005. L'apport des facteurs éthiques à la sécurité des informations : une revue de la littérature. In S. Agostinelli (éd.), *L'éthique des situations de communication numérique : 145-163*. Paris, Harmattan.
- Drillon D., Verhoeven M., Verhoeff A. & Ulijn J. (forthcoming). Psycho-analytical and sociological methods of sustainability assessment in an aerospace case: lessons for the technostarter? In J. Ulijn, D. Drillon & F. Lasch (Eds.), *Entrepreneurship, Cooperation and the Firm: The Emergence and Survival of High Tech Ventures In Europe*. Cheltenham (UK), Edward Elgar.
- Gurău, C. 2005. Codes of Ethics in Virtual Communities: the regulation of inter-personal interaction within Public Discussion Forums. In S. Dasgupta (Ed.), *Encyclopedia of Virtual Communities and Technologies*: 22-35. Hershey (US), Idea Group Publishing
- Gurău, C. 2005. Modelling eCRM systems with the Unified Modelling Language (UML). In M. Pagani (Ed.), *Encyclopedia of Multimedia Technology and Networking*: 667-677. Hershey (US), Idea Group Publishing.
- Lasch F., Le Roy F. & Yami S. 2005. New firm formation in ICT sectors in France (1993-2001). In M. Dowling, J. Schmude & D. Zu Knyphausen-Aufsess (Eds.), *Advances in Interdisciplinary European Entrepreneurship Research II*: 199-230. Lit-Verlag, Hamburg/Transaction Publishers, New Brunswick (US) and London (UK).
- Lasch F., Le Roy F. & Yami S. 2005. Survival and growth of start-ups in innovation and knowledge-based branches: An empirical analysis of the French ICT sector. In G.T. Vinig & R.C.W. Van der Voort (Eds.), *The Emergence of Entrepreneurial Economics, Research on Technological Innovation and Management IX*: 99-127. Oxford (UK), Elsevier.
- Lasch F., Le Roy F. & Yami S. (forthcoming). Emergence of high-tech ventures in France: how do regional, individual and organizational factors influence birth and sustainability of new firms? In J. Ulijn, D. Drillon & F. Lasch (Eds.), *Entrepreneurship, Cooperation and the Firm: The Emergence and Survival of High Tech Ventures In Europe*. Cheltenham (UK), Edward Elgar.
- Piot C. 2005. Qualité de l'audit, information financière et gouvernance. In A. Finet (Ed.), *Gouvernement d'entreprise: Enjeux managériaux, financiers et comptables*: 155-229. Bruxelles, Éditions De Boeck Université.

## 3.4 Books, Habilitations and Doctoral Theses

Table 6: Books, Habilitation and Doctoral Theses

## Books

- Ulijn J., Drillon D. & Lasch F. (Eds.)(forthcoming). *Entrepreneurship, Cooperation and the Firm: The Emergence and Survival of High Tech Ventures In Europe*. Cheltenham (UK), Edward Elgar.
- Meissonier R. 2006. *Externaliser le Système d'Information : Décider et Manager*. Paris, Economica.

## HDR

- Drillon D. 2005. *Apports potentiels de la psychanalyse au Management*. HDR, Université Paul Valéry Montpellier.
- Gurău C. 2005. *Le Marketing des hautes technologies*. HDR, Université Aix-Marseille III, Aix-en-Provence.

## Thesis

- Boussaguet S. 2005. *L'entrée dans l'entreprise du repreneur : un processus de socialisation repreneuriale*. Thèse de Doctorat en Sciences de Gestion, Faculté d'Administration et Gestion, Université Montpellier I.
- Bravo-Bouyssy K. 2005. *Le sentiment de réussite professionnelle dans l'expérience du travail en solo: mesure, déterminants et conséquences*. Thèse de Doctorat en Sciences de Gestion, IAE, Université Montpellier II, Montpellier.
- Poujol F. 2005. *Contribution à la compréhension des antécédents et conséquences de l'impact des concours de vente sur les commerciaux*. Thèse de doctorat. IAE, Université Montpellier II, Montpellier.

