

GSCM-Montpellier Business School



Annual Research Report 2006

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Current state of the institute

Internationalization and globalization are a real challenge for universities in France and their impact has been noticeable for more than five years now. Research is placed in the very heart of every adapting and developing strategy, causing a restructuring of most French Business Schools. In 2003, GSCM-Montpellier Business School (GSCM) sets up his research center in order to accelerate the structuring and development of research activity¹. Today, 20 professors, two adjunct professors and 14 research assistants are active members of the research center. Three new researchers are arriving in January 2007 and six new recruitments are planned next year. By the end of 2007, 45 active members will make part of the research center.

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 and 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. This fruitful cooperation has motivated the members of this strategic alliance to create a research cluster entitled **Montpellier Management Education and Research**.

The GSCM policy aims to build a high quality Business School at an European level. The research development strategy concords with this objective, the progress made in the past couple of years is very encouraging and the research outcomes reach the level of visibility on at least a European scale. The research policy focuses especially on four points...

- Raising the academic level of the faculty (Encouraging faculty to achieve PhD and HDR² degrees)
- Recruitment of new academically qualified faculty,
- Internationalization of the research activities and faculty,
- Qualitative and quantitative increase of research outcomes (intellectual contributions).

The current report confirms the successful implantation of the GSCM research policy. GSCM researchers regularly attend the most important international conferences and see their work published in the best French and international journals. In 2005, 19 journal articles were published along with 13 other publications (books, book chapters, etc.); in 2006, main research outcomes are 34 articles and 31 other publications. The international visibility (journal articles) becomes appreciable in 2005 and really significant in 2006. For the first time, the number of articles written in English is practically equivalent to those written in French. The part of English articles increases from 21.1% in 2005 to 44.1% in 2006.

This annual research report presents in details the 2006 research activity.

Dr. Dominique Drillon, Research Director
Dr. Frank Lasch, Associate Director

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

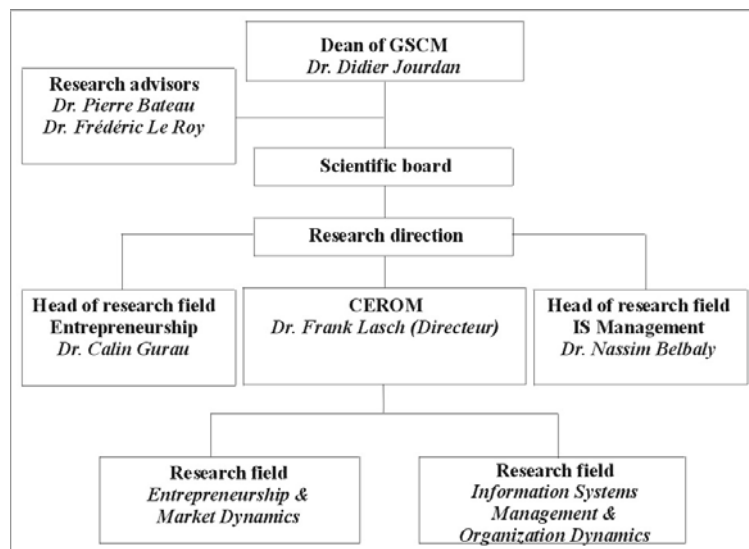
² The Doctorate may be followed by a post-doctoral degree, the *Habilitation à Diriger les Recherches (HDR)*, which constitutes the highest national award and is offered to academics who display the ability to carry out high level scientific research and to supervise PhD thesis.

1. The organization of Montpellier Business School Research

1.1 Management of the research centre

The main management objective of the research direction is to structure the activities related to discipline based scholarship in order to increase the quality and quantity of research outcomes (intellectual contributions) and to evaluate the performance of the faculty. Under the responsibility of the GSCM dean, the organization of research consists of a scientific board (*"Conseil scientifique"*), two external research advisors (university full professors), the research director and two professors in charge of managing the research fields (Figure 1). The scientific board fixes the strategy and takes the decisions on the most important issues. It is composed of ten to twenty members and presided by a university full professor named by the Dean for a four-year mandate. Actually the scientific board is chaired by Prof. Dr. Frédéric Le Roy (Montpellier I University) and meets three to four times per year.

Figure 1: The organization



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. The CEROM, under the research director's supervision, follows the strategic research orientations decided by the Administrative and Scientific Boards. It leads, organizes, coordinates and develops the scientific activities.

2.2 Main research fields

Research at GSCM is structured around two main research areas "Entrepreneurship and market dynamics" (head of research field: Dr. Frank Lasch³) and "Information Systems Management and Organizational Dynamics" (head of research field: Dr. Régis Meissonnier).

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.

³ From 2007 on, Dr. Calin Gurau & Dr. Nassim Belbaly will take over the research fields.

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. Research includes also comparative analyses related to the theme of International entrepreneurship.

Market Dynamics: A manager/entrepreneur rarely has specific knowledge that would permit him to effectively analyze the competitive environment and take the most appropriate decisions. Against this background, information and knowledge management and segmentation strategies are essential topics of research. The company's strategy is sometimes emerging and the marketing activities are limited to the essential and most urgent points. Research in market dynamics is focused on the SMEs market strategy, and especially on the high technology sector (computer science, biotechnology). 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: Boosted by the expansion of new technologies, the development of new forms of organization is mainly focused on the increase of the companies' flexibility and performance. Nevertheless, because of the complexity of their environment, information systems need a systemic approach, in order to eliminate techno-centered visions that could not take into account the effectiveness of those systems. 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.

Organization 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 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: **CREGO** (*Centre de Recherche en Gestion des Organisations*) is a research laboratory in management science at the University of Montpellier II.
- January 2005: **GESEM** (*Groupe en Sciences de l'Entreprise et des Marchés*) is a research laboratory in management science at the University of Montpellier I. Following the GESEM decision not to maintain the State accreditation, it disappears in December 2006.

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). The name **Montpellier Management Education & Research** was registered to the National Institute for Industrial Property, on August 10th, 2006.

2.4 Members of the research center

Actually, the research center is composed of 20 GSCM professors, two adjunct professors (full professors from Montpellier University) and 14 research assistants (Table 1). In 2006, seven new professors were recruited: Dr. Nassim Belbaly, Dr. Hind Benbya, Dr. Cendrine Fons, Dr. Katherine Gundolf, Dr. Annabelle Jaouen, Dr. Audrey Missonier and Dr. Isabelle Parot. Dr. Isabelle Bourdon left the GSCM in September 2006. Three new faculty members are already recruited and will arrive up from January and six new recruitments are scheduled for 2007. By end of 2007, the total number will reach around 45 active members.

