

# **GSCM RESEARCH CENTER**

**ANNUAL  
REPORT  
2008**

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## **Introduction**

GSCM-Montpellier Business School (GSCM) places research in the very heart of its strategy. GSCM values the process of research, first by fostering a spirit of enterprising research, education and practice, second by enhancing the quality of our research and diffusing it to the different stakeholders (valorization of research for practice and teaching). In 2008, the GSCM research center (CEROM) counts 31 research faculty members and 7 research assistants. The mission of CEROM is to enhance research in GSCM by giving purpose and structure to the research activity of the GSCM faculty. CEROM is declined into two research fields: *Entrepreneurship & Market Dynamics* and *Information Systems Management and Organizational Dynamics*. Both research fields reflect the focus toward GSCM faculty expertise, as well as the business reality and needs at the regional, national, European and international level. Furthermore, both research fields started an international workshop series entitled *Montpellier International Workshop on Entrepreneurship and Market Dynamics* (MIWENT) and *Montpellier International Workshop on Information Systems and Organization Dynamics* (MIWIS). MIWIS and MIWENT combine research and practice to foster research outcomes for stakeholders and practitioners (students, managers, entrepreneurs, bankers, governments, etc.).

GSCM's research portfolio also features an increasing number of multidisciplinary projects in accordance with the two research fields that embody GSCM's research goals. The main disciplinary areas of research are: entrepreneurship, strategy, finance, accounting, human resource, information systems, knowledge management, and marketing.

In 2003, GSCM sets up his research center and pursues an active policy in terms of research. Increasing the research faculty, raising the academic level of the faculty (PhD & habilitation policy and incentives), internationalization of research activities, and quantitative & qualitative progress of scientific production are key elements of this strategy.

GSCM considers intellectual contributions as a core responsibility of a business school. The number of peer-reviewed intellectual contributions has increased significantly in number and quality (internationalization research outcomes, increasing number of high ranked A and B journal publications, etc.) during the last five years. In five years, the number of articles accepted for publications in peer-reviewed journals quadrupled, rising from 10 in 2004 to 43 in 2008. Today, the research output in terms of publication places GSCM amongst the most performing French business schools.

The 2008 annual research report confirms the successful implantation of the GSCM research policy. GSCM managed successfully to develop a performing research center of European scope and visibility and today, GSCM researchers regularly attend the most important international conferences (AOM, SMS, ICSB, ICIS, FMA, etc.) and see their work published in the best French and international journals.

A major topic of GSCM research strategy is also the strategic alliance with local universities. These cluster strategies resulted in the creation of the label Montpellier Management Education and Research (2006), to federate and increase the visibility of management science in this area.

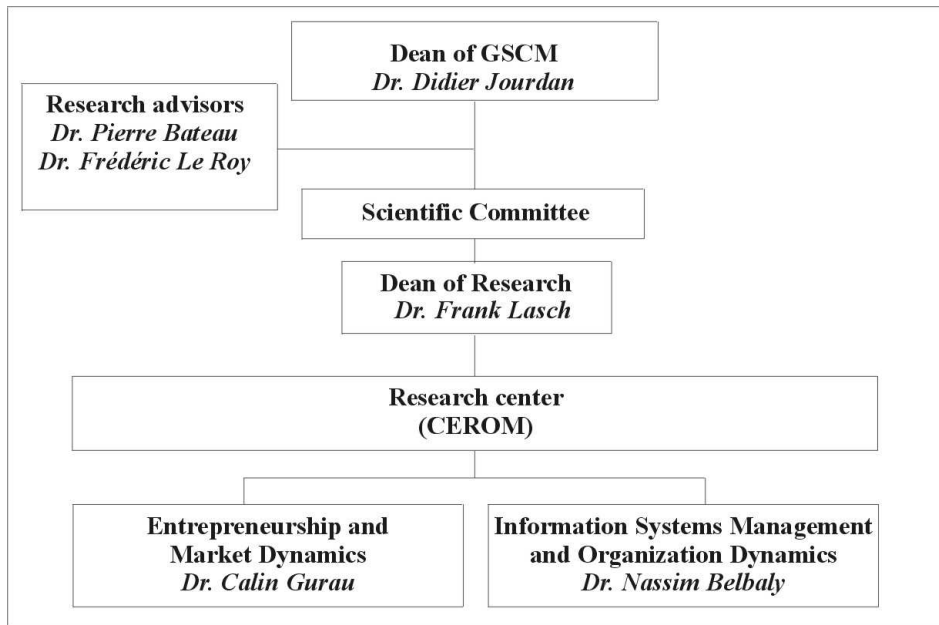
This annual research report presents in details the 2008 research activity.

Dr. Frank Lasch, Dean of Research

## 1. Research at GSCM: governance body

### 1.1 Management of the research center

Headed by the GSCM dean, the governance of research consists of a Scientific Committee (*"Conseil scientifique"*), two external research advisors (university full professors), the Dean of research and two professors in charge of managing the research fields (Figure 1). The Scientific Committee has 11 permanent members (Table 1); a university professor - named by the dean for a four year mandate - is in charge of its coordination.



**Figure 1: Research at GSCM - Governance body**

Headed by the professor Frédéric Le Roy (University of Montpellier I), the scientific committee is a strategic advisory board that discusses all relevant issues of research and provides the Dean of GSCM with policy orientations. In 2008, the Scientific Committee was held twice (February & July). Amongst other key themes, the Scientific Committee dealt with the revision of the GSCM journal list and the implementation of valorization of research strategy.

**Table 1: Members of the Research Committee (2008)**

<p><b>Dr. Frédéric Le Roy (<i>President of Scientific Committee</i>)</b>, Full professor at Montpellier I University &amp; Dean of ERFI research center</p> <p><b>Dr. Didier Jourdan</b>, Dean of GSCM</p> <p><b>Dr. Pierre Batteau</b>, Full professor at Aix-en-Provence University, research advisor at GSCM</p> <p><b>Dr. Daniel Serra</b>, Full professor &amp; Dean of PhD Committee (Economy &amp; Management) at Montpellier I University</p> <p><b>Dr. Jean-Marie Boisson</b>, Full professor at Montpellier I University</p> <p><b>Dr. Patrick Sentis</b>, Full professor at Montpellier II University &amp; Dean of CR2M research center</p> <p><b>Dr. Frank Lasch (HDR)</b>, Associate professor &amp; Dean of Research at GSCM</p> <p><b>Dr. Nassim Belbaly</b>, Associate professor, Head of research field &amp; Dean of Academic Affairs at GSCM</p> <p><b>Dr. Hind Benbya</b>, Associate professor at GSCM</p> <p><b>Dr. Calin Gurau (HDR)</b>, Associate professor &amp; Head of research field at GSCM</p> <p><b>Dr. Annabelle JAOUEN</b>, Assistant professor at GSCM</p>
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## 2. The GSCM research center (CEROM)

### 2.1 Introduction

The GSCM aims at building a high quality Business School with a research strategy that will help GSCM to reach a visibility at national and European scale. GSCM places research in the very heart of its strategy. The deployment of the research strategy is twofold: the creation of a research center and the development of partnerships with local universities.

GSCM provides support to GSCM faculty through its research center (*Centre d'Etudes et de Recherche sur les Organisations et le Management*, CEROM). The mission of CEROM is to enhance research in GSCM by giving purpose and structure to the research activity of the GSCM faculty. Established in 2003, the GSCM research center structures and develops the research activities of the faculty. It leads, organizes, coordinates and develops the scientific activities. The research center is managed by the Dean of research following the strategic research orientations decided by the Administrative Board of GSCM and the Scientific Committee.

### 2.2 Main research fields

Research at GSCM is declined into two research fields: *Entrepreneurship & Market Dynamics* (head of research field: Dr. Călin Gurău) and *Information Systems Management and Organizational Dynamics* (head of research field: Dr. Nassim Belbaly). Both research fields reflect the focus toward GSCM faculty expertise, as well as the business reality and needs at the regional, national, European and international level. Furthermore, both research fields started an international workshop series entitled *Montpellier International Workshop on Entrepreneurship and Market Dynamics* (MIWENT) and *Montpellier International Workshop on Information Systems and Organization Dynamics* (MIWIS). MIWIS and MIWENT combine research and practice to foster research outcomes for stakeholders and practitioners (students, managers, entrepreneurs, bankers, governments, etc.).

#### 2.2.1 Entrepreneurship and Market Dynamics

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

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

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

#### 2.2.2 Information Systems management and Organizational Dynamics

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

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

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

### 2.3 Members of the research center

In 2008, the research center is composed of 27 GSCM professors, four adjunct professors (full professors from Montpellier University, University of Canterbury-New Zealand, and MIT Boston) and 7 research assistants (Table 2 & Appendix 1, *Research faculty at GSCM*). Several recruitments are scheduled for the next three years and by end of 2011 to reach a total research faculty number of 50 active members. Four GSCM professors are habilitated to supervise doctoral research (post-doctoral degree HDR, *Habilitation à diriger les recherches*) and four others are currently enrolled in a HDR process. The internationalization of the faculty is also in progress: there are currently 12 foreign professors (38,7% of the research faculty).