## 3.5 Conference papers

Table 7: Conference papers (chronological order)

## Conferences in France

- Gurău C. & Ranchhod A. 2005. The role of the manager and the board of directors in the internationalisation process of UK SMBEs. *Colloque international SURVIE*, March 3&4, Groupe Sup de Co, Montpellier.
- Zipf A. & Lasch F. 2005. Using geographical information systems as management and decision-making tools: the example of an interactive webatlas about new firm formation in the French ICT sector. *Start Up Research and Valorization/Valuation of Intra- and Entrepreneurship in Europe (SURVIE), First Meeting*, March 3 & 4, Groupe Sup de Co, Montpellier.
- Lasch F., Le Roy F., Yami S. 2005. Environmental determinants and proximity effects on entrepreneurship in the ICT sector: Empirical evidence from France. *Start Up Research and Valorization/Valuation of Intra- and Entrepreneurship in Europe (SURVIE), First Meeting*, March 3 & 4, Groupe Sup de Co, Montpellier.

- Drillon D. & Villanove D. 2005. La traque de la Qualité : de Platon à Ishikawa ou la qualité tridimensionnelle. *XIV<sup>ème</sup> Journées d'études de l'Institut Psychanalyse et Management*, IP&M-CEROM, 6-7 avril, Montpellier.
- Poujol F. 2005. L'impact des challenges de vente sur l'orientation client du commercial et sur la qualité du service. *XIV<sup>ème</sup> Journées d'études de l'Institut Psychanalyse et Management*, 6 et 7 avril, Montpellier.
- Bessieux-Ollier C. 2005. Evolution des déterminants culturels et économiques des choix comptables des entreprises de 1998 à 2002 : le cas des éléments incorporels. *Congrès de l'Association Francophone de Comptabilité*, avril, Lille.
- Piot C. 2005. Les comités de rémunération et de sélection dans les grandes entreprises françaises : mécanismes de contrôle ou phénomènes institutionnels. *Congrès annuel de l'Association Francophone de Comptabilité*, mai, Lille.
- Lehmann-Ortega L. & Schoettl J.M. 2005. Rupture et perturbation : les deux formes de l'innovation stratégique. *Atelier de l'AIMS sur les Stratégies de Rupture*, 5 mai, Lille.
- De Ceglie A. 2005. L'ethnométhodologie dans l'analyse d'un processus collectif de création d'information. *Org&Co*, 23-24 mai, Paris.
- Gurău C. 2005. The strategic support for young biotechnology entrepreneurs: the case of UK SMEs. *Colloque accompagnement des jeunes entreprises : entre darwinisme et assistanat*, May 26, Groupe Sup de Co Montpellier.
- Lasch F., Le Roy F., Yami S. 2005. Determinants of Survival and Growth of French high tech start-ups. *Atelier international de recherche - Accompagnement des jeunes entreprises : entre darwinisme et assistanat /Accompanying measures & survival of new firms: Between Darwinism & assistance*. May 26, Groupe Sup de Co & ERFI, Montpellier.
- Rivière G. 2005. Influence des caractéristiques du gouvernement d'entreprise sur la diffusion d'informations sociétales. *26<sup>ème</sup> Congrès de l'Association Francophone de Comptabilité*, 11, 12 & 13 mai, Lille.
- Loubet G. 2005. Quelles représentations de la performance ? Le cas des médecins hospitaliers. *26<sup>ème</sup> Congrès de l'Association Francophone de Comptabilité*, 11, 12 & 13 mai, Lille.
- Poujol F., Fournier C., Hollet S., Tanner J.F. Jr. 2005. Missions, compétences et profils des commerciaux : vers de nouvelles orientations. *21<sup>ème</sup> Congrès international International de l'Association Française de Marketing*, 19 et 20 mai, Nancy.
- Cullièrre O. 2005. Déterminants institutionnels de l'intensité d'accompagnement à la création d'entreprise. *Colloque accompagnement des jeunes entreprises : entre darwinisme et assistant*, 26 mai, ESC Montpellier.
- Bessieux-Ollier C., Lacroix M., Walliser E. 2005. Le capital humain : approche comptable versus approche managériale. *3<sup>ème</sup> Congrès de l'Association Internationale de Recherche sur le Travail et l'Organisation (AIRTO)*, 15-16 juin, Montpellier.
- Drillon D. & Bravo K. 2005. Détection des compétences dans un contexte de travail « atypique » : l'insertion professionnelle des intérimaires à premiers niveaux de qualification. *3<sup>ème</sup> Congrès de l'Association Internationale de Recherche sur le Travail et l'Organisation (AIRTO)*, 15-16 juin, Montpellier.
- Granata J. 2005. Stratégies d'alliances « agglomérées » : une réponse face à la mondialisation ? *3<sup>ème</sup> Congrès de l'Association Internationale de Recherche sur le Travail et l'Organisation (AIRTO)*, 15-16 juin, Montpellier.
- Granata J. 2005. Spécificités des stratégies d'alliances « agglomérées » des PME : le cas du secteur vitivinicole. *14<sup>ème</sup> conférence de l'AIMS, session interactive*, 7-9 juin, Angers.
- Granata J. 2005. Stratégies collectives entre concurrents dans la filière vitivinicole. *Journée de recherche sur le thème de La compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation*, 17 juin, Montpellier.
- Rivière G. 2005. La diffusion d'informations sociétales : un supplément de valeur pour l'entreprise ? *3<sup>ème</sup> Congrès de l'Association Internationale de Recherche sur le Travail et l'Organisation (AIRTO)*, 15 & 16 juin, Montpellier.
- Drillon D. & Bravo K. 2005. Détection des compétences dans un contexte de travail « atypique » : l'insertion professionnelle des intérimaires à premiers niveaux de qualification. *3<sup>ème</sup> Congrès de l'Association Internationale de Recherche sur le Travail et l'Organisation (AIRTO)*, 15-16 juin, Montpellier.
- Lasch F., Le Roy F. & Yami S. 2005. Les déterminants de la survie et de la croissance des start-up TIC. *14<sup>e</sup> Conférence internationale de l'AIMS*, 6-9 juin, Angers.
- Le Roy F. 2005. Manœuvres éliminatoires, stratégies concurrentielles et performances: une étude empirique. *14<sup>e</sup> Conférence internationale de l'AIMS*, 6-9 juin, Angers.
- Schoettl J.M. 2005. Les stratégies de rupture. *14<sup>e</sup> Conférence internationale de l'AIMS*, 6-9 juin, Angers.
- Fleury E. 2005. Les compétences des vendeurs en centre d'appels : Résultats d'une première analyse. *Congrès AIRTO*, 15-16 juin, Montpellier.
- Fleury E. 2005. Les compétences des vendeurs en centre d'appels. *12<sup>ème</sup> Tutorat Grand Sud*, 9-10 juin, Lyon.
- Arja R. 2005. La compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation. *Journée de recherche sur le thème de la compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation*, 17 juin, Montpellier.
- Bessieux-Ollier C. 2005. Individualisme et choix comptables : le cas des incorporels. *Conférence Internationale de l'Enseignement et de la Recherche en Comptabilité*, Septembre, Bordeaux.
- Bessieux-Ollier C., Lacroix M., Walliser E. 2005. Capital humain, capital intellectuel : les enjeux de la mesure. *Conférence Internationale de l'Enseignement et de la Recherche en Comptabilité*, Septembre, Bordeaux.
- Piot C. 2005. La date du rapport des commissaires aux comptes : un compromis entre contraintes liées à la mission