The number of research assistants grows from 12 to 14 with the creation of two more positions dedicated to each research fields. Two GSCM professors obtained their PhD this year which brings the number of members with a doctoral degree to 19 out of 22 (86,4% without the research assistants). Another three GSCM professors are currently about to finish their PhD (defense planned in 2007) which will result in a 100% of active researchers with doctoral degree. The number of professors habilitated to supervise doctoral research (HDR, *Habilitation à diriger des recherches*) is growing as well, as three colleagues obtained their HDR diploma (13.6%) in addition to the two adjunct full professors. The internationalization of the faculty is also in progress: there are currently 5 foreign professors and in January 2007, with the arrival of three more professors, they will be eight. This will raise the percentage of foreign professors from 22.7% to 36.4%.

Table 1: Researchers in December 2006

Associate Professors PhD	Associate Professors PhD Candidates
Dr. Barlette Yves Dr. Belbaly Nassim Dr. Benbya Hind Dr. Bessieux-Ollier Corinne Dr. Drillon Dominique (HDR) Dr. Gurau Calin (HDR) Dr. Lasch Frank Dr. Lehmann-Ortega Laurence Dr. Meissonier Régis Dr. Piot Charles (HDR) Dr. Schoettl Jean-Marc	Bagneris Jean-Charles Givry Philippe Loubet Guylaine
Assistant Professors	Adjunt Professors (Partnership laboratories)
Dr. Fons Cendrine Dr. Gundolf Katherine Dr. Jaouen Annabelle Dr. Missonier Audrey Dr. Parot Isabelle Dr. Tessier Nathalie	Dr. Le Roy Frédéric (ERFI, Montpellier 1) Dr. Sentis Patrick (GESEM, Montpellier 1)
Research Assistants (PhD Candidates)	
Bertrand Gaël (ERFI), Boissin Romain (GESEM), Bourdil Maryline (CREGO), Dikmen Laure (ERFI), Duquesnois Franck (ERFI), Jerson Ariste (ERFI), Joly-Galzin Cédrine (ERFI), Lejard Christophe (ERFI), Marquès Pierre (ERFI), Pedra Lucile (CREGO), Pijoan Natacha (CREGO), Tortosa Stéphanie (CREGO), Tourné Sylvain (CRAIC), Wadi Tahri (GESEM)*	

* Pédra Lucile, Pijoan Natacha and Wadi Tahri started in January 2007.

3. Intellectual contributions (research based scholarship)

3.1 Journal ranking

The GSCM journal ranking is mainly a strategic guidance for the faculty members pointing out the journals to be targeted first to get an optimal visibility of their performances nationally and internationally (cf. Appendix 1: 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, Strategic Management Journal by Tahai & Meyer 1999, Social Science Citation Index, Katz entrepreneurship journal ranking, etc.). The GSCM journal ranking has been reinforced by introducing new our upcoming journals for both of the research fields. 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 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 Conference list

As for the journals 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 **Entrepreneurship and market dynamics & Information systems management and organizational dynamics**. The Scientific Board validated this list of 68 conferences classified by subjects and geographical zones (cf. Appendix 2: GSCM conference list). As for the journals, it is updated on an annual basis.

3.3 Synthesis of contributions

This report includes, from January, 1st to December, 15th 2006, all the journal articles, books, book chapters published or accepted for publication and all conference papers (Table 2). Contributors are divided into three categories: GSCM researches, adjunct professors and research assistants (Table 5).

Table 2: Publications statistics 2004-2006

	2004	2005	2006
Articles	10	19	34
Books	0	4	5
Books chapters	2	9	23
Total	12	32	62
Editorial, book review	0	0	2
Cases	0	0	1
Publications	28	61	52
Theses	3	3	3
Habilitations	0	2	1
CEROM Members*	16	18	22
Productivity index (articles/researchers)	0.7	1.1	1.5

*except research assistants

2006 shows a huge increase in the number of journal articles. The impact of the new professors (recruited in September) will certainly only be relevant in 2007 and 2008. Compared to 2005, the overall production has almost doubled with 62 publications in 2006 from 32 in 2005 (Table 2). The number of articles has been multiplied by 1.7, the number of book chapters increases from 9 to 23 in 2006. Two books reviews and one case have also been published, carrying the number of publications outside journals to 31.

The number of publications in English has also highly increased (Table 3). For the first time, there are as many publications in English (47.8%) as in French. Another indicator of gaining quality is the share of article publications in English which rises from 21.1% in 2005 to 44.1% in 2006 (Table 3).

Table 3: Publications in English 2005-2006
(total numbers in brackets)

	2004	2005	2006
Articles	60,0%* (6)	21,1% (4)	44,1% (15)
Books	-	25,0% (1)	40,0% (2)
Books chapters	50,0%* (1)	55,6% (5)	60,9% (14)
Editorial and book review	-	-	50,0% (1)
Publications ensemble	58,3%* (7)	27,0% (10)	47,8% (32)
Cases	0	-	0,0% (0)
Publications	25,0% (7)	37,7% (23)	38,5% (20)

* Insignificant value for insufficient sample size (number of articles in 2004: 10).

From 2005 to 2006, the level of publications in English has highly increased, and the growing share of B and C international ranked journals is an encouraging indicator for quality improvement. The number of B ranked articles is steady (6), but half of them in international journals (Table 4). The C ranked journal part is also relatively stable, with the same trend of internationalization as for the B journals (51.5% in international journals comparing to only 11.1% in 2005).

Table 4: Journal articles by GSCM ranking

rang	2005			2006		
	French journal	English journal	total	French journal	English journal	total
B	5 (83,3%)	1 (16,7%)	6 (31,6%)	3 (50,0%)	3 (50,0%)	6 (17,6%)
C	8 (88,9%)	1 (11,1%)	9 (47,4%)	7 (38,9%)	11 (61,1%)	18 (52,9%)
D*	2 (50,0%)	2 (50,0%)	4 (21,1%)	9 (90,0%)	1 (10,0%)	11 (32,4%)
total	15 (78,9%)	4 (21,1%)	19 (100,0%)	19 (54,9%)	15 (44,1%)	34 (100,0%)

* Publications outside the GSCM journal ranking.

The overall production by type of publication and contributor (Table 5) completes the picture of intellectual contributions. The GSCM researchers produce 79% of the publications, 15,9% of the publications (except co-authorship with a GSCM professors) are published by the adjunct professors. The research assistants are mainly invested in books chapters and commit themselves more in publishing after their PhD.