**Table 2: GSCM research faculty in 2008**

<b>Entrepreneurship and Market Dynamics</b>	<b>Information Systems Management and Organizational Dynamics</b>
<b>Adjunct Professors</b>	<b>Adjunct Professors</b>
Dr. <b>Le Roy</b> Frédéric (ERFI, U. Montpellier I) Dr. <b>Dana</b> Léo-Paul (University of Canterbury, NZ)	Dr. <b>Sentis</b> Patrick (CR2M, U. Montpellier II) Dr. <b>Van Alstyn</b> Marshall (Boston University/MIT Center for e-business, USA)
<b>Associate Professors</b>	<b>Associate Professors</b>
Dr. <b>Algesheimer</b> René Dr. <b>Gurău</b> Călin (HDR) Dr. <b>Lasch</b> Frank (HDR) Dr. <b>Lehmann-Ortega</b> Laurence Dr. <b>Schoettl</b> Jean-Marc	Dr. <b>Bagneris</b> Jean-Charles Dr. <b>Barlette</b> Yves Dr. <b>Belbaly</b> Nassim Dr. <b>Benbya</b> Hind Dr. <b>Bessieux-Ollier</b> Corinne Dr. <b>Drillon</b> Dominique (HDR) Dr. <b>Loubet</b> Guylaine Dr. <b>Givry</b> Philippe Dr. <b>Groh</b> Alexander Dr. <b>Meissonier</b> Régis (HDR) Dr. <b>Miloudi</b> Anthony
<b>Assistant Professors</b>	<b>Assistant Professors</b>
Dr. <b>Géraudel</b> Mickaël Dr. <b>Gundolf</b> Katherine Dr. <b>Jaouen</b> Annabelle Dr. <b>Missonier</b> Audrey Dr. <b>Pascual-Espuny</b> Céline Dr. <b>Robert</b> Frank Dr. <b>Roscoe</b> Philip Dr. <b>Salvetat</b> David	Dr. <b>Benkraiem</b> Ramzi Dr. <b>Bourdil</b> Maryline Dr. <b>Elie-Dit-Cosaque</b> Christophe
<b>Research assistants (PhD students)</b>	
<b>Aw</b> Tidiane (ERFI), <b>Georgescu</b> Irène (ERFI), <b>Hanif</b> Salwa (ERFI), <b>Muller</b> Guillaume (ERFI), <b>Ratsimandresy</b> Onja (CR2M), <b>Sanou</b> Famara (ERFI), <b>Trabelsi</b> Raoudha (ERFI)	

### 2.4 Partnerships with local universities

A major topic of GSCM research strategy is also the strategic alliance with local universities. Today two 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.
- January 2007: **CR2M** (*Centre de Recherche sur le Management et les Marchés*) is a research laboratory in management science at the University of Montpellier I.

GSCM and its local partnership universities 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 6<sup>th</sup> 2006, a cooperative framework convention was signed. The founding members are the following: **University Montpellier I** (*education*: Institut des Sciences de l'Entreprise et du Management, ISEM; *research*: Equipe de Recherche sur la Firme et l'Industrie, ERFI), **University Montpellier II** (*education*: Institut d'Administration des Entreprises de Montpellier, IAE; *research*: the research department UM2) and the Montpellier CCI (*education*: the Groupe Sup de Co Montpellier, GSCM; *research*: GSCM's laboratory, CEROM).

### 3. Intellectual contributions (research based scholarship)

#### 3.1 Journal ranking

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

The ranking is divided into three categories according to the reputation and the quality of each journal: **internationally top ranked journals (A), high quality national or international journal (B), and other nationally or internationally renowned peer reviewed journals (C)**. Publications in journals outside the GSCM ranking are marked in this report as "D-journals". The last update had been ratified by the Scientific Board in 2008 and the new list contains 242 classified journals (A: 41; B: 83; C: 117) compared to 224 in 2006. All the statistics broken down by journal category in this report use the GSCM 2006 list. The new GSCM journal ranking will enter in application from January 2009 on.

#### 3.2 Synthesis of contributions

This report covers all publication activity between January 1<sup>st</sup> and December 15, 2008, listing the following discipline-based intellectual contributions: journal articles, books, book chapters, editorials, book reviews, cases, and conference papers (Table 3).

**Quantitative and qualitative increase of publication activity:** In 2008, the scientific production of the research center progresses both in numbers and in quality (43 articles compared to 30 in 2007; Table 3). This progression is also measurable for the categories 'book' (6) and 'book chapters' (26). For the category peer-reviewed journal articles (PRJ), amongst the main indicators of progress are...

- increasing quality: one A-journal article and 5 articles in international B journals (the maximum being 3 in 2006),
- increasing number of articles accepted/published (for the first time the threshold of 40 articles per annum is crossed),
- the internationalization of publication activity continues to augment (articles in international journals),
- co-publications: external synergies (58,1% compared to 40,0% in 2007) now prevail 'internal' co-publications among GSCM research faculty (16,3% compared to 33,3% in 2007 ; cf. Table 4). The increasing number of co-publications between GSCM research faculty and authors from other universities or business schools (external synergies) displays a growing integration in especially international research networks.

**Table 3: Discipline-based intellectual contributions 2004-2008 (overall statistics)**

	2004	2005	2006	2007	2008
Articles	10	19	34	30	43
Books	0	4	5	6	6
Book chapters	2	9	23	20	26
<b>Total</b>	<b>12</b>	<b>32</b>	<b>62</b>	<b>56</b>	<b>75</b>
Editorials, book reviews	0	0	2	6	2
Cases	0	0	1	0	1
Conference papers	28	61	52	60	89
PhD	3	3	3	4	3
HDR	0	2	1	2	1
CEROM research faculty*	16	18	22	26	31
Productivity index (articles/GSCM research faculty)	0.7	1.1	1.5	1.2	1.4

\*permanent GSCM faculty (research assistants excluded).

**Table 4: Co-publications (articles)**

type	2005 (19)	2006 (34)	2007 (30)	2008 (43)
Between GSCM faculty (internal)	2 (10,5%)	5 (14,7%)	11 (36,6%)	7 (16,3%)
With authors from other universities (external)	8 (42,1%)	9 (26,4%)	12 (40,0%)	26 (60,5%)
<b>total</b>	<b>10 (52,6%)</b>	<b>14 (41,1%)</b>	<b>23 (76,7%)</b>	<b>32 (74,4%)</b>

**Internationalization of research outcomes:** the growing international visibility of research outcomes is another key indicator that marks the qualitative progression of research at GSCM in terms of outreach. From 27% in 2005, the share of publications in English raises to 47,3% in 2007 and 66,7% in 2008 (Table 5). Today, the majority of peer-reviewed journal articles are published in international journals (72,1% compared to 56,7% in 2007).

**Table 5: Share of international publications (2005-2008)\***

	2005	2006	2007	2008
Articles	21,1% (4)	44,1% (15)	56,7% (17)	72,1% (31)
Books	25,0% (1)	40,0% (2)	33,3% (2)	66,7% (7)
Book chapters	55,6% (5)	60,9% (14)	36,8% (7)	46,2% (12)
Total of publications	27,0% (10)	47,8% (32)	47,3% (26)	66,7% (50)

\*in ( ) the total number of intellectual contributions.

**PRJ article publication using the GSCM journal ranking** displays the following tendencies (Table 6)...

- Compared to 2007, the share of articles of the first and second categorie remains stable, but the majority of the B ranked articles are now published in international journals (71,4% compared to the highest score of 50% in 2006),
- The share of C-ranked decreases slightly (39,5%, compared to 50,0% in 2007), but the number of articles in international journals exceeds still the one of French journal publications (52,9%),
- The part of journal articles outside the GSCM ranking increases (41,9%), but nine articles out of ten are published in international journals confirming the trend observed in the previous year.

**Table 6: Publication of articles in 2008 (GSCM journal ranking)**

\* articles outside the GSCM ranking.

2008			
rank	French journal	International journal	Total
A	-	1 (100,0%)	1 (2,3%)
B	2 (28,6%)	5 (71,4%)	7 (16,3)
C	8 (47,1%)	9 (52,9%)	17 (39,5%)
D*	2 (1,1%)	16 (88,9%)	18 (41,9%)
<b>total</b>	<b>12 (27,9%)</b>	<b>31 (72,1%)</b>	<b>43 (100,0%)</b>
2007			
rank	French journal	International journal	Total
A	-	1 (100,0%)	1 (3,3%)
B	5 (100,0%)	0 (0,0%)	5 (16,7%)
C	7 (46,7%)	8 (53,3%)	15 (50,0%)
D*	1 (11,1%)	8 (88,9%)	9 (30,0%)
<b>total</b>	<b>13 (43,3%)</b>	<b>17 (56,7%)</b>	<b>30 (100,0%)</b>
2006			
rank	French journal	International journal	Total
A	-	0 (0,0%)	0 (0,0%)
B	3 (50,0%)	3 (50,0%)	6 (17,6%)
C	7 (38,9%)	11 (61,1%)	18 (52,9%)
D*	9 (90,0%)	1 (10,0%)	11 (32,4%)
<b>total</b>	<b>19 (54,9%)</b>	<b>15 (44,1%)</b>	<b>34 (100,0%)</b>
2005			
rank	French journal	International journal	Total
A	-	0 (0,0%)	0 (0,0%)
B	5 (83,3%)	1 (16,7%)	6 (31,6%)
C	8 (88,9%)	1 (11,1%)	9 (47,4%)
D*	2 (50,0%)	2 (50,0%)	4 (21,1%)
<b>total</b>	<b>15 (78,9%)</b>	<b>4 (21,1%)</b>	<b>19 (100,0%)</b>