- d'audit et exigences informationnelles? *Congrès IAAER*, 29-30 septembre, Bordeaux.
- Bourdon I. & Vitari C. 2005. Communauté de pratique virtuelle : développement d'une échelle de la perception individuelle. *10ème Colloque de l'AIM*, 22- 23 septembre, Toulouse.
- De Ceglie A. 2005. Les enjeux de l'Internet pour la presse écrite : aspects sociaux et culturels. *Enjeux et usages des TIC, aspects sociaux et culturels*, 22-23 septembre, Bordeaux.
- Tessier N. 2005. Réussite économique des entreprises : quels enjeux sur la qualité de la relation d'emploi des cadres en France ? *16ème Colloque AGRH*, 15 et 16 septembre, Université Dauphine, Paris.
- Barlette Y. 2005. L'implication des décideurs détermine les comportements sécuritaires des acteurs en PME. *Colloque AIM Gouvernance des TI et Stratégies des SI pour le succès économique*, septembre, Toulouse.
- Meissonier R. & Houzé E. 2005. Influence de la culture métier dans la non adoption d'un PGI : cas d'une PME high tech, *10ème colloque de l'AIM*, septembre, Toulouse.
- Cullière O. 2005. Examen des relations entre accompagnement à la création et légitimité de la nouvelle entreprise. *Colloque Recherche en entrepreneuriat : des enjeux, des stratégies et des hommes*, 13-14 octobre, Brest.
- De Ceglie A. 2005. La médiation d'une information journalistique : la presse comme artefact communicationnel, *Doctorales SFIC*, 18-19 Novembre, Paris.
- De Ceglie A. 2005. Le geste professionnel d'écriture des journalistes via les tics : culture organisationnelle et approche ethnométhodologique. *DISTIC*, 8-9 Décembre, Nice.