Table 5: Production by type of contributors (publications in co-authorship are counted once)

	Publications													Thesis, HDR (4)
	French Journal (19)				English journal (15)				Book Chapter (23)		Book (5)		Total	
	A	B	C	D	A	B	C	D	FR	ENG	FR	ENG		
GSCM Prof.	0	2	6	9	0	3	8	1	3	13	2	2	49 (79,0%)	4
adjunct Prof. ¹	0	1	1	0	0	0	3	0	4	1	1	0	11 (15,9%)	-
Research Assistant ²	0	0	0	0	0	0	0	0	2	0	0	0	2 (3,2%)	0
Total	0	3	7	9	0	3	11	1	9	14	3	2	62 (100%)	4

For assessment purposes, productivity indexes as detailed in Table 6 are presented here. The *journal index* measures research outcomes published in peer reviewed journals; the *outside journal index* takes into account other publications than journal articles; the *overall publication index* measures combines all publications. The *overall production index* combines publications with conference papers. Compared to 2005, the productivity indexes display a very significant increase in levels of research outcomes.

Table 6: Productivity indexes

Scientific production indexes	Value in 2005	Value in 2006
- journal index	19/16= 1.2	34/22= 1.5
- outside journal index	13/16= 0.8	28/22= 1.3
- overall publication index	32/16= 2.0	65/22= 3.0
- overall production index (papers including)	98/16= 6.1	122/22= 5.5

Number of publications divided by researchers (research assistants not included)

3.4 Journal articles

Table 7: Journal articles (GSCM ranking)

B ¹	Benbya H. & McKelvey B. 2006. Using coevolutionary and complexity theories to improve IS alignment: a multi-level approach. <i>Journal of Information Technology</i> , 21(4): 284-298.
B	Gundolf K., Jaouen A. & Loup S. A paraître. La place des institutions locales dans les stratégies collectives : le cas des activités touristiques. <i>Revue Française de Gestion</i> , 32(167).
B	Meissonier R., Houzé E., Benbya H. & Belbaly N. 2006. Performance factors of a "full distance learning": the case of undergraduate students in academic exchange. <i>Communication of the AIS</i> , 18: 239-258.
B	Piot C. & Janin R. Forthcoming. External auditors, audit committees and earnings management in France. <i>European Accounting Review</i> .
B	Piot C. 2006. Les déterminants de l'existence et de l'indépendance managériale des comités de rémunération et de sélection en France. <i>Finance, Contrôle, Stratégie</i> , 9(2): 159-185.
B	Sentis P. & Feuilloley M. A paraître. Pertinence économique de la comptabilisation des dépréciations de goodwill : le cas français. <i>Finance, Contrôle Stratégie</i> .
C	Bessieux-Ollier C. A paraître. Les pratiques d'évaluation et de publication des entreprises française, allemandes et américaines: le cas des éléments incorporels. <i>Comptabilité, Contrôle, Audit</i> .
C	Bourdon I. & Bourdil M. A paraître. Récompenses et gestion des connaissances: des liens complexes. <i>Revue des Sciences de Gestion</i> .
C	Gurău C. & Ranchhod A. 2006. The impact of managers' experience on the internationalisation process: the case of UK biopharmaceutical SMEs. <i>International Journal of Knowledge Management Studies</i> , 1(1/2): 198-218.
C ¹	Gurău C. 2006. Bio-entrepreneurship in different economic systems: a comparative analysis of bio-entrepreneurs' profile in UK, France and Germany. <i>International Journal of Biotechnology</i> , 8(3/4): 169-186.
C	Gurău C. 2006. Multi-channel banking in Romania. <i>International Journal of Financial Services Management</i> , 1(4): 381-399.
C	Gurău C. 2005. The anatomy of the product recall message. <i>Journal of Communication Management</i> , 9(4): 326-338.
C	Gurău C. 2005. Pharmaceutical marketing on the internet. <i>Journal of Consumer Marketing</i> , 22(7): 421-428.
C	Jaouen A. A paraître. La question centrale des ressources dans les alliances stratégiques. <i>Revue de l'Economie Méridionale</i> , 214.
C	Jaouen A. A paraître. Les stratégies d'alliance des TPE artisanales. <i>Revue Internationale PME</i> , 19(3-4).
C	Lasch F. Forthcoming. Beyond the concept of social capital: the impact of the environment on high tech venturing. <i>International Journal of Entrepreneurship & Small Business</i> , (special issue "How important is social and cultural capital to succeed your start up?").
C	Lasch F., Le Roy F. & Yami S. Forthcoming. Critical growth factors of ICT start-ups. <i>Management Decision</i> , 45(1).
C	Lasch F. A paraître. L'impact du contexte socio-économique local sur la création d'entreprise en France. <i>Revue Internationale PME</i> , 20(2).
C	Le Roy F. & Torres O. Forthcoming. The impact of internationalisation on the competitive strategies of SME. <i>International Journal of Entrepreneurship & Small Business</i> .
C	Le Roy F. & Yami S. A paraître. Spécificités, portée et limites des stratégies de rupture en PME : une étude de cas, <i>Management International</i> , 11(2).
C	Le Roy F. & Yami S. Forthcoming. The development of innovation strategy in SME context: a case study. <i>International Journal of Entrepreneurship & Small Business</i> , 4(4).
C	Le Roy F. Forthcoming. The rise and fall of collective strategies: A case study. <i>International Journal of Entrepreneurship & Small Business</i> .
C	Meissonier R., Belbaly N. & Houzé E. A paraître. L'évolution de la résistance des acteurs dans un projet d'implantation de technologies de l'information : cas d'une PME française du secteur des hautes technologies. <i>Gestion - Revue Internationale de Gestion</i> .
C	Piot C. Forthcoming. Auditor concentration in a joint-auditing environment: The French market 1997-2003. <i>Managerial Auditing Journal</i> .
D	Barlette Y. A paraître. Le facteur humain dans l'amélioration de la sécurité des informations: l'importance des directions d'entreprises. <i>Revue Internationale en Intelligence Informationnelle</i> .
D	Bessieux-Ollier C., Lacroix M. & Walliser E. 2006. Le capital humain : approche comptable versus approche managériale. <i>Revue Internationale sur le Travail et la Société</i> , 4(2): 25-57.
D	Bourdon I. 2005. Le management des connaissances : un enjeu majeur. <i>Economie et Management</i> , 116: 22-28.*
D	Desportes Y. 2006. Trust, Confidence and Reliance: Reflections of a Linguist. <i>Global Economy Journal</i> , 6(1): 1-15.
D	Drillon D., Bravo-Bouyssy K. 2005. Détection des compétences dans un contexte de travail « atypique » : l'insertion professionnelle des intérimaires de premiers niveaux de qualification. <i>Revue Internationale sur le Travail et la Société</i> , 3(2): 1-20.
D	Jaouen A. A paraître. Typologie d'alliances stratégiques en très petite entreprise. <i>Revista Facef Pesquisa</i> .
D	Jaouen A., Loup S. & Sammut S. 2006. Accompagnement par les pairs, confiance partagée et résilience :

	Illustration au travers du cas Voiles d'Oc. <i>Revue de l'Entrepreneuriat</i> , 5(1): 59-65.
D	Piot C. A paraître. Les regroupements de cabinets et le co-commissariat aux comptes: une approche interrelationnelle sur le marché français 1997-2003. <i>Revue du Financier</i> .
D	Tessier N. 2006. L'impact des modes de gestion des cadres sur le stress au travail, <i>Revue Management et Avenir</i> , 8.
D	Tessier N. 2006. Instrumentation de l'appréciation du personnel - Les outils d'appréciation du personnel au service d'une décision de droit ? <i>Personnel</i> , 468: 20-22.