## 3.3 List of discipline-based peer reviewed journal articles

**Table 7: List of articles accepted**

(forthcoming or published)

A	Welter F. & Lasch F. 2008. Entrepreneurship research in Europe: taking stock and looking forward. <b>[Special issue: 'Entrepreneurship Research in Europe: Overview, Trends and Themes']</b> , March: 241-248.
B	Courrent J.M. & Gundolf K. Forthcoming. Proximity and Micro-Entreprise Manager's Ethics: a French empirical study of responsible business attitude. <b>Journal of Business Ethics</b> .
B	Dana L.-P. & Winstone K.E. 2008. Wine cluster formation in New Zealand: operation, evolution and impact. <b>International Journal of Food Science &amp; Technology</b> , 43(12): 2177-2190.
B	Dana L.-P., Jaouen A. & Lasch F. 2009. Comprendre le contexte entrepreneurial dans les pays émergents d'Asie: une étude comparative. <b>Journal of Small Business and Entrepreneurship</b> , 22(4).
B	Groh A. & von Liechtenstein H. Forthcoming. How attractive is central Eastern Europe for risk capital investors? <b>Journal of International Money and Finance</b> , 28: 625-647.
B	Groh A., Baule R. & Gottschalg O. Forthcoming. Measuring idiosyncratic risks in leveraged buyout transactions. <b>Quarterly Journal of Finance and Accounting [Special issue: 'Financing Costs, Earnings Management and Risks: Debt and Equity Markets']</b> , 47(4): 5-24.
B	Lehmann-Ortega L. 2007. Enjeux et opportunités de l'Executive Education. <b>Revue Française de Gestion</b> , 33(178/179): 107-116.
B	Pellegrin-Boucher E. & Le Roy F. Forthcoming. Dynamique des stratégies de coopération dans le secteur des TIC: le cas des ERP. <b>Finance Contrôle Stratégie</b> .
C	Benkraiem R. 2008. The influence of institutional investors on opportunistic earnings management. <b>International Journal of Accounting Auditing and Performance Evaluation</b> , 5(1): 89-106.
C	Benkraiem R., Louhichi W. & Marquès P. Forthcoming. Market reaction to sporting results: the case of European listed football clubs. <b>Management Decision [Special issue: 'Taking Sport Seriously: Sport, Management and Business']</b> , 47(1): 100-109.
C	Dana L.-P. 2009. Religion as an explanatory variable for entrepreneurship. <b>International Journal of Entrepreneurship and Innovation [Special issue: 'Religion']</b> , 10(2): 87-99.
C	Dana L.-P., Hamilton R.T. & Wick K. 2009. Deciding to export: an exploratory study of Singaporean entrepreneurs. <b>Journal of International Entrepreneurship</b> , 7(2): 79-87.
C	Gurău C. & Dana L.-P. Forthcoming. The evolution of entrepreneurship forms and strategies in transition economies: the case of Romania. <b>International Journal of Entrepreneurship &amp; Small Business [Special issue: 'Entrepreneurial Contexts, Decisions, and Strategies']</b> .
C	Gurau C. 2008. Integrated online marketing communication: implementation and management. <b>Journal of Communication Management</b> , 12(2): 169-184.
C	Heumann S., Schmude J. & Lasch F. Forthcoming. German universities of applied sciences and entrepreneurship: the impact of research on knowledge-based start-up activity. <b>International Journal of Entrepreneurship &amp; Small Business [Special issue: 'Entrepreneurial Contexts, Decisions, and Strategies']</b> .
C	Meis Mason A., Dana L.-P. & Anderson R.B. 2009. A study of enterprise in Rankin Inlet, Nunavut: where subsistence self-employment meets formal entrepreneurship. <b>International Journal of Entrepreneurship &amp; Small Business</b> , 7(1): 1-23.
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C	Barlette, Y. 2008. Une étude des comportements liés à la sécurité des systèmes d'information en PME. <b>Systèmes d'Information et Management</b> , 13(4).
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C	Kraus S., Harms R., Schwarz E. & Gundolf K. Forthcoming. Planification stratégique et réussite de la jeune TPE. <b>Revue de l'Economie Méridionale</b> .
C	Le Roy F., Marques R. & Robert F. 2008. Coopétition et performances : le cas du football professionnel français. <b>Revue Sciences de Gestion</b> , 64: 127-149.

- C Pascual-Espuny C. Forthcoming. Comment les organisations se saisissent-elles de « l'image verte ». **Communication et Organisation.**
- C Salvetat D. Forthcoming. Pratiques d'intelligence économique: entre structuration et déstructuration. Le cas des entreprises européennes de hautes technologies. **Système d'Information et Management.**
- D Bayfield R., Dana L.-P. & Stewart S. 2009. Firm characteristics & internationalisation strategies: an empirical investigation of New Zealand exporters. **International Journal of Globalisation and Small Business**, 3(3): 275-287.
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- D Dana L.-P., Meis Mason A. & Anderson R.B. 2008. Oil & gas and the Inuvialuit people of the Western Arctic. **Journal of Enterprising Communities: People and Places in the Global Economy**, 2(2): 151-167.
- D Gauzente C., Ranchhod A. & Gurău C. 2008. SMS-marketing: a study of consumer saturation using an extended TAM approach. **International Journal of Electronic Business**, 6(3): 282-297.
- D Gundolf K. & Courrent J.-M. 2008. The Role of Ties for Manager's Ethics: Microfirm Management in the French Context. **4th Inter-RENT Online Publication**. European Council for Small Business and Entrepreneurship (ECSB). Turku, Finland, march 2008.
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## 3.4 Books

Table 8: Books

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- Dana L.-P. 2008. *Handbook of research on international entrepreneurship. [e-book]*. Cheltenham, Edward Elgar.
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## 3.5 Book chapters

Table 9: Book chapters

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- Guillotreau P. & Le Roy F. Forthcoming. La compétition verticale. In Le Roy F. & Yami S., *Management stratégique de la concurrence*. Paris, Dunod.
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- Gundolf K. & Voléry T. 2008. Entwicklungen in der deutschsprachigen Entrepreneurship und KMU-Forschung: Eine Artikelanalyse von 1997 bis 2006. In Kraus K. & Gundolf K. (Eds), *Stand und Perspektiven der deutschsprachigen Entrepreneurship- und KMU-Forschung*: 65-78. Hannover/Stuttgart, Ibidem Verlag.
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- Gurău C. 2008. From information management to knowledge management. In Khosrow-Pour M. (Ed.), *Encyclopedia of information science and technology, 2nd Edition*. Hershey (PA), US, IGI Global.
- Gurău C. 2008. Managing the integrated online marketing communication. In Khosrow-Pour M. (Ed.), *Encyclopedia of information science and technology, 2nd Edition*. Hershey (PA), US, IGI Global.
- Gurău C. 2008. Modelling enterprise systems: the application of the Unified Modelling Language (UML) for restructuring the Marketing Information System for eCRM applications. In Gupta J.N.D., Sharma S. & Rashid M.A. (Eds.), *Handbook of research on enterprise systems*. Hershey (PA), US, IGI Global.

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- Jaouen A. Forthcoming. Alliance stratégique et croissance de la très petite entreprise. In Meier O. (Ed.), *Les stratégies de croissance: acquisitions, alliances stratégiques et développement interne*. Paris, Dunod.
- Le Roy F. & Yami S. Forthcoming. Innovation stratégique et croissance des PME: le paradoxe d'Icare. In Meier O. & Meysonier A. (eds.), *Stratégie de croissance*. Paris, Dunod.
- Le Roy F. Forthcoming. La stratégie d'affrontement. In Le Roy F. & Yami S., *Management stratégique de la concurrence*. Paris, Dunod.
- Missonier A. & Cezanne C. Forthcoming. Dynamique de gouvernance d'entreprise: pour une gestion réussie d'un processus de rapprochement. In Meier O. (Ed.), *Gouvernance, Ethique et RSE*. Paris, Hermès.
- Missonier A. & Meier O. Forthcoming. La gestion des alliances entre la grande entreprise et les petites sociétés innovantes. In O. Meier (Ed.), *Stratégies de croissance*: 99-108. Paris, Dunod.
- Missonier A. & Pacitto J.C. Forthcoming. La croissance interne des très petites entreprises. In O. Meier (Ed.), *Stratégies de croissance*: 21-32. Paris, Dunod.
- Salvetat D. A paraître. L'intelligence concurrentielle. In Le Roy F. & Yami S. (Eds), *Management stratégique de la concurrence*. Paris, Dunod.

Table 10: Editorials

C	Dowling M., Schmude J. & Lasch F. Entrepreneurial contexts, decisions, and strategies: editorial. <i>International Journal of Entrepreneurship &amp; Small Business [Special issue: 'Entrepreneurial Contexts, Decisions, and Strategies']</i> , 10(1).
C	Gundolf K. & Kraus S. Forthcoming. Etat et perspectives de la recherche germanophone en entrepreneuriat et PME. <i>Revue Internationale PME</i> .

### 3.6 Cases

Table 11: Cases

Moingeon B. & Lehmann-Ortega L. 2008. <i>Valtis, une innovation stratégique désarmante (Cas n° G1609)</i> . Paris, Centrale des Cas et Médias Pédagogiques.
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### 3.7 Conference papers

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

Overall, 89 peer reviewed papers have been presented, two out of three at international conferences and workshops (Table 12). 2008 confirms the trend observed in 2007 meaning an increase in quality displayed by a stronger participation at European and international top ranked conferences.