### Conferences in Europe

- Lasch F., Le Roy F. & Yami S. 2005. Survival and growth of start-ups in innovation and knowledge-based branches: An empirical analysis of the French ICT sector. *Interdisciplinary European Conference on Entrepreneurship Research*, February 2-4, University of Amsterdam, Netherlands.
- Gurău, C. 2005. The principles of online social marketing campaigns. *10th CMC Conference*, April, Nicosia, Cyprus.
- Gurău, C. & Le Bellac, A. 2005. Advergaming. *10th CMC Conference*, April, Nicosia, Cyprus.
- Bessieux-Ollier C. 2005. Changes in the cultural and economic determinants of accounting choices between 1998 and 2002: the case of intangibles. *European Accounting Association Congress*, April, Göteborg, Sweden.
- Gurău, C. & Le Bellac, A. 2005. Advergaming. *10th CMC Conference*, April, Nicosia, Cyprus.
- Piot C. & Janin R. 2005. Audit Quality, Corporate Governance and Earnings Management in France. *Annual Congress of the European Accounting Association*, May, Göteborg, Sweden.
- Poujol F. & Fournier C. 2005. Determinants and consequences of salespeople's attitude toward sales contests. *34th European Marketing Academic Conference*, May 24-27, Milano, Italy.
- Poujol F., Christophe F., Hollet S., Tanner J.F. Jr. 2005. Toward a new vision: executives' perspectives of the changing role of salespeople, their tasks and competencies. *The Fifth Biennial Academy of Marketing/AMA Conference*, June 5-8, Dublin, Ireland.
- Gurău C., Drillon D. & Hardy M. 2005. Users' perceptions regarding e-learning systems: the case of Montpellier Business School. *12th Conference on Learning*, July, Grenade, Spain.
- Gurău C. 2005. Computer-enabled marketing education: the implementation of the Markstrat simulation exercise. *12th Conference on Learning*, July, Grenade, Spain.
- Piot C. 2005. Les comités de rémunération et de sélection dans les grandes entreprises françaises : mécanismes de contrôle ou phénomènes institutionnels. *4<sup>ème</sup> conférence internationale de gouvernance*, Septembre, Université de Mons-Hainaut, Belgium.
- Gurău, C. & Ranchhod, A. 2005. The Born Global biotechnology firms in US and UK: differences and similarities. *British Academy Of Management Conference*, September, Oxford, UK.
- Lasch F., Le Roy F. & Yami S. 2005. The determinants of survival and growth in the French ICT sector. *EFMD 35th Entrepreneurship, Innovation, and Small Business Conference 2005 (EISB) "Sustaining the Entrepreneurial Spirit over time"*, September 12-14, Barcelona, Spain.

### Conferences out of Europe

- Tourné S. & De Ceglie A. 2005. La construction d'une intelligence informationnelle collective via les TIC : le Wiki. *Ir2I*, 5-6 July, Beijing, China.
- Meissonier R. & Houzé E. 2005. The Importance of Institutional Challenges in E-Learning Performance, Proceedings of *The Ninth Pacific Asia Conference on Information Systems*, July, Bangkok, Thailand.
- Lasch F., Le Roy F. & Yami S. 2005. Environmental determinants and proximity effects on entrepreneurship in the ICT sector: Empirical evidence from France. *Academy of Management Meeting*, August 5 – 10, Honolulu (Hawaii), US.
- Ulijn J., Lasch F., Aldrich H., Schmude J., Greene P., Yami S. & Prasnikar J. 2005. European/US cooperation in new firm formation across the cultural borders. *Academy of Management Meeting*, August 5 – 10, Honolulu (Hawaii), US.
- Lehmann-Ortega L. & Schoettl J.M. 2005. From buzzword to managerial tool: the role of business model in strategic innovation. *CLADEA*, October 22-24, Santiago del Chile, Chili.
- Drillon D. & Gurau C. 2005. Evaluating the effectiveness of an e-learning system: an exploratory study. *EBFR*, October 26-28, Tampere, Finland.
- Lasch F., Le Roy F. & Yami S. 2005. The determinants of start-up survival and growth in the French ICT sector. *Strategic Management Society, 25th Annual International Conference*, October 23, Orlando (Florida), US.
- Givry P. & Jeannicot K. 2005. Le marchés des ETFs - Exchange Traded Funds - en Euro Méditerranée: enjeux et perspectives pour les marchés développés et les marchés émergents. *2nd annual business administration conference*, Holy Spirit University of Kaslik, 24-25 novembre, Jounieh, Libanon.