* accepté en fin 2005 après clôture du rapport d'activité 2005.
¹Revue hors classement GSCM, article homologué par le Conseil Scientifique du 17/10/2006.

3.4.1 Articles accepted in 2005 and published in 2006

Table 8: Articles accepted in 2005, published in 2006

	Briole A. & Pijoan N. 2006. Expliciter les représentations des seniors chez des directeurs : une analyse à partir de cartes causales idiosyncrasiques. <i>Management et Avenir</i> . 7(1) : 159-180.
	Deffayet S. & Tessier N. 2005. Réussite de la relation d'emploi et qualité de la relation managériale : quels enjeux pour le manager ? <i>Gestion 2000</i> , 6(5): 249-263.
	Drillon D. & Mione A. 2005. Management de la qualité et approche psychanalytique : autour de la préparation physique et sportive. <i>Gestion 2000</i> , 6(1): 95-113.
	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
	Gurău C. 2005. ICT Strategies for Development: Implementing multichannel banking in Romania. <i>Information Technology for Development</i> , 11(4): 343-362.
	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.
	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.
	He L., Labelle R., Piot C. & Thornton D.B. 2006. Management, structure de propriété et qualité de l'information financière, Partie II. <i>Gestion, Revue Internationale de Gestion</i> , 30(4): 27-32.
	Lasch F. 2005. Le secteur TIC en France : délimitation, localisation et création d'entreprises. <i>Gestion 2000</i> , 6(5): 221-245.
	Le Roy F. & Pellegrin E. 2005. Bruce Henderson comme fondateur de la pensée stratégique. <i>Revue Française de Gestion</i> , 31(154): 9-20.
	Le Roy F. 2006. Guerre des prix, prix prédateurs et prix agressifs : clarification conceptuelle et voies de recherche. <i>Gestion2000</i> , 6(2): 197-210.
	Meissonier R. & Houzé E. 2005. 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> , 10(4).
	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> .
	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> , 11(2).
	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.

3.5 Books, Habilitations and Doctoral Thesis

Table 9: Books, Habilitations and Doctoral Thesis

Books	
	Benbya H. Forthcoming. <i>Knowledge Management Systems Implementations: Lessons from the Silicon Valley</i> . Oxford, Chandos Publishing.
	Belbaly N., Benbya H. & Meissonier R. Forthcoming. <i>Successful OSS Project Design and Implementation: Requirements, Tools, Social Designs, Reward Structures and Coordination Methods</i> . Hampshire, Gower Publishing Limited.
	Dick W., Missonier-Piera F. & Bessieux-Ollier C. A paraître. <i>Comptabilité financière en IFRS</i> . Ed. Pearson Education.
	Missonier A., Ayerbe C., Barabel M., Meier O. & Schier G. <i>Gestion du changement</i> . Paris, Dunod - Gestion Sup.
	Yami S. & Le Roy F. A paraître. <i>Les stratégies collectives : rivaliser et coopérer avec ses concurrents</i> . EMS, Caen.
Habilitations	

Piot C. 2006. *Le rôle de l'audit financier dans la gouvernance des sociétés – enjeux, apports et perspectives*. HDR, Université de Bourgogne, IAE de Dijon.

Doctoral Thesis

Barlette Y. 2006. *Les comportements sécuritaires des acteurs dans les Systèmes d'Information des PME*. Thèse de doctorat en Sciences de Gestion, Université Montpellier I.

Lehmann Ortega L. 2006. *L'innovation stratégique : caractérisation, typologie et accessibilité aux entreprises existantes*. Thèse de doctorat en Sciences de Gestion, IAE d'Aix-en-Provence.

Villemus P. 2006. *Le transfert des valeurs, lors du changement de nom de marque*. Thèse de doctorat en Sciences de Gestion, Université Montpellier I.

3.5.1 Books accepted in 2005 and published in 2006

Table 10: Books accepted in 2005, published in 2006

Books

Meissonier R. 2006. *Externaliser le Système d'Information : Décider et Manager*. Paris, Economica.

3.6 Book chapters

Table 11: Book Chapters

Belbaly N. & Benbya H. Forthcoming. A stage model for NPD process maturity and IKMS implementation. In Xuan F. Zha (Ed.), *Artificial Intelligence and Integrated Intelligent Information Systems: Emerging Techniques and Applications*. National Institute of Standards and Technology.

Belbaly N. & Benbya H. Forthcoming. Knowledge Management Contribution to New Product Development: evidence from High technology companies in the Silicon Valley. In Xuan F. Zha (Ed.), *Artificial Intelligence and Integrated Intelligent Information Systems: Emerging Technologies and Applications*. National Institute of Standards and Technology.

Bessieux-Ollier C. A paraître. Actifs courants. In Dick W., Missonier-Piera F. & Bessieux-Ollier C., *Comptabilité financière en IFRS*. Ed. Pearson Education.

De Cégliè A. 2006. L'ethnométhodologie dans l'analyse d'un processus collectif de création d'information. In Bouzon A. & Meyer V. (Eds.), *La communication organisationnelle en question : méthodes et méthodologies*: 167-187. Paris, L'Harmattan.

Drillon D., Gurău C., Hardy M. & Gautun S. Forthcoming. Evaluating the effectiveness of an e-learning system: an exploratory study. In Seppä M., Hannula M., Järvelin A.-M., Kujala J., Ruohonen M. & Tiainen T. (Eds.), *Frontiers of e-business research*. Tampere, EBRC.

Gurău C. 2006. Implementing CRM Systems in Online Enterprises. In Khosrow-Pour M. (Ed.), *Encyclopedia of E-Commerce, E-Government, and Mobile Commerce*: 587-593. Hershey (PA), US, Idea Group Publishing.

Gurău C. 2006. Implementing E-Government Systems in Transition Economies. In Anttiroiko A.-V. & Mälkiä M. (Eds.), *Encyclopedia of Digital Government*: 1000-1005. Hershey (PA), US, Idea Group Publishing.