Table 12: List of conference papers (Overall statistics)

	Conference papers			
	Area			Total
	World wide	Europe	France	
<b>2008</b>	<b>18 (20,2%)</b>	<b>45 (50,6%)</b>	<b>26 (29,2%)</b>	<b>89 (100,0%)</b>
2007	24 (40,0%)	23 (38,3%)	13 (21,7%)	60 (100,0%)
2006	3 (5,8%)	23 (44,2%)	24 (46,2%)	52 (100,0%)
2005	8 (13,1%)	14 (23,0%)	39 (64,0%)	61 (100,0%)

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

GSCM	Conference papers World wide (18)
C	Jaouen A. & Tessier N. 2008. Les pratiques de GRH des très petites entreprises. <b>Association Francophone de Gestion des Ressources Humaines (AGRH)</b> , 9-12 novembre, Dakar, Sénégal.
C	Meissonier R. & Houzé E. 2008. La non gestion des conflits dans le cadre de l'implantation des technologies de l'information: un cas de résolution autonome. <b>Association Francophone de Gestion des Ressources Humaines (AGRH)</b> , 9-12 novembre, Dakar, Sénégal.
C	Drillon D. 2008. Pilotage de la performance et gestion durable des ressources humaines. <b>Association Francophone de Gestion des Ressources Humaines (AGRH)</b> , 9-12 novembre, Dakar, Sénégal.
A	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <b>FMA Meeting</b> , October 10, Dallas, Texas, USA.
D	Dana L.-P. 2008. Regional studies and the rural-urban dynamic: an interdisciplinary perspective. Plenary keynote at the <b>Conference on Regional Studies and Rural-Urban Dynamics</b> , June 27 <sup>th</sup> , Antigonish, Nova Scotia, Canada.
A	Dana L.-P. 2008. The future of entrepreneurship research: research methodology and theory development. Invited lecture at the <b>International Council for Small Business World Conference (ICSB)</b> , June 23, Halifax, Canada.
A	Robert F., Marquès P., Lasch F. & Le Roy F. 2008. Entrepreneurs in emerging High-Tech industries: between experts and Kamikazes. <b>International Council for Small Business Conference (ICSB)</b> , June 22-25, Halifax, Canada.
D	McElwee G., Dana L.-P., Barnes I. & Lasch F. 2008. Diversity in the European Union: Entrepreneurship and SMEs in the Euro-zone. <b>8th International Conference on Diversity in Organisations, Communities and Nations</b> , June 17-20, Montréal, Canada.
D	Dana L.-P. 2008. Tobatí, Paraguay: indigenous market town revisited. Invited Guest Lecture, <b>Murdoch University Business School</b> , May 23, Perth, Australia.
D	Groh A. & Gottschlag O. 2008. The risk-adjusted performances of US buyouts. <b>NBER Conference "The new world of private equity"</b> , April 4, New-York City, New-York, USA.
D	Dana L.-P. 2008. On leadership. Opening Keynote at the <b>5<sup>th</sup> CIRCLE Conference on Consumer Behavior and Retailing Research</b> , March 26, Nicosia, Cyprus.
A	Enjolras G. & Sentis P. Revisiting the main determinants of insurance purchase: an empirical study on crop insurance policies. <b>Midwest Finance Association</b> , February 29 - March 1, San Antonio, Texas, USA.
A	Groh A. 2008. Limited partners' perceptions of the Central Eastern European venture capital and private equity market. <b>Midwest Finance Association</b> , February 29 - March 1, San Antonio, Texas, USA.
A	Groh A., Baule R. & Gottschlag O. 2008. Measuring idiosyncratic risks in leveraged buyouts transactions. <b>Midwest Finance Association</b> , February 29 - March 1, San Antonio, Texas, USA.
A	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern European Countries for venture capital and private equity investors. <b>Midwest Finance Association</b> , February 29 - March 1, San Antonio, Texas, USA.
A	Barlette Y. & Fomin V. 2008. Exploring the suitability of IS security management standards for SMEs. <b>41<sup>st</sup> Hawaii International Conference on System Sciences (HICSS-41)</b> , January 7-10, Big Island, Hawaii, USA.
A	Benbya H. & Van Alstyne M. 2008. Elicitation and validation of knowledge in knowledge management systems. <b>41<sup>st</sup> Hawaii International Conference on System Sciences (HICSS-41)</b> , January 7-10, Big Island, Hawaii, USA.
A	Benbya H., Cooper L. & Belbaly N. 2008. Knowledge management for creativity and innovation. <b>41<sup>st</sup> Hawaii International Conference on System Sciences (HICSS-41)</b> , January 7-10, Big Island, Hawaii, USA.
GSCM	Conference papers in Europe (45)
D	Yunus M., Moingeon B. & Lehmann-Ortega L. 2008. Building social business models: lessons from the Grameen Experience. <b>Special Workshop on Business Models</b> , December 15-17, London, UK.
B	Jaouen, A. & Gurău C. 2008. Exploring female entrepreneurship in transition economies: the case of Romania. <b>RENT XII, European Council for Small Business (ECSB)</b> , November 20-21, Covilha, Portugal.
B	Lasch F. 2008. Entrepreneurship and the region: empirical evidence from France. <b>RENT XII, European Council for Small Business (ECSB)</b> , November 19-21, Covilha, Portugal.
B	Lasch F., Le Roy F., Robert F. & Marquès P. 2008. From kamikazes to experts: type of high-tech entrepreneurs in the ICT sector. <b>RENT XXII, European Council for Small Business (ECSB)</b> , November 19-21, Covilha, Portugal.

B	Roscoe P. & Howorth C. 2008. Elephants don't gallop: a qualitative study of investors in smaller quoted companies. <b>RENT XXII, European Council for Small Business (ECSB)</b> , November 19-21, Covilha, Portugal.
D	Gurău C. 2008. The effect of customer complaints' resolution on company-customer relationships: a study of French customers. <b>5th Research Conference on Relationship Marketing &amp; CRM</b> , November 20-21, Brussels, Belgium.
D	Gurău C. 2008. Consultant-client relationships in transition economies: the case of Romania. <b>Conference on Consulting and Management in Central and Eastern Europe</b> , November 6-7, Berlin, Germany.
C	Gundolf K. & Jaouen A. 2008. Le dirigeant de TPE, profils et caractéristiques. <b>9ème Colloque International Francophone en Entrepreneuriat et PME (CIFEPME)</b> , 29-31 octobre, Louvain, Belgique.
C	Gundolf K. & Jaouen A. 2008. Les relations interorganisationnelles des PME. Table ronde. <b>9ème Colloque International Francophone en Entrepreneuriat et PME (CIFEPME)</b> , 29-31 octobre, Louvain, Belgique.
C	Jaouen A. 2008. Le dirigeant de TPE, profils et caractéristiques. <b>9ème colloque International Francophone en Entrepreneuriat et PME (CIFEPME)</b> , 29-31 octobre, Louvain, Belgique.
A	Yami S., Lehmann-Ortega L. & Naro G. 2008. Coopetitive dynamic capabilities: a knowledge based view. <b>28th Annual Strategic Management Society International Conference</b> , October 12-15, Cologne, Germany.
A	Salvetat D. & Le Roy F. 2008. Coopetition and Business Intelligence: an empirical study of high-technology industries in Europe. <b>28th Annual Strategic Management Society International Conference</b> , October 12-15, Cologne, Germany.
D	Anderson R., Meis-Mason A. & Dana L.-P. 2008. Inuit Entrepreneurship and Economic Development from Caribou in Nunavut, Canada. <b>United Nations University</b> , September 26-27, Helsinki, Finland.
D	Gurău C. 2008. Marketing flexibility for new product development. <b>Third International Conference 'Product Management - Theory, Practice, and Challenges of the Future'</b> , September 22-23, Poznan, Poland.
D	Marquès P., Louhichi W. & Benkraiem R. 2008. The stock market valuation of football game results. <b>16th EASM Conference</b> , September 10-13, Heidelberg, Germany.
D	Gurău C. 2008. The sources, the management, and the performance of open innovation in UK biopharmaceutical SMEs. <b>CINet 2008 Conference</b> , September 5-9, Valencia, Spain.
B	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <b>Annual Meeting of the European Finance Association</b> , August 28, Athens, Greece.
B	Groh A., Baule R. & Gottschlag O. 2008. Measuring idiosyncratic risks in leveraged buyouts transactions. <b>Annual Meeting of the European Finance Association</b> , August 28, Athens, Greece.
D	Duquesnois F. & Gurău C. 2008. The Internet marketing strategy of French wine producers from Languedoc-Roussillon region. <b>4th International Conference of the Academy of Wine Business Research</b> , July 17-19, Siena, Italy.
D	Maurel C. 2008. Financial approach to export performance in French wine SMEs. <b>4th International Conference of the Academy of Wine Business Research</b> , July 17-19, Siena, Italy.
D	Cadot J. & Couderc J.P. 2008. A model of adaptive relationship between the entrepreneur and the bank: the case of French vineyards entrepreneurs. <b>4th International Conference of the Academy of Wine Business Research</b> , July 17-19, Siena, Italy.
D	Gurău C. 2008. Trust and loyalty in various service settings: an exploratory study. <b>ATINER</b> , July 7-10, Athens, Greece.
B	Groh A., Liechtenstein H. & Canela M. 2008. International allocation determinants of institutional investments in venture capital and private equity limited partnerships. <b>European Financial Management Association (EFMA) Meeting</b> , June 26, Athens, Greece.
D	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern European countries for venture capital and private equity investors. <b>6th Annual INFINTI Conference on International Finance</b> , June 9, Trinity College, Dublin, Ireland.
D	Groh A., Liechtenstein H. & Canela M. 2008. International allocation determinants of institutional investments in venture capital and private equity limited partnerships. <b>6th Annual INFINTI Conference on International Finance</b> , June 9, Trinity College, Dublin, Ireland.
D	Groh A. 2008. Limited partners' perceptions of the Central Eastern European venture capital and private equity market. <b>6th Annual INFINTI Conference on International Finance</b> , June 9, Trinity College, Dublin, Ireland.
D	Groh A. & Gottschlag O. 2008. The risk-adjusted performance of US buyouts. <b>Private Equity Symposium</b> , June 6-7, London Business School, London, UK.
D	Gurău C., Ranchhod, A. & Ross, F. 2008. E-tailing strategies within the intimate apparel market. <b>OBEC</b> , June 22-24, Oxford, UK.