## 3.6 Publications linked to cooperative agreements

3.6.1 Adjunct professors<sup>1</sup>

Table 8: Adjunct professors (publications and papers)

	Journal articles
B	Sentis P. 2005. Introduction en bourse : quelles stratégies pour l'entreprise candidate. <i>Revue Française de Gestion</i> , 158 (31) : 225-244.
B	Le Roy F. & Pellegrin E. 2005. Bruce Henderson comme fondateur de la pensée stratégique. <i>Revue Française de Gestion</i> , n°154, p.9-20
C	Le Roy F. (à paraître). Guerre des prix, prix prédateurs et prix agressifs : clarification conceptuelle et voies de recherche. <i>Revue Gestion 2000</i>
	Book chapters
	Le Roy F. 2005. Les nouvelles approches de la concurrence et la responsabilité sociale de l'entreprise. In Le Roy F. et Marchesnay M. (eds.), <i>La responsabilité sociale de l'entreprise</i> , EMS.
	Le Roy F. 2005. Nature et conduite de la guerre: l'influence de Clausewitz dans la pensée militaire américaine. In Saboly M. et Cailluet L., <i>Conflit(s)</i> : 33-51. Presses de l'Université de Toulouse I, 2003.
	Books
	Leroy F. & Marchesnay M. 2005. <i>La responsabilité sociale de l'entreprise</i> , EMS, Caen.
	Yami S. & Le Roy F. (à paraître). <i>Les stratégies collectives : rivaliser et coopérer avec ses concurrents</i> , EMS, Caen.
	Conference papers
	Sentis P. 2005. Were insiders more informed than the market during IPO bubble? Evidence from the crossing of threshold on the Nouveau Marché in France. <i>European Financial Management Annual Meeting</i> . June 30th - July 2nd, Milan, Italy.
	Sentis P. & François-Heude A. 2005. Franchissements de seuils dans le capital des IPOs : rendements et volumes prédicteurs de performances futures ? <i>Journée Prévisions et Valeur en Finance, Université Montpellier 1</i> . 28 octobre, Montpellier, France.
	Le Roy F. & Yami S. 2005. The development of innovation strategy in SME context: a case study. <i>EFMD 35th Entrepreneurship, Innovation, and Small Business Conference 2005 (EISB)</i> , September 12-14, Barcelona, Spain.
	Le Roy F. 2005. Manœuvres éliminatoires, stratégies concurrentielles et performances: une étude empirique. <i>14e Conférence internationale de l'AIMS</i> , 6-9 juin, Angers, France.

<sup>1</sup> Publications in co-authorship with a GSCM researcher are already counted in the "GSCM researcher" category.

## 3.6.2 Conference Papers linked to cooperative agreements

Table 9: Conference papers by members of the GSCM partnership research laboratories

## Conferences in Europe

Yami S., Nicquevert B., Nordberg M. (2005). Research consortium as collective strategy. <i>European Academy of Management</i> , May 4-7, Munich, Germany,
Meissonier R. & Houzé E. 2005. Influence de la culture métier dans la non adoption d'un PGI : cas d'une PME high tech, Actes du <i>10ème colloque de l'AIM</i> , septembre, Toulouse.
Roy P. & Leca B. 2005. Bridging strategic management and institutional analysis: Toward an integrative framework to unwrap firm's strategies in cultural industries. <i>Colloque EGOS</i> , 30 juin-2 juillet, Berlin, Germany.
Sentis P. 2005. Were insiders more informed than the market during IPO bubble? Evidence from the crossing of legal thresholds on the nouveau marché in France. <i>EFMA 2005 Annual Meeting</i> , June 29-July 2, Milan, Italy.
Gueguen G. & Pellegrin-Boucher E. 2005. Business Ecosystems as a renewal of collective strategies: the example of the software industry. <i>Conférence sur les Ecosystèmes d'affaires</i> , 6-9 Juillet, Brindisi, Italy.
Jaouen A., Gundolf K. 2005. Strategic alliances and resource based view relevance. <i>Rent XIX-ECSB</i> , 17-18 November, Naples, Italy.