Gurău C. 2006. Managing Advergimes. In Khosrow-Pour M. (Ed.), *Encyclopedia of E-Commerce, E-Government, and Mobile Commerce*: 722-728. Hershey (PA), US, Idea Group Publishing.

Gurău C. 2006. Negotiating Online Privacy Rights. In Khosrow-Pour M. (Ed.), *Encyclopedia of E-Commerce, E-Government, and Mobile Commerce*: 848-852. Hershey (PA), US, Idea Group Publishing.

Gurău C. 2006. The Ethics of Online Surveys. In Reynolds R.A., Woods R. & Baker J.D. (Eds.), *Handbook of Research on Electronic Surveys and Measurements*: 112-119. Hershey (PA), US, Idea Group Publishing.

Gurău C. Forthcoming. Virtual reality applications in tourism. In Pease W. (Ed.), *Information and Communication Technologies in Support of the Tourism Industry*. Hershey (PA), US, Idea Group Publishing.

Gurău C. Forthcoming. Business IT Systems Implementation. In Khosrow-Pour M. (Ed.), *Encyclopedia of Information science and Technology*. Hershey (PA), US, Idea Group Publishing.

Lasch F. (forthcoming). How does Europe compare with the US on the emergence and survival of high tech ventures? In Ulijn J., Drillon D. & Lasch F. (Eds.), *Entrepreneurship, cooperation and the firm: The emergence and survival of high tech ventures in Europe*. Cheltenham (UK), Edward Elgar.

Le Roy F. & Pellegrin-Boucher E. A paraître. Les stratégies de coopération dans les industries fondées sur la connaissance. In Dubois P.-L. & Reix R. (Eds.), *Connaissance et Management : Mélanges en l'honneur de Robert Reix*.

Le Roy F. A paraître. Emergence, dynamique et déclin des stratégies collectives : une étude de cas. In Yami S. & Le Roy F. (Eds.), *Les stratégies collectives : rivaliser et coopérer avec ses concurrents*. EMS, Caen.

Le Roy F. A paraître. Karl Von Clausewitz : Penser la guerre, penser la Stratégie. In Teller A. (Ed.), *Les grands auteurs en stratégie*. EMS, Caen.

Le Roy F. 2006. Clausewitz, la stratégie militaire américaine et le management. In Fourcade C., Paché G. & R. Pérez

(Eds.), *La stratégie dans tous ses états, Mélanges en l'honneur du professeur Michel Marchesnay* : 89-100. EMS, Caen.

- Le Roy F., Merdji M. & Yami S. 2006. ABX. In Ajami R.A., Cool K., Goddard G.J. & Khambata D. (Eds.), *International business: theory and practice*. Prentice Hall Business Publishing.
- Meissonier R., Houzé E. & Belbaly N. Forthcoming. The IT culture as an obstacle to the adoption of an ERP: Case of a high-tech SME. In *New Methods and Practices for the Networked Society*. Springer, New York.
- Meissonier R., Houzé E. & Belbaly N. Forthcoming. Resistance User Evolution during IT project: A Longitudinal Analysis of a French High-Tech SME. In *Lecture Notes in Informatics*. LNI Book.
- Missonier A. & Missonier S. A paraître. La structure : de la nécessité à la difficulté de changer. Le cas d'une SSII. In Missonier A., Ayerbe C., Barabel M., Meier O. & Schier G. *Gestion du changement*. Paris, Dunod - Gestion Sup.
- Missonier A. & Aldebert B. A paraître. Le changement culturel et d'organisation : le cas IBM. In Missonier A., Ayerbe C., Barabel M., Meier O. & Schier G. *Gestion du changement*. Paris, Dunod - Gestion Sup.
- Pijoan N. 2006. Gérer l'employabilité des seniors. In F. Sala & S. Guéret-Talon (Eds.), *Pérennité au travail – Age, bouleversements et performance* : 247-266. Paris, Chronique sociale.

3.7 Editorials and book reviews

Table 12: Editorials & book reviews

- Drillon D. 2006. *Book review*: Arnaud G. 2004. Psychanalyse et Organisations. Paris, Armand Colin. In *Gestion 2000*, 7(5): 153-155.
- Piot C. 2006. *Book Review*: Dellaportas S., Gibson K., Alagiah R., Hutchinson M., Leung P. & Van Homrigh D. (Eds.), Ethics, governance and accountability: a professional perspective, John Wiley & Sons Australia, Milton (Qld), 2005. In *The International Journal of Accounting*, 41(3): 321-325.

3.8 Cases

Table 13: Cases

- Missonier A. & Meier O. 2006. La fusion MEDIAMETRIE-ESTAT: identifier les phases critiques d'un processus de fusion-acquisition. *Centrale des Cas et des Medias Pédagogiques de Paris*.

3.9 Conference papers

As for the publications, 2006 is marked by an increase in quality displayed by a stronger participation to international top ranked conferences. A colleague obtained a Best paper award at the "Academy of Management" annual meeting (Dr. Hind Benbya).

Table 14: Conference participation

	Conference papers			Total
	Geographical area			
	outside Europe	Europe	France	
GSCM Professors	4 (80,0%)	17 (73,9%)	15 (62,5%)	36 (69,2%)
Adjunct Professors¹	1 (20,0%)	4 (17,4%)	5 (20,8%)	10 (19,2%)
Research Assistant²	0	2 (8,7%)	4 (16,7%)	6 (11,5%)
Total	5 (100,0%)	23 (100,0%)	24 (100,0%)	52 (100,0%)
English papers	3	17	0	20 (38,5%)

¹ outside co-writing with a GSCM researcher; ² outside co-writing with a GSCM researcher or adjunct professor.

Table 15: Conference papers

Out of Europe

- Missonier A. & Guallino G. 2006. An Analysis of the Transfer Process of Technological Skills During a Merger in the Information Technology Sector. *International Symposium on the Competence Perspective in Management Education, Practice and Consulting*, December 1
- Benbya H. 2006. Mechanisms for Knowledge Management Systems Effectiveness: Evidence from the Silicon Valley. In K. Mark Weaver (Ed.), *Best Paper Proceedings of the Sixty fifth Annual Meeting of the Academy of Management (CD)*, ISSN, 1543-8643.
- Bessieux-Ollier C., Lacroix M. & Walliser F. 2006. Capital humain : mesure, management et reporting - un état des lieux sur le plan théorique et pratique. *Congrès de l'AFC*, 10-12 mai, Tunis, Tunisie.