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<b>A</b>	Gurău C. 2008. Online shopping agents: an exploratory study of users' perceptions of service quality. <b>ICEIS</b> , June 12-16, Barcelona, Spain.
<b>B</b>	Algesheimer R. & Dholakia U. 2008. The long-term effects of joining and participating in customer communities. <b>37<sup>th</sup> EMAC Conference</b> , May 27-31, Brighton, UK.
<b>D</b>	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern Europe countries for venture capital and private equity investors. <b>2nd Emerging Markets Group Conference on Emerging Markets Finance</b> , May 15, Cass Business School, London, UK.
<b>B</b>	Gurău C. 2008. Managing internal conflicts in multi-professional organisations: the case UK biopharmaceutical enterprises. <b>8th Annual Conference of the European Academy of Management (EURAM)</b> , May 14-17, Ljubljana, Slovenia.
<b>B</b>	Pellegrin E. & Le Roy F. 2008. Coopetition: a sustainable or transitory strategy? <b>8th Annual Conference of the European Academy of Management (EURAM)</b> , May 14-17, Ljubljana, Slovenia.
<b>B</b>	Robert F., Marquès P., Le Roy F. & Lasch F. 2008. Entrepreneurs in emerging high-tech industries: between experts and Kamikazes. <b>8th Annual Conference of the European Academy of Management (EURAM)</b> , May 14-17, Ljubljana/Bled, Slovenia.
<b>B</b>	Robert F., Marquès P. & Le Roy F. 2008. Coopetition between SMEs: an empirical study of French professional football. <b>8th Annual Conference of the European Academy of Management (EURAM)</b> , May 14-17, Ljubljana/Bled, Slovenia.
<b>B</b>	Benkraiem R. 2008. Corporate governance and earnings management. <b>31st Annual Congress of the European Accounting Association (EAA)</b> , April 23-25, Rotterdam, The Netherlands.
<b>B</b>	Georgescu I. 2008. A revue of a difference in control: the budgetary slack. <b>31<sup>st</sup> Annual Congress of the European Accounting Association (EAA)</b> , April 23-25, Rotterdam, The Netherlands.
<b>B</b>	Noël C. 2008. International accounting standardization analyzed in terms of a political process: the case of petroleum resources, prospecting and evaluation. <b>31<sup>st</sup> Annual Congress of the European Accounting Association (EAA)</b> , April 23-25, Rotterdam, The Netherlands.
<b>D</b>	Groh A., Liechtenstein H. & Lieser K. 2008. The attractiveness of Central Eastern Europe countries for venture capital and private equity investors. <b>11th Conference of the Swiss Society for Financial Market Research</b> , April 11, Zurich, Switzerland.
<b>D</b>	Dana L.-P. 2008. Societal entrepreneurship. Plenary opening keynote at the <b>Societal Entrepreneurship Conference</b> , April 8, Amsterdam, The Netherlands.
<b>A</b>	Gurău C. 2008. Strategic elements for assessing and promoting higher education institutions: the case of French 'Grandes Ecoles de Commerce'. <b>The Marketing of Higher Education Conference – Academy of Marketing Special Interest Group</b> , April 2-4, Krakow, Poland.
<b>B</b>	Gurău C. & Dana L.-P. 2008. The evolution of entrepreneurship forms and strategies in transition economies: the case of Romania. <b>Interdisciplinary European Conference on Entrepreneurship Research (IECER)</b> , March 5-7, Regensburg, Germany.
<b>B</b>	Lasch F., Le Roy F. & Dana L.-P. 2008. Towards a typology of high tech entrepreneurship: experts, freshmen, providents & kamikaze. <b>Interdisciplinary European Conference on Entrepreneurship Research (IECER)</b> , March 5-7, Regensburg, Germany.
<b>B</b>	Yami S., Lehmann-Ortega L. & Naro G. 2008. Coopetitive dynamic capabilities: the MSI case in the mechanical industry. <b>3rd EIASM Workshop on Coopetition Strategy</b> , February 7-8, Madrid, Spain.
<b>B</b>	Pellegrin E. et Le Roy F. (2008), "Coopetition: a sustainable strategy", <b>3rd EIASM Workshop on Coopetition Strategy</b> , February 7-8, Madrid, Spain.

<b>GSCM</b>	<b>Conference papers in France (26)</b>
<b>C</b>	Barlette Y. 2008. L'adoption et la mise en place des normes relatives à la sécurité des S.I.: une revue de littérature. <b>13<sup>ème</sup> Congrès International de l'AIM</b> , December 13-14, Paris, France.
<b>A</b>	Élie-Dit-Cosaque C. Pallud & J. Kalika M. 2008. The influence of work environment on IT-specific individual differences: an empirical study. <b>International Conference on Information Systems – AIM, Pre-ICIS Workshop</b> , December 14, Paris.
<b>A</b>	Meissonier R., Houzé E. & Chometon P. 2008. Application du modèle de la capacité d'absorption de l'entreprise à l'Open Source 2.0: étude de cas d'une SSII suisse. <b>International Conference on Information Systems – AIM Workshop</b> , 13-14 décembre, Paris.
<b>D</b>	Pascual-Espuny C. 2008. Le développement durable: promesse d'un changement paradigmatique. <b>Colloque International sur la problématique du Développement Durable 20 ans après</b> , November 20-22, Lille/Villeneuve d'Asq, France.
<b>D</b>	Drillon D. & Dumazert J.P. 2008. Travail réel – travail virtuel, sur les mondes persistants. <b>Forum</b>

	<b>Management et RH +, Travail réel – travail virtuel : la place du numérique ou la dématérialisation des activités dans les organisations</b> , 24 octobre, Montpellier.
D	Drillon D., Dumazert J.P. & Luc S. 2008. La diversité des clients, application aux mondes virtuels. <b>4<sup>ème</sup> Rencontres Internationales de la Diversité</b> , 2-4 octobre, Corte.
D	Fomin V.V., De Vries H. & Barlette Y. 2008. ISO/IEC 27001 Information systems security management standard: identifying directions for future research. <b>EuroMOT 2008 - 3rd European Conference on Management Technology</b> , September 17-19, Nice, France.
D	Fernandez A., Marques P., Le Roy F. & Robert F. 2008. Observer la coopération: des enjeux méthodologiques. <b>Congrès des IAE</b> , septembre 10-12, Lille, France.
D	Dana L.-P. 2008. Entrepreneurship, culture & economic development in the Western Arctic: development & the Dene First nations. Plenary keynote at the <b>University of Caen Entrepreneurship, Culture, Finance and Economic Development Conference</b> , June 20, Caen, France.
C	Faivre-Tavignot B. & Lehmann-Ortega L. 2008. Répondre aux défis du développement durable par l'innovation stratégique: une étude de cas. <b>Atelier Développement Durable et Entreprise de l'AIMS</b> , June 4, Lyon, France.
D	Maurel C. 2008. A financial approach to export performance and its determinants in SMEs: the case of the French wine industry. <b>Oenométrie XV</b> , May 29-31, Collioure, France.
C	Courrent J.-M. & Gundolf K. 2008. Sentiment d'appartenance à une communauté et éthique managériale en TPE. <b>17<sup>ème</sup> Conférence Internationale de l'AIMS</b> , 28-31 mai, Nice-Sophia Antipolis, France.
C	Faivre-Tavignot B. & Lehmann-Ortega L. 2008. Répondre aux défis du développement durable par l'innovation stratégique: une étude de cas. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Yami S., Lehmann-Ortega L. & Naro G. 2008. Capacités dynamiques coopératives: le cas MSI dans l'industrie de la mécanique. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Robert F., Marquès P., Lasch F. & Le Roy F. 2008. Les entrepreneurs dans les technologies de l'Information et de la communication: des experts aux kamikazes. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Current J.-M. & Gundolf K. 2008. Sentiment d'appartenance à une communauté et éthique managériale en TPE. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Pellegrin E. & Le Roy F. 2008. La coopération: une stratégie durable ou transitoire? <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Jaouen A. 2008. La construction des alliances stratégiques en contexte de très petites entreprises. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Fernandez A.S., Marquès P., Le Roy F. & Robert F. 2008. Mesurer la coopération: Mission impossible? <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Jerson A., Le Roy F. & Sentis P. 2008. L'impact boursier des annonces des pratiques anticoncurrentielles. <b>17<sup>ème</sup> Conférence Internationale de Management Stratégique</b> , May 28-31, Nice, France.
C	Cheriet F. & Dikmen L. 2008. Contrôle et confiance dans les alliances stratégiques asymétriques: quelles implications pour la performance et l'instabilité de la relation? Proposition d'un modèle intégrateur d'analyse. <b>17<sup>ème</sup> Conférence Internationale de Management Stratégique</b> , May 28-31, Nice, France.
C	Cateura O. & Dikmen L. 2008. Approche par les réseaux de la dynamique concurrentielle: le réseau concurrentiel. Le réseau concurrentiel comme cadre d'analyse des relations entre anciens monopoles. <b>17<sup>ème</sup> Conférence de l'Association Internationale de Management Stratégique (AIMS)</b> , May 28-31, Nice, France.
C	Salvetat D. & Le Roy F. 2008. L'influence de la taille des firmes sur les pratiques d'intelligence coopérative. <b>17<sup>ème</sup> Conférence Internationale de Management Stratégique</b> , May 28-31, Nice, France.
C	Lehmann-Ortega L. & Naro G. 2008. Contrôle de gestion, capacités dynamiques et stratégies émergentes dans les organisations entrepreneuriales: la conception d'un balanced-scorecard comme 'levier de contrôle interactif'. <b>29<sup>ème</sup> Congrès de l'Association Francophone de Comptabilité (AFC)</b> , May 28-30, Cergy Pontoise, France.
D	Groh A. & Gottschlag O. 2008. The risk-adjusted performance of US buyouts. <b>Workshop on Private Equity</b> , May 28, EM Lyon, Lyon, France.
D	Le Roy F., Marquès P. & Robert F. 2008. Coopération et performances: le cas du football professionnel français. <b>30<sup>ème</sup> anniversaire de la Revue Sciences de Gestion</b> , 23-24 avril, Lyon, France.