## Conferences out of Europe

Temri L. & Kreimer P. 2005. Developing knowledge, social needs and innovation: a difficult trail. Chagas disease in Latin America. <i>1er Congrès International Le Médicament</i> , 29 août-2 septembre, Montréal, Canada.
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### 3.7 Diploma, nominations, awards

#### 3.7.1 Habilitations (HDR)

Two GSCM professors presented successfully their habilitation (HDR): Dominique Drillon, associated professor and research director on 18th June 2005 and Calin Gurau, associated professor on 12th December 2005.

- Drillon D. 2005. *Apport Potentiel de la psychanalyse au Management*, HDR, Université Paul Valéry Montpellier, France.
- Gurau C. 2005. *Le Marketing des hautes technologies*, HDR, Université Aix-Marseille III, Aix-en-Provence, France.

#### 3.7.2 Doctoral Theses

Three research assistants obtained their PhD in 2005:

- **Sonia Bousaguet**, GESEM research laboratory, Montpellier 1 U., « *L'entrée dans l'entreprise du repreneur : un processus de socialisation reprenneuriale* ». Thèse de Doctorat en Sciences de Gestion, Faculté d'Administration et Gestion, Université Montpellier I. Mention : très honorable avec les félicitations du jury.
- **Ketty Bravo-Bouissy**, CREGO research laboratory, Montpellier 2 U., « *Le sentiment de réussite professionnelle dans l'expérience du travail en solo : mesure, déterminants et conséquences* ». Thèse de Doctorat en Sciences de Gestion, IAE, Université Montpellier II, Montpellier. Mention : très honorable avec les félicitations du jury.
- **Fanny Poujol**, CREGO research laboratory, Montpellier 2 U., « *Contribution à la compréhension des antécédents et conséquences de l'impact des concours de vente sur les commerciaux* ». Thèse de doctorat IAE, Université Montpellier II, Montpellier. Mention très honorable avec les félicitations du jury.

#### 3.7.3 Nominations and awards

- **February**, Frank Lasch, Frédéric Le Roy & Saïd Yami's paper "Survival and growth of start-ups in innovation and knowledge-based branches: An empirical analysis of the French ICT sector", produced during the *IECER congress, Interdisciplinary European Conference on Entrepreneurship Research, February 2 – 4, University of Amsterdam, Netherlands* had been accepted for publication in the best paper book published by Elsevier : G.T. Vinig & R.C.W. Van der Voort (Eds.), *The Emergence of Entrepreneurial Economics, Research on Technological Innovation and Management IX*.
- **May**, Fanny Poujol & Christophe Fournier's paper, "Determinants and consequences of salespeople's attitude toward sales contests", *34th European Marketing Academic Conference, 24-27 may, Milan, Italy*, received a best paper award.
- **June**, Frank Lasch, Frédéric Le Roy & Saïd Yami's paper "Les déterminants de la survie et de la croissance des start-up TIC", presented at the *14th International Congress of the AIMS, 6-9 June, Angers* had been accepted for publication in the special issue entitled "Développer l'Innovation" of the journal *Revue Française de Gestion*.
- **September**, Frank Lasch, Frédéric Le Roy & Saïd Yami's paper "The determinants of survival and growth in the French ICT sector" had been nominated among the 12 best papers during the *EFMD congress, 35th Entrepreneurship, Innovation, and Small Business Conference 2005 (EISB), 12-14 September, Barcelona, Spain*.

## 4. Research activities

### 4.1 Organization of workshops and conferences

Since 2003, 17 scientific events have been organised by Montpellier Business School: four on an international scale, and six in partnership with one of our Montpellier partnership laboratories. From three in 2003, the number of events goes from five in 2004 to nine in 2005. This activity reflects the successful partnerships with the local laboratories.