- Feuilloley M. & Sentis P. 2006. Pertinence économique de la norme IFRS 3 - phase 1. 1 analyse des dépréciations du goodwill par les entreprises françaises sur la période 2000-2004. *Journées de l'AFC*, 10-12 mai, Tunis, Tunisie.
- Lasch F., Le Roy F. & Yami S. 2006. Entrepreneurs on routes to success or engaged in dead ends? Survival and growth of ICT start-ups in France. *7th International Conference on the Dynamics of Strategy*, April 10-12, Mahe, The Seychelles.

Europe

- Courrent J.M., Gundolf K. 2006. The Role of Social Capital in Microfirm Management: An Approach by French Manager's Ethics. *RENT XX Research in Entrepreneurship and Small Business*, November 23-24, Bruxelles, Belgium.
- Jaouen A. & Gundolf K. 2006. Governance of strategic alliances: the case of microfirms in France. *RENT XX Research in Entrepreneurship and Small Business*, November 23-24, Bruxelles, Belgium.
- Gundolf K., Jaouen A. & Loup S. 2006. L'internationalisation des PME et ses conséquences sur les stratégies internationales. *8ème Colloque International Francophone en Entrepreneuriat et PME*, 24-27 octobre, Fribourg, Suisse.
- Gundolf K., Jaouen A. & Loup S. 2006. La place des institutions locales dans les stratégies collectives : le cas des activités touristiques. *8ème Colloque International Francophone en Entrepreneuriat et PME*, 24-27 octobre, Fribourg, Suisse.
- Sammut S. & Jaouen A. 2006. L'alliance stratégique en phase de démarrage: essai de modélisation et de typologie. *8ème Colloque International Francophone en Entrepreneuriat et PME*, 25-27 octobre, Fribourg, Suisse.
- Jaouen A. & Gundolf K. 2006. La TPE est-elle spécifique ? Table Ronde pour le *8ème Colloque International Francophone en Entrepreneuriat et PME*, 24-27 octobre, Fribourg, Suisse.
- Le Roy F. & Guillotreau P. 2006. From cooperation to competition: a winning strategy for outsiders? *EIASM 2nd Workshop on Coopetition Strategy*, September 14-15, Milan, Italy.
- Meissonier R., Houzé E. & Belbaly N. 2006. The IT culture as an obstacle to the adoption of an ERP: Case of a high tech SME. *15th International Conference on Information Systems Development*, August 31-September 2, Budapest, Hungary.
- Caramelli M. 2006. The construction and validation of measures of cultural dimensions at individual level in French, English, Italian and Spanish. *18th International Congress of the International Association for Cross-Cultural Psychology*, July 11-15, Isle of Spetses, Greece.
- Bourdon I. & Tessier N. 2006. How knowledge management is formalized in human resource management practices? The case of appraisal support. *Conference EGOS*, July 6th-8th, Bergen, Norway.
- Jaouen A., Sammut S. & Gundolf K. 2006. Strategic alliance between new new businesses: Strategic and organizational impacts on start-up stage. *Conference EGOS*, July 6th-8th, Bergen, Norway.
- Gurau C. & Villemus P. 2006. Offshoring: developing a synthetic definitional framework. *5th Global Conference on Business and Economics*, July 6-8, Cambridge, UK.
- Dai Y., Gurău C. & Ranchhod A. 2006. Open innovation in the UK biopharmaceutical industry. *8th Session on Innovation in the Extended Enterprise*, July 5-8, Brindisi, Italy.
- Joly-Galzin C. & Gurau C. 2006. About the consequences of "financialisation" in marketing: a tentative research framework centred on marketing managers. *Academy of Marketing Conference*, July 4-6, London, UK.
- Lasch F. 2006. Innovation policy and socio-economic context as success factors for RTD: the case of Montpellier, France. What is the impact of a policy-framework compared to the external socio-economic conditions? How far has the Montpellier-region got today and what are their perspectives for the future? *International Workshop: Creating a RTD Investment Policy for Regions in Emerging and Developed Economies (CRIPREDE)*, June 29, Deventer, Netherlands.
- Sentis P. & Nguema J.F. 2006. IPO underpricing accross the world: does the country risk matter? *European Financial Management Association*, June 28-July 1, Madrid, Spain.
- Sentis P. 2006. Were insiders more informed than the market during IPO bubble? Evidence from the crossing of threshold on the Nouveau Marché in France. *European Financial Management Annual Meeting*, June 28-July 1, Madrid, Spain.
- Sentis P. 2006. Merging activity as rational explanation of long-run underperformance of IPO's. *Multinational Finance Society*, June 25-27, Edinburg, Scotland.
- Meissonier R., Houzé E., Belbaly N. & Missonier S. 2006. L'évolution de la résistance des acteurs dans un projet d'implantation de technologies de l'information : cas d'une étude longitudinale auprès d'une PME high-tech. *AIM 2006*, 7-9 juin, Luxembourg.
- Tourné S. 2006. Le wiki : artefact d'une auto-évaluation collective. *Colloque TICE Méditerranée*, 26-27 mai, Gênes, Italie.
- Gurău C. & De Faultrier B. 2006. Alternative perceptual spaces: is always Euclid right? *2nd International Conference "Product Management - Challenge of the Future"*, May 18-20, Poznan, Poland.
- Gurău C. 2006. Integrated Online Marketing Communication: opportunities and requirements. *11th Conference on Corporate and Marketing Communications*, April 21-22, University of Ljubljana, Slovenia.
- Lasch F. & Yami S. 2006. The nature and focus of entrepreneurship research in France over the last decade: A French Touch? *4th Interdisciplinary European Conference on Entrepreneurship Research (IECER)*, February 22 - 24, Regensburg, Germany.