Pursuing their alliance strategy, GSCM and its partnership universities of the Montpellier area (cf. section 2.4) organize together scientific events, create synergies (co-direction of PhD, co-publication of research papers, etc.) and mutualize resources. A specific feature of this cooperation is a contribution to help the members of both university research centers (ERFI & CR2M) to finance conference participation to international events. Against this background, the following conference participations have been realized...

**Table 14: List of conference papers linked to cooperative agreements**

Conference participation World wide	
A	Cappelletti L. & Noguera F. 2008. Managerial impacts of SOX 404 on company internal consulting function : a field-based survey. <b>Academy of Management Annual Meeting (AOM)</b> , August 8-13, Anaheim CA, USA.
Conference participation in Europe	
B	Hillion S. 2008. Distrust at the centre of a 3D crisis in a small French charity in Southern India. <b>24<sup>th</sup> EGOS Colloquium</b> , July 10-12, Amsterdam, The Netherlands.
B	Bair J. & Palpacuer F. 2008. The emergence of new social movements in global commodity chains: the anti-sweatshop movement in comparative perspective. <b>24<sup>th</sup> EGOS Colloquium</b> , July 10-12, Amsterdam, The Netherlands.
D	Fournier C. 2008. Dissertations in sales: a comparison of France vs the US. <b>2<sup>nd</sup> Annual Global Sales Science Institute Conference</b> , June 25-27, Athens, Greece.
B	Pellegrin-Boucher E. & Le Roy F. 2008. Coopetition: a sustainable or transitory strategy? <b>3<sup>rd</sup> EIASM Workshop on Coopetition</b> , February 7-8, Madrid, Spain.
B	Mione A. & Chappert H. 2008. Coopetition as a market requirement: when standardization is required in the Electronic office documents format. <b>3<sup>rd</sup> EIASM Workshop on Coopetition</b> , February 7-8, Madrid, Spain.
B	Mione A. 2008. When entrepreneurship requires coopetition: the need of norms to create markets. <b>3<sup>rd</sup> EIASM Workshop on Coopetition</b> , February 7-8, Madrid, Spain.

### 3.8 Contributions to practice

Another important aspect of valorization is the diffusion of research outcomes via journals or publications destined to practitioners and economic actors.

#### Contributions to practice (books)

**Drillon D.** 2008. *Le bonheur d'être névrosé et comment surtout ne pas en sortir*. Paris, l'Archipel.

## 4. Diplomas, nominations and awards

### 4.1 Doctoral Theses

One GSCM researcher obtained his PhD in 2008:

- Givry P. 2008. ***Liquidité d'un marché dirigé par les orders et gestion des strategies de placement d'ordres***. PhD dissertation, University Jean Moulin, Lyon III.

Two GSCM researchers recruited in 2008 also obtained their PhD:

- Elie-Dit-Cosaque C. 2008. ***Studies on adaptation to information systems: multiple roles and coping strategies***. PhD dissertation. EM Strasbourg and Georgia State University (USA).
- Geraudel M. 2008. ***Réseau personnel du dirigeant de PME et accès aux ressources : le rôle modérateur de la personnalité***. PhD dissertation, University of Savoy.

### 4.2 Nominations and Awards

Best paper award:

- **In June 2008**, our colleague Dr. Alexander Groh was awarded for his contribution "***the opportunity cost of capital of US buyouts***" to NBER New World of Private Equity conference, and the NBER working paper series.

## 5. Other research activities

Both research fields organized several workshops and invited a number of visiting professors in 2008. In July, the MIWIS (*Montpellier International Workshop on Information Systems*) gathered specialists in Information Systems. The MIWENT (*Montpellier International Workshop on Entrepreneurship and Market Dynamics*) was organized twice (June & November).

### 5.1 Entrepreneurship & Market Dynamics: conferences and workshops

#### 5.1.1 Montpellier International Workshop on Entrepreneurship & Market Dynamics (MIWENT)

Date	MIWENT
June 5	<p><b>GSCM – Montpellier Business School:</b> 2<sup>nd</sup> edition of the MIWENT on the theme "<i>International entrepreneurship – Europe and America</i>"</p> <p>- <b>Organizers:</b> Dr. Călin Gurău and Frank Lasch (GSCM – Montpellier Business School), Professor Dr. Frédéric Le Roy (Montpellier I University and GSCM – Montpellier Business School). Keynote speaker Dr. Leo-Paul Dana reviewed Entrepreneurship theory and Dr. Cynthia M. Beath lectured about how making contribution to research and practice through publishing in peer-reviewed international journals. The second part of the workshop was a lecture of Dr. Leo-Paul Dana about international firm development in Europe and America.</p> <p>The Workshop was divided into two seminars.</p> <p>- 20 participants.</p>
November 5	<p><b>GSCM – Montpellier Business School:</b> 3<sup>rd</sup> edition of the MIWENT on the theme "leadership and international entrepreneurship – insights and implications for economic actors." With the participation of Dr. Leo-Paul Dana.</p> <p>- <b>Organizers :</b> Fondation Groupe Sup de Co Montpellier under the aegis of the Fondation de France</p>

#### 5.1.2 Visiting professors

- **Dr. Agneska Skuza:** Assistant Professor of Marketing at the Poznan University, Poland, her speech on December, 16 was about managerial practices during the economic transformation in Poland.

## 5.2 Information Systems Management and Organization Dynamics: conferences and workshops

### 5.2.1 Montpellier International Workshop on Information Systems (MIWIS)

Date	MIWIS
July 13	<p><b>GSCM – Montpellier Business School, 2<sup>nd</sup> edition of the MIWIS on the theme "Open-Innovation Platforms".</b></p> <ul style="list-style-type: none"> <li>- <b>Organizers:</b> Drs. Hind Benbya &amp; Nassim Belbaly (GSCM)</li> <li>- The objective of the workshop was to discuss recent academic and practical analysis of the important issue of Information Systems contributions to business value, its antecedents, outcomes and measurements aspects. Keynote speaker Karim R. Lakhani from Harvard Business School introduced this workshop focusing on specific aspects of innovation and technology management, emergence of open source software and perspectives for free software. Two professors from GSCM, Nassim Belbaly &amp; Hind Benbya presented their research about open innovation platforms.</li> <li>- 30 participants.</li> </ul>

### 5.2.2 Visiting professors

- **Dr. Kevin C. Desouza:** is on the faculty of the Information School at the University of Washington. He is also an Adjunct Assistant Professor in Electrical Engineering at the College of Engineering. He currently serves as the Director of the Institute for Innovation in Information Management (I3M) and is an affiliate faculty member of the Center for American Politics and Public Policy, both housed at the University of Washington.
- **Dr. Cynthia M. Beath:** Emeritus professor of Information Systems at McCombs School of Business, University of Texas (Austin). Her research explores the link between organizations and the organization of information systems, clients and suppliers.
- **Dr. Marshall Van Alstyne:** Associate professor at Boston University and visiting professor at MIT visited GSCM on June 23.

## 6. Valorization of research

In parallel to the particular effort to stimulate discipline-based intellectual contributions and research outcomes, GSCM reinforced his policies to strengthen the link between research and practice. In 2007 the Scientific Committee suggested to rethink the role valorization of research takes part in the research development strategy. Since then, a serie of measures have been implemented to enhance the value and visibility of the impact of research for practice and teaching. First, both research fields organize annually research or research-related events adapted to this strategy (cf. section 5.1, workshop series MIWENT and MIWIS). In particular, the diffusion of research outcomes and discussion with economic actors (including students) make part of the content of each workshop. Second, practitioner-research conferences focus on bringing together practitioners (consultants, managers, entrepreneurs, public economic actors, etc.) and scholars.