**Table 10: Workshops and conferences organized in 2005**

Date	Nature of the event
<p><b>March, 3-4</b></p>	<p><b>GSCM, Montpellier, European cooperation between (high tech) start-ups across culture borders of nation, region, profession and sector (SURVIE), First Meeting.</b>  - <b>Organizers:</b> Dr. Dominique Drillon, Dr. Frank Lasch (both CEROM - Montpellier Business School) &amp; Prof. Dr. Jan Ulijn (Eindhoven University of Technology).  - <b>Founding meeting of a new European network</b> on entrepreneurship research "SURVIE" (Start-Up Research and Valorization/Valuation of Intra/- and Entrepreneurship in Europe).  - <b>First outcomes:</b> organization of a symposium for the 2005 Academy of Management meeting and a book published at Edward Elgar<sup>1</sup>.  - <b>25 participants of 7 European nationalities</b> (Holland, France, Ireland, Estonia, Slovenia, Germany, Romania).</p>
<p><b>April, 6-7</b></p>	<p><b>GSCM, Montpellier, La qualité re-visitée, CEROM-IP&amp;M.</b> In partnership with the Institut Psychanalyse et Management, 14th symposium for this association, 2<sup>nd</sup> in Montpellier  - <b>Organizers:</b> Dominique Drillon (CEROM and IP&amp;M), Loïck Roche (Grenoble School of Management and IP&amp;M).  - <b>Overall theme</b> is to review the place and role of quality in the Organisations and the impacts on individuals (customers, employees, or providers)  - <b>80 participants</b> (managers, consultants, company directors, psychologists, students, teachers and researchers). The participation of Bertrand Jouslin de Noray, General Secretary to the European Organisation for Quality, allowed this event to become international.</p>
<p><b>May, 15-16</b></p>	<p><b>GSCM, Montpellier, Accompagnement des jeunes entreprises; entre darwinisme et assistantat/Accompanying measures &amp; survival of new firms: Between Darwinism &amp; assistance. Atelier international de recherche en partenariat avec/in partnership with Academie de l'Entrepreneuriat (AE)/Association Internationale de Recherche en Entrepreneuriat et PME (AIREPME)/association Internationale de Management Stratégique (AIMS). Groupe Sup de Co &amp; ERFI.</b>  - <b>Organizers:</b> Frank Lasch (GSCM) and Sylvie Sammut (ERFI)  - <b>Overall theme:</b> determinants of survival and accompanying of new ventures.  - <b>25 participants</b> and 14 paper presentations.</p>
<p><b>June, 15-16</b></p>	<p><b>Faculté de Sciences Economiques, Montpellier, La mondialisation et l'emploi, CEROM-ERFI-AIRTO<sup>2</sup></b>  - <b>Organizers:</b> Gérald Naro (ERFI), Dominique Drillon (CEROM) and a team of researchers from Montpellier 1 (GESEM), Montpellier 2 (CREGO) and Montpellier 3 (CREREG).  - <b>Overall theme:</b> debate on the impact of internationalization on the employment within different activity fields.  - <b>More than 120 participants</b> with about 15 from Quebec.</p>
<p><b>June, 17</b></p>	<p><b>GSCM, Montpellier, La compétitivité de la filière vitivinicole du Languedoc-Roussillon face à la globalisation, CEROM-ERFI-MOISA.</b>  - <b>Organizers:</b> Florence Palapacuer (ERFI), Dominique Drillon (CEROM) et the research assistants Rouba ARJA and Julien Granata from the ERFI.  - <b>Overall theme:</b> Wine industry of Languedo region against the background of globalization.  - <b>About 50 attendees</b> to this conference.</p>
<p><b>October, 14</b></p>	<p><b>GSCM, Montpellier, 3ème rencontre des Directeurs et des Doyens Associés de la Recherche des Grandes Ecoles de Commerce et de Management.</b>  - <b>Organizers:</b> Frédéric Le Roy (ERFI), Dominique Drillon &amp; Frank Lasch (GSCM).  - <b>Overall theme:</b> meeting of research directors from French business schools. Compare,</p>

<sup>1</sup> Ulijn J., Drillon D. & Lasch F. (Eds.) (forthcoming) 2006. *Entrepreneurship, Cooperation and the firm: the emergence and survival of high tech ventures in Europe*. Cheltenham (UK): Edward Elgar.

<sup>2</sup> Association Internationale (Québec) de Recherche sur le travail et les Organisations.