France

- Cateura O. & Le Roy F. 2006. Les stratégies des anciens monopoleurs dans un contexte de dérégulation : le cas d'EDF. *Colloque Métamorphose des Organisations 5ème édition*, 23-24 novembre, Nancy.
- Desmarais C. & Tessier N. 2006. Les frontières du travail d'encadrement. *Colloque AGRH*, 16-17 novembre, Reims.
- Parot I. 2006. Au cœur des équipes à distance: quels effets pour la GRH ? *Colloque AGRH*, 16-17 novembre, Reims.
- Tessier N. & Bourdon I. 2006. Gestion des connaissances : de nouvelles compétences attendues ? *17ième Colloque AGRH*, 16-17 novembre, Reims.
- Drillon D. & Mione A. 2006. Besoin, désir, demande : entre illusion et réalité, concepts re-vitisés des sciences humaines au marketing. *Colloque IP&M Lyon*, 13-15 novembre, Lyon.
- Lehmann-Ortega L. & Bourdon I. 2006. L'innovation stratégique : caractérisation, typologie et apports des systèmes d'information aux stratégies perturbatrices et de rupture. *Journée de Recherche de l'AIM*, 6 octobre, Paris.
- Oliveira-Lopes-Melo M.C. & Tessier N. 2006. La relation d'emploi des managers : regard croisé sur les situations en France et au Brésil. *41st CLADEA Assembly*, 10-13 septembre, Montpellier.
- Cheriet F., Le Roy F. & Rastoin J.L. 2006. Danser avec les géants ? Un cas d'alliance stratégique entre FMN et PME dans l'agroalimentaire. *15ème Conférence de l'Association Internationale de Management Stratégique*, 14-16 juin, Annecy.
- Jaouen A. 2006. Typologie d'alliances stratégiques en très petite entreprise. *15ème Conférence de l'Association Internationale de Management Stratégique*, 14-16 juin, Annecy.
- Lehmann-Ortega L. & Schoettl J.M. 2006. Réconcilier créativité et planification stratégiques: une étude de cas. *15ème Conférence de l'Association Internationale de Management Stratégique*, 14-16 juin, Annecy.
- Tourné S. 2006. Wikipédia et confiance : culture « libre » et travail collaboratif. *Colloque Intelligence Informationnelle Paris-Pékin 2006*, 29-30 juin, Paris, France.
- Barlette Y. 2006. Les comportements sécuritaires des acteurs en PME. *Colloque IR2I "Intelligence Informationnelle, Culture et Confiance pour une Economie de la Connaissance"*, juin, Paris.
- Bourdon I. & Tessier N. 2006. La GRH : un catalyseur des politiques de gestion des connaissances? *Journée d'Etude et de Recherche AGRH-AIM*, 16 mai, Université Paris Dauphine, Paris.
- Jaouen A. 2006. Formes et modes de gestion des alliances stratégiques de TPE. *Workshop Entrepreneuriat et Réseaux*, 16 mai, Toulouse.
- Piot C. 2006. Les déterminants du délai de signature du rapport d'audit en France. *5ème Congrès International de Gouvernance*, mai, Strasbourg.
- Aubert N. & Caramelli M. 2006. Les déterminants des investissements des salariés en actions de leur entreprise: le cas d'une augmentation de capital réservée aux salariés. *18èmes Journées Nationales des IAE*, 3-4 avril, Montpellier.
- Bessieux-Ollier C., Lacroix M. & Walliser F. 2006. La publication volontaire d'informations relatives au capital humain. *18èmes Journées Nationales des IAE*, 3-4 avril, Montpellier.
- Bourdon I. & Bourdil M. 2006. La question de l'alignement incitatif en gestion : Faut-il récompenser la gestion des connaissances ? *18ème Journées Nationales des IAE Montpellier*, 3 et 4 avril, Montpellier.
- Granata J. 2006. Etude exploratoire des stratégies collectives agglomérées dans le secteur vitivinicole. *18ème Journées Nationales des IAE*, 3-4 avril, Montpellier.
- Jerson A. & Le Roy F. 2006. Les pratiques anti-concurrentielles : analyse de la littérature et questions de recherche. *Cinquantième Congrès des IAE*, 3-4 avril, Montpellier.
- Joly Galzin C. 2006. Des conséquences de la financiarisation en marketing : une problématique de recherche centrée sur les praticiens. *18ème Journées Nationales des IAE*, 3-4 avril, Montpellier.
- Le Roy F. 2006. Clausewitz, la stratégie militaire et le management stratégique des entreprises. *Cinquantième Congrès des IAE*, 3-4 avril, Montpellier.
- Sentis P. & François-Heude A. 2006. Franchissements de seuils dans le capital des IPOs : Rendements et volumes annonceurs de performances futures ? *18ème Journées Nationales des IAE*, 3-4 avril, Montpellier.
- Boussaguet S. 2006. Réussir son entrée dans l'entreprise : le processus de socialisation du nouveau dirigeant. *Journées Georges Doriot*, Ecole de Management de Normandie, 16 et 17 mars, Le Havre.

3.9.1 Conference papers linked to cooperative agreements

Table 16: Papers linked to cooperative agreements¹

¹outside co-writing with a GSCM researcher.

Out of Europe

- Aurier P. 2006. The short term impact of TV ads on brand sales: an application to frequently purchased goods. *Marketing Science Conference*, June 8-10, Pittsburg, USA.
- Noguera F. 2006. Audit social et Responsabilité Sociale d'Entreprise : cas d'une PME. *IAS*, 25-28 mai, Dakar, Sénégal.
- Bravo-Bouyssy K. 2006. Le sentiment de réussite professionnelle et la flexibilité de l'emploi : quelles réalités ? *14ème Congrès de Psychologie du Travail et des Organisations*, 7-10 juin, Hammamet, Tunisie.

Europe

- Gueguen G. 2006. Between cooperation and competition: the benefits of collective strategies within business ecosystems. The example of the software industry. *EIASM 2nd Workshop on Coopetition Strategy*,

September 14-15, Milan, Italy.

Kaestner M. 2006. Investors misreaction to unexpected earnings: evidence of simultaneous overreaction and underreaction. *European Financial Management Symposium 2006*, April 20-22, Durham, UK.

Palpacuer F. 2006. Can a new mode of regulation emerge from interaction between global network firms and global networks of NGOs? *EAEPE*, November 2-4, Istanbul, Turkey.

Palpacuer F. 2006. Global network firms and global NGO networks: towards a new mode of regulation? *EURAM 2006 Conference: Energizing European Management*, May 17-20, Oslo, Norway.

Poujol F. & Fournier C. 2006. The impact of sales contest on sales peoples' customer orientation and service climate. *EMAC 2006*, May 23-27, Athens, Greece.

Roy P. & Yami S. 2006. Coopetition in oligopoly: effects of an individual move on collective strategy. *EIASM 2nd Workshop on Coopetition Strategy*, September 14-15, Milan, Italy.

France

Séré de Lanauze G., Aurier P. 2006. Impacts du contrôle de la distribution et de la capacité de service d'une marque au point de vente sur sa qualité perçue et sa valeur : application à des marques de grande consommation alimentaires. *XXII^e Congrès AFM*, 11 & 12 mai, Nantes.

Bories-Azeau I. 2006. Cadre statutaire et récompense des efforts de formation des agents communaux : la difficile conciliation. *Conférence Quelle(s) GRH pour quelle fonction publique?*, 15-16 juin, Lille, France.

Aurier P. & Siadou-Martin B. 2006. Perceived justice and service evaluations: a qualitative and experimental investigation. *9^{ème} Séminaire International de Recherche en Management des Activités de Service*, 30 mai-2 juin, Londes-les-Maures, France.