A first event was held in **September 2008** (*Journée d'Etudes sur le thème du Management des Technologies Organisationnelles*; [http://www.cerom.org/mto\\_sept\\_2008/](http://www.cerom.org/mto_sept_2008/)) with both peer reviewed discipline-based and practice paper presentations (80 attendees from academe, business, consulting, and economic policy). Further events and measures are currently in preparation and will take place or be implemented in 2009 and 2010.

A second one was dedicated to Human Resources and organized **at October 24<sup>th</sup>** (1<sup>st</sup> edition of the workshop *Montpellier Management RH+* exploring the following theme: 'Travail réel, travail virtuel: la place du numérique ou la dématérialisation des activités dans les organisations'; 40 participants).

## Appendix 1, 'Research faculty of GSCM'

## Link to bios and publications lists:

[http://www.cerom.org/enseignants\\_chercheurs/](http://www.cerom.org/enseignants_chercheurs/)

## CEROM members in 2008

<b>Entrepreneurship and market dynamics</b>	
<b>Adjunct professors</b>	<b>Diploma and field of expertise</b>
Dr. Le Roy Frédéric (ERFI, U. Montpellier I)	University full professor; <i>strategy &amp; entrepreneurship</i>
Dr. Dana Léo-Paul (U. of Canterbury, NZ)	PhD; <i>marketing &amp; entrepreneurship</i>
<b>Associate professors</b>	<b>Diploma and field of expertise</b>
Dr. Algesheimer René	Dr. Phil.; <i>marketing</i>
Dr. Gurau Calin	HDR, PhD; <i>marketing &amp; entrepreneurship</i>
Dr. Lasch Frank	HDR (Management Science), Dr. Phil. & Doctoral dissertation in Economic Geography; <i>entrepreneurship &amp; Economic geography</i>
Dr. Lehmann-Ortega Laurence	Doctoral dissertation in Management Science; <i>strategy</i>
Dr. Schoettl Jean-Marc	Doctoral dissertation in Management Science; <i>strategy</i>
<b>Assistant professors</b>	<b>Diploma and field of expertise</b>
Dr. Géraudel Mickaël	Doctoral dissertation in Management Science; <i>strategy</i>
Dr. Gundolf Katherine	Doctoral dissertation in Management Science; <i>entrepreneurship &amp; Economic geography</i>
Dr. Jaouen Annabelle	Doctoral dissertation in Management Science; <i>entrepreneurship</i>
Dr. Missonier Audrey	Doctoral dissertation in Management Science; <i>entrepreneurship &amp; strategy</i>
Dr. Pacual-Espuny Céline	Doctoral dissertation in Management Science; <i>marketing &amp; sustainable development</i>
Dr. Robert Frank	Doctoral dissertation in Management Science; <i>strategy</i>
Dr. Roscoe Philip	PhD; <i>management &amp; sociology of organizations</i>
Dr. Salvetat David	Doctoral dissertation in Management; <i>economic geography &amp; strategy</i>
<b>Information Systems Management and Organizational Dynamics</b>	
<b>Adjunct professors</b>	<b>Diploma and field of expertise</b>
Dr. Sentis Patrick (CR2M, U. Montpellier II)	University full professor; <i>finance</i>
Dr. Van Alstyne Marshall (Boston University, MIT Center for E-business)	PhD; <i>information systems</i>
<b>Associate professors</b>	<b>Diploma and field of expertise</b>
Dr. Bagneris Jean-Charles	Doctoral dissertation in Management Science; <i>finance</i>
Dr. Barlette Yves	Doctoral dissertation in Management Science; <i>information systems</i>
Dr. Belbaly Nassim	PhD; <i>information systems</i>
Dr. Benbya Hind	PhD; <i>information systems</i>
Dr. Bessieux-Ollier Corinne	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Drillon Dominique	HDR & Doctoral dissertation in Management Science; <i>human ressources, entrepreneurship</i>
Dr. Philippe Givry	Doctoral dissertation in Management Science; <i>finance</i>
Dr. Groh Alexander	Dr. Phil.; <i>finance</i>
Dr. Loubet Guylaine	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Meissonier Régis	HDR & Doctoral dissertation in Management Science; <i>information systems</i>
Dr. Miloudi Anthony	Doctoral dissertation in Management Science; <i>finance</i>
<b>Assistant professors</b>	<b>Diploma and field of expertise</b>
Dr. Benkraiem Ramzi	Doctoral dissertation in Management Science; <i>accounting</i>
Dr. Bourdil Maryline	Doctoral dissertation in Management Science; <i>human ressources</i>
Dr. Elie-Dit-Cosaque Christophe	Doctoral dissertation in Management Science; <i>information systems</i>

## Appendix 2

**GSCM-Montpellier Business School Journal List 2009<sup>1</sup>**  
**Journal ranking (ratified on June 2008 for application starting in January 2009)**

<b>A</b>		<b>B</b>	
	Academy of Management Journal Academy of Management Review Accounting, Organizations and Society Accounting Review Administrative Science Quarterly Communication of the ACM Entrepreneurship Theory and Practice European Journal of Information Systems Harvard Business Review Human Resource Management Information Systems Research Journal of Accounting and Economics Journal of Accounting Research Journal of Business Venturing Journal of Consumer Research Journal of Corporate Finance Journal of Environmental Economics and Management Journal of Finance Journal of Financial and Quantitative Analysis Journal of Financial Economics 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 Retailing Journal of the Academy of Marketing Science Management Science Marketing Science MIS Quarterly Operations Research Organization Organization Science Organization Studies Review of Accounting Studies Review of Financial Studies Sloan Management Review Strategic Management Journal		Finance Finance Contrôle Stratégie Financial Management Financial Review Group and Organization Management Human Relations Human Resource Management Journal Human Resource Management Review Industrial and Labor Relations Review Industrial Relations Information and Organization Information Systems Journal International Journal of Human Resources Management International Journal of Industrial Organization International Journal of Research in Marketing International Journal of Operations and Production Management International Small Business Journal International Studies of Management and Organization Journal of Accounting and Public Policy Journal of Accounting, Auditing and Finance Journal of Advertising Journal of Advertising Research Journal of Association for Information Systems Journal of Banking and Finance Journal of Behavioral Decision Making Journal of Business Journal of Business and Economic Statistics Journal of Business Ethics Journal of Business Finance and Accounting Journal of Business Research Journal of Consumer Psychology Journal of Economic Behavior and Organization Journal of Financial Research Journal of Information Technology Journal of International Business Studies Journal of International Money and Finance Journal of Management Journal of Management Accounting Research Journal of Management Inquiry Journal of Organizational Behavior Journal of Portfolio Management Journal of Risk and Uncertainty Journal of Services Research Journal of Small Business and Entrepreneurship Journal of Small Business Management Journal of Strategic Information Systems Long Range Planning Management Management Accounting Research Marketing Letters Organizational Behavior and Human Decision Processes Organizational Dynamics Organizational Research Methods Psychology and Marketing Recherche et Application en Marketing Quarterly Journal of Finance and Accounting (Quarterly J. of Business and Economics) Research Policy Revue Française de Sociologie Review of Finance Système d'Information et Management* Small Business Economics Work Employment and Society
	<hr/> Academy of Management Executive Accounting, Auditing and Accountability Journal Accounting and Business Research Accounting Horizons Accounting, Management and Information Technology ACM Transactions on Information Systems Annals of Consumer Research Auditing, A Journal of Practice and Theory Banque et Marchés Behavioral Research in Accounting British Journal of Industrial Relations British Journal of Management California Management Review Communication of the AIS Comptabilité Contrôle Audit Contemporary Accounting Research Decision Sciences Decision Support Systems Entrepreneurship and Regional Development European Accounting Review European Journal of Marketing European Management Review		

<sup>1</sup> Ratified by the scientific committee on June 9, 2006. For the purpose of this report, the GSCM 2006 journal list is applied (cf. GSCM research center 2007 annual report).