	<p>assess and exchange around the research politics of these institutions. A survey had been presented and commented.</p> <p>- <b>20 participants.</b></p>
<p><b>November, 10</b></p>	<p><b>GSCM, Montpellier</b>, <i>Le management de la force de vente</i>. The majority of researchers specialised in sales in France and Europe were attending this workshop.</p> <p>- <b>Organizers:</b> Christophe Fournier (CREGO), Dominique Drillon (CEROM) and Elisabeth Fleury, GSCM research assistant.</p> <p>- <b>50 participants.</b></p>
<p><b>November, 19-20</b></p>	<p><b>Portoroz (Slovenia)</b>, <i>European cooperation between (high tech) start-ups across culture borders of nation, region, profession and sector</i> (SURVIE), Second Meeting.</p> <p>- <b>Organizers:</b> Mateja Drnovsek (Univ. Ljubljana), Dominique Drillon, Frank Lasch (both GSCM) &amp; Jan Ulijn (Eindhoven University of Technology).</p> <p>- <b>Overall theme:</b> Second meeting of the <i>Survie</i> entrepreneurship network; work session about the Edward Elgar book, welcome of new members and future projects.</p> <p>- <b>12 participants.</b></p>

#### 4.2 Events scheduled for 2006

GSCM organises two international events:

- CLADEA, 10-13 September 2006 in Montpellier, will be the 41st General Assembly of this organisation. CLADEA is a reunion of 120 Latin America Universities and many others institutions from around the world. The GSCM organises and expects 600 attendees. GSCM is the coordinator for the scientific part. A dozen panel discussions and 300 paper presentations are scheduled.
- The second, *Interdisciplinary European Conference on Entrepreneurship Research, IECER* will be hold in February 2007. Since 2003, four editions of the IECER have reassembled each year researchers from more than 15 European countries presenting papers in the field of entrepreneurship research (Regensburg 2003, 2004; Amsterdam 2005; Regensburg 2006). Highly selective, 40 papers will be accepted and about a hundred of participants are expected.

#### 4.3 Research contracts

This year, two new research contracts were signed between the GSCM research laboratory and the company *VediorBis*.

- The first one was related to the one signed in 2004 entitled "**détection et l'évaluation des compétences des publics premier niveau de qualification**".
- The second contract is a prolongation of the first one and focuses on a different type of employees (employees, technicians, etc.). Both contracts focus on the detection and assessment of competencies.

**Appendix 1**  
**GSCM-Montpellier Business School Journal List**

<b>A</b>	<p>Academy of Management Journal Academy of Management Review Accounting Review Accounting, Organization and Society Administrative Science Quarterly Contemporary Accounting Research 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>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 Database for Advances in Information Systems Decision Sciences Decision Support Systems Entrepreneurship and Regional Development Entrepreneurship- Theory and Practice</p>	<b>B</b>	<p>European Accounting Review European Journal of Information Systems European Journal of Marketing 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 Entrepreneurship and Small 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 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 Review of Finance Services Industries Journal Sociologie du travail Work Employment and Society</p>
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<p><b>C</b></p> <p>Abacus  Accounting and Finance  Advances in International Accounting  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 Management Journal  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 Journal of Accounting  International Journal of Accounting, Auditing and Performance Evaluation  International Journal of Electronic Commerce  International Journal of Finance  International Journal of Logistics Management  International Journal of Manpower  International Journal of Physical Distribution and Logist. Mana  International Journal of Purchasing and Materials Management  International Marketing Review  International Small Business Journal  Journal for Quality and Participation  Journal of Advertising  Journal of Applied Corporate Finance  Journal of Business and Industrial Marketing  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  Journal of International Accounting, Taxation and Auditing  Journal of International Financial Management and Accounting</p>	<p><b>C</b></p> <p>Journal of Small Business Management  Journal of Strategic Information Systems  Journal of Strategy Research  Logistics Information Management  Logistique et Management  Management  Management International, International Management  Managing Service Quality  Marketing Management  Organizational Dynamics  Personnel Review  Politique et management public  Psychologie du travail et des organisations  Quality Management Journal  Quarterly Review of Economics and Finance (anciennement Quarterly Review of Economics and Business)  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  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</p>
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Appendix 2

Evolution of productivity between 2004 and 2005

	Articles	Book Chapters	Book	Theses HDR	Total
<b>2004</b>	11	2	0	3	<b>16</b>
<b>2005</b>	19	9	4	3+2	<b>38</b>
<b>Evol.</b>	x1,7	x4,5	-	x1,7	<b>x2,4</b>

	Papers			language	Total
	France	Europe	International	In English	
<b>2004</b>	19	6	4	9	<b>29</b>
<b>2005</b>	39	14	8	23	<b>61</b>
<b>Evol.</b>	x2,1	x2,3	x2,0	x2,6	<b>x2,1</b>