4. Diplomas, nominations and awards

4.1 Habilitations

Dr. Charles Piot presented successfully his Habilitation (HDR) entitled "*Le rôle de l'audit financier dans la gouvernance des sociétés – enjeux, apports et perspectives*" HDR, Université de Bourgogne, IAE de Dijon.

4.2 Doctoral Thesis

Two GSCM researchers obtained their PhD in 2006:

- Barlette Y. 2006. *Les comportements sécuritaires des acteurs dans les Systèmes d'Information des PME*. Thèse de doctorat en Sciences de Gestion (Université Montpellier I). Mention très honorable.
- Lehmann-Ortega L. 2006. *L'innovation stratégique: caractérisation, typologie et accessibilité aux entreprises existantes*. Thèse de doctorat en Sciences de Gestion (IAE d'Aix-en-Provence). Mention très honorable avec les félicitations du jury à l'unanimité.

One GSCM Professor not member of the research center also obtained his PhD:

- Villemus P. 2006. *Le transfert des valeurs, lors du changement de nom de marque*. Thèse de doctorat en Sciences de Gestion (Université Montpellier I).

4.3 Nominations and awards

Dr. Hind Benbya got a best paper award at the 'Academy of Management (Atlanta, US) annual meeting with her paper "*Mechanisms for Knowledge Management Systems Effectiveness: Evidence from the Silicon Valley*". In K. Mark Weaver (Ed.), Best Paper Proceedings of the Sixty fifth Annual Meeting of the Academy of Management (CD), ISSN, 1543-8643.

5. Other research activities

5.1 Organization of conferences & workshops

GSCM research center organized in 2006 a workshop and an international conference. In May, Professor Leo-Paul Dana, specialized in entrepreneurship and recognized internationally, was welcomed by the ERFI and the GSCM. In June a workshop on strategic management of ICT firms was organized with one of our partners, ERFI. In September, the CEROM organized the scientific part of the CLADEA General Assembly.

Table 17: Conferences & workshops organized in 2006

Date	Nature of the event
September, 10-13	<p>Corum Montpellier, 41st Assembly CLADEA "Amérique Latine et Union Européenne: Opportunités et défis". CLADEA regroups 120 universities from Latin America and institutions from the rest of the world.</p> <ul style="list-style-type: none"> - Organizers: GSCM and CEROM for the scientific part. - 290 papers were presented by researchers from 33 countries among which 16 European, 14 from Latin America, China, USA and Canada. - 600 participants.
June, 30	<p>ISEM Montpellier, Workshop "Stratégies d'entreprises dans les technologies de l'information : comprendre les nouvelles pratiques".</p> <ul style="list-style-type: none"> - Organizers: Dr. Gaël Gueguen (ERFI) & Dr. Dominique Drillon (CEROM) - 12 participants.
May, 15-19	<p>ERFI & GSCM Montpellier: Workshop Entrepreneurship with Leo-Paul Dana organized by the entrepreneurship research field. One lecture and one workshop for PhD students with Le-Paul Dana, internationally renowned specialist of the field.</p>

5.2 Research contracts

Currently two research contracts with the temping company VediorBis are signed. The first one is actually on a deployment phase and first results are available. The second one is actually on an experimental phase. The end of these two contracts is expected in 2007.

5.3 Communication

The new website of the research center has been implanted in autumn 2006. The French version is finished and the English version will be available at the end of the first semester 2007.

Figure 2: GSCM research centre website



There are two ways to visit the new website: the first one through the link <http://www.supdeco-montpellier.com/> of the GSCM website and then by clicking on the "research" menu. The other way is the direct link <http://www.cerom.org/>. The website presents the CEROM's researchers, their publications, the research subjects of its two areas, the events organized by the GSCM and its partners, and finally information concerning the professors, the students and the visitors.

6. Synthesis of the 2006 activity

The results of this year are extremely positive particularly in terms of publications, with a huge increase in the quality and number of publications. GSCM researchers present their papers at the most important international conferences. A best paper award was obtained at the Academy of Management and the researchers are more often published in high ranked journals. On the scientific side, the organization of an international conference showed that the GSCM can provide logistics to scientific events and will be sustained by the organization of the 5th IECER conference (*Interdisciplinary European Conference on Entrepreneurship Research*). The development of the GSCM will be reinforced with the arrival of three new researchers and the recruitment of six other faculty members.

7. Outlook 2007

7.1 Recruitment of new faculty

The faculty becomes more international with the integration up from January 2007 of three new colleagues from Delft University of Technology, Darmstadt University in Germany, and Namur University in Belgium. Six new positions are opened for 2007 (marketing 2, strategy, human resources, audit and controlling).

7.2 Events

Under the Montpellier Management ER label, the CEROM is organizing together with the ERFI and Regensburg University (Germany), an international conference on entrepreneurship from February 27th to March 2nd. The IECER (*Interdisciplinary European Conference on Entrepreneurship Research*) is one of the most important conferences on entrepreneurship in Europe and was founded in 2003 by the professors Dr. Michael Dowling and Dr. Jürgen Schmude (both Regensburg U., Germany). Since then, four conferences have been organized, which brought together each year participants from more than 15 European countries (Regensburg 2003, 2004; Amsterdam 2005; Regensburg 2006).

The IECER conference has steadily improved its position to become one of the most important meetings in the field of entrepreneurship research 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). The 2007 theme is Entrepreneurship and the Region, researchers from 23 countries have answered the call for papers and 50 papers will be selected by the International Scientific Board.

For the IECER 2007, a number of innovations are planned...

- A **doctoral consortium** will be held with French and international PhD students.
- The best papers will be published in the **International Journal of Entrepreneurship and Small Business** special issue.
- A panel symposium will be held with contributors to a planned special issue of *Entrepreneurship Theory & Practice* (March 2008) entitled "Entrepreneurship Research in Europe⁴".
- The conference will not only have a keynote speaker opening the conference, **Ed Malecki**, but also an "endote" speaker, **Leo-Paul Dana**, who will resume, analyze and present new trends and outlooks for entrepreneurship research based on the themes and papers presented at the conference.

⁴ Organized by Prof. Dr. Friedericke Welter (Siegen University, Germany) & Dr. Frank Lasch (GSCM-Montpellier Business School).

Appendix 1

GSCM-Montpellier Business School Journal List⁵

<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>	<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 and Industrial Marketing 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 Scandinavian Journal of Management Services Industries Journal Small Business Economics Sociologie du travail Work Employment and Society</p>
<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 Annals 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>		

⁵ Ratified by the Scientific Board on June 9, 2006.

Appendixes

C	<p>Abacus Academy of Entrepreneurship Journal Accountig 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 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>	C	<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 2

GSCM-Montpellier Business School Conference List

A\ International top ranked conferences (hors 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 d'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 and 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