<b>C</b>	<p>Abacus Academy of Entrepreneurship Journal Academy of Management Learning and Education Accounting and Finance Advances in International Accounting Advances in Quantitative Analysis of Finance and Accounting British Accounting Review Business Ethics Quarterly Communication et Organisation Corporate Governance : an international Review Critical Perspectives in Accounting Database for Advances in Information Systems Décisions Marketing Économie Appliquée Economies et Sociétés European Financial Management European Journal of Finance European Journal of Management European Management Journal Family Business Review Gender, Work and Organization Gérer et Comprendre Gestion: Revue Internationale de Gestion Human Resource Development Quarterly Human Resource Planning Industrial Journal of Advertising Industrial Marketing Management Information and Management Information Processing and Management Information System Management Inf Technology and People International Entrepreneurship and Management Journal Intern. Journal of Accounting International Journal of Accounting, Auditing and Performance Evaluation International Journal of Auditing International Journal of Bank Marketing International Journal of Electronic Commerce International Journal of Entrepreneurial Behaviour and Research International Journal of Entrepreneurship &amp; Small Business International Journal of Entrepreneurship and Innovation International Journal of Entrepreneurship and Innovation Management International Journal of Finance International Journal of Knowledge Management International Journal of Logistics Management International Journal of Market Research International Journal of Manpower International Journal of Physical Distribution and Logistics Management International Journal of Purchasing and Materials Management International Journal of Service Industries Management International Journal of the Economics of Business International Marketing Review Journal of Accounting and Business Research Journal of Accounting Literature Journal of Applied Accounting Research Journal of Applied Business Research</p>	<b>C</b>	<p>Journal of Applied Corporate Finance Journal of Business and Industrial Marketing Journal of Business Strategy 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 Enterprising Culture Journal of European Industrial Relations Journal of Financial Services Research Journal of Global Information Management Journal of Global Marketing Journal of Information Systems Journal of Information Technology Management Journal of International Accounting Research Journal of International Accounting, Taxation and Auditing Journal of International Entrepreneurship Journal of International Financial Management and Accounting Journal of International Marketing Journal of Labor Research Journal of Management Education Journal of Management Systems Journal of Marketing Education Journal of Marketing Management Journal of Organizational Behavior Management Journal of Organizational Change Management Journal of Services Marketing Journal of Small Business &amp; Enterprise Development Journal of Strategy Research Journal of World Business Knowledge Management Research &amp; Practice Management Auditing Journal Management Decision Management International/International Management Management Learning Managing Service Quality Marketing Management Personnel Review Politique et Management Public Psychologie du Travail et des Organisations Qualitative Market Research Quality Management Journal Quarterly Review of Economics and Finance (formerly Quarterly Review of Economics and Business) Relations Industrielles Review of Accounting and Finance Review of Quantitative Finance and Accounting Revue d'Economie Industrielle Revue d'Économie Régionale et Urbaine Revue de Gestion des Ressources Humaines Revue Française de Gestion Revue Française de GRH Revue Française de Marketing Revue Internationale PME Revue Sciences de Gestion Scandinavian Journal of Management Services Industries Journal Sociologie du Travail Technovation Theory and Decision Travail et Société</p>

\*reclassified category 'B' upon decision of Scientific Committee in February 2009

**Nota Bene:** Publication in other journals may be considered and primed as well upon decision of the Scientific Committee (Acceptation and equivalence according to the prime grid detailed above).

## Appendix 3

## GSCM-Montpellier Business School Conference List

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

<b>B   International conferences (Europe)</b>	
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

*GSCM research center – 2008 annual report*

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

**Appendix 4**  
**Abstracts of articles accepted for publication in 2008**

**A-ranked journals**

- A Welter F. & Lasch F. 2008. Entrepreneurship research in Europe: taking stock and looking forward. [*Special issue: 'Entrepreneurship Research in Europe: Overview, Trends and Themes'*], March: 241-248.

With this article, as introduction to a special issue on entrepreneurship research in Europe, we hope to initiate a discussion about the importance of grounding entrepreneurship research in its national context. Different European researchers, all knowledgeable about the entrepreneurship research scene in their respective country, present the state of the research field for France, Germany, the United Kingdom (Blackburn & Smallbone, 2008); and Scandinavia. Two articles from U.S. authors complement this issue, reviewing differences in how entrepreneurship scholars measure the phenomenon and assessing the European approach(es). This special issue sets out to demonstrate the value of variety in the field-variety that very much depends on the different national, methodological, and thematic contexts entrepreneurship research takes place in.

**Keywords:** Entrepreneurship Research, Europe, national contexts.

**B-ranked journals**

- B Courent J.M. & Gundolf K. Forthcoming. Proximity and Micro-Entreprise Manager's Ethics: a French empirical study of responsible business attitude. *Journal of Business Ethics*.

This research paper analyses the influence of micro-enterprise (ME) manager's perception of their relationship to their environment on the nature of their ethics. We carried out a survey with the head manager of 125 French ME, providing a large set of primary data. Two types of variables were defined: (1) variables related to the nature and intensity of the relationships between ME managers and their social environment, and (2) variables related to the ethical framework that the manager used. The results of univariate and bivariate analyses show significant statistical relationships between the variables that indicated perceived embeddedness in the community and ethical variables. This result underlines the idea that "communities of ethics" may have an important influence in ME.

**Keywords:** Micro-enterprise, ties, ethics, proximity, management

- B Dana L.-P., Jaouen A. & Lasch F. 2009. Comprendre le contexte entrepreneurial dans les pays émergents d'Asie: une étude comparative. *Journal of Small Business and Entrepreneurship*, 22(4).

Ces dernières années ont été marquées par une très forte croissance de l'esprit entrepreneurial en Asie, les économies autrefois planifiées et régulées par les pouvoirs publics laissant peu à peu la place à une économie de marché favorable à l'esprit d'entreprise. La nature de l'entrepreneuriat aujourd'hui diffère toutefois assez fortement entre les 12 marchés émergents de notre échantillon: ces divergences s'expliquent notamment par un mixage complexe de valeurs culturelles et religieuses, d'expérience coloniale et de politique gouvernementale liée à la transition de l'économie et à la proportion de l'entrepreneuriat. Ainsi, analyser le phénomène d'entrepreneuriat dans le contexte des pays d'Asie émergents implique de s'éloigner de notre modèle occidental pour reconnaître qu'il n'y a ni Une culture asiatique, ni Un modèle d'entrepreneuriat en Asie. Comme le montrent les résultats de cette recherche, chaque pays a sa propre approche de la transition et différents contextes économiques coexistent, dans lesquels l'entrepreneuriat prend place de façon différente (le contexte du bazar, les secteurs contrôlés par l'Etat, les secteurs ouverts aux investissements privés, l'économie parallèle).

**Keywords:** pays émergents, entrepreneuriat, contexte économique, culture.

Recent years have witnessed an unleashing of entrepreneurial spirit in Asia; free markets have replaced planned and command economies. The nature of entrepreneurship today differs widely across the 12 emerging markets of our sample as a result of a complex mix of cultural values, colonial experience, and government policy related to transition and the promotion of entrepreneurship. We must move beyond a universal model or a Western model and we must recognize that there is neither one Asian culture nor one Asian model. Each country has its own approach to transition and different economic sectors co-exist where entrepreneurship takes place in a different context (bazaar, state-controlled planned sector, firm-type sector, parallel economy).

**Keywords:** emerging countries, entrepreneurship, economic context, culture.

- B Dana L.-P. & Winstone K.E. 2008. Wine cluster formation in New Zealand: operation, evolution and impact. *International Journal of Food Science & Technology*, 43(12): 2177-2190.

This paper analyses the Waipara wine cluster, located in the South Island of New Zealand, in relation to formation, operation, evolution and impact. The unique methodological approach of this research is that it analyses the current and desired future state of the cluster and secondly examines the cluster in relation to both the domestic and international markets. Key findings from the research include a greater understanding of the relationships between cluster members, the operation of cluster, problems within the cluster and how the cluster operates for both domestic and international markets. The research lends itself to a new definition of internationalisation – direct and indirect methods of increasing the likelihood of international sales– and also provides new insights for cluster theory, wine clusters and the wine industry in general. Some of the practices detailed have use in the wider wine community of the world, making the paper of interest to a wide audience.

**Keywords:** Association, clusters, cooperation, New Zealand, wine

- B Groh A. & von Liechtenstein H. Forthcoming. How attractive is central Eastern Europe for risk capital investors? *Journal of International Money and Finance*, 28: 625-647.

This paper addresses the attractiveness of Central Eastern European countries for risk capital investors by the construction of a tailored composite measure. Based on a survey among institutional investors, we define six key drivers that determine an emerging country's attractiveness for this type of investment. Using 42 socio-economic data series as proxies for these six key drivers, we benchmark the Central Eastern European countries with EU-15, Norway, and Switzerland and identify six tier groups of country attractiveness. We highlight socio-economic strengths and weaknesses of Central Eastern Europe and provide guidelines for policy improvements to attract more risk capital funding to spur innovation, entrepreneurship, employment, competitiveness and growth in the emerging region.

**Keywords:** Central Eastern Europe, Economic transition, Emerging markets, Venture Capital, Private Equity

- B Groh A., Baule R. & Gottschalg O. Forthcoming. Measuring idiosyncratic risks in leveraged buyout transactions. *Quarterly Journal of Finance and Accounting [Special issue: 'Financing Costs, Earnings Management and Risks: Debt and Equity Markets']*, 47(4): 5-24.

We use a contingent claims analysis model to calculate the idiosyncratic risks in Leveraged Buyout transactions. A decisive feature of the model is the consideration of amortization. From the model, asset value volatility and equity value volatility can be derived via a numerical procedure. For a sample of 40 Leveraged Buyout transactions we determine the necessary model parameters and calculate the implied idiosyncratic risks. We verify the expected model sensitivities by varying the input parameters. For the first time, we are able to calculate Sharpe ratios for individual Leveraged Buyouts, thereby fully incorporating the leverage risks.

**Keywords:** Idiosyncratic risk, LBO, private equity, benchmarking, CCA

- B Lehmann-Ortega L. 2007. Enjeux et opportunités de l'Executive Education. *Revue Française de Gestion*, 33(178/179): 107-116.

La formation continue des managers et dirigeants, ou executive education, constitue aujourd'hui un des piliers de la stratégie des business schools. Peu présentes dans ce secteur jusque dans les années 1980, elles cherchent à y gagner des parts de marché par rapport aux sociétés privées, en s'appuyant notamment sur leur activité de recherche, qui constitue un avantage concurrentiel majeur. À condition qu'elles sachent favoriser des recherches à la fois rigoureuses sur le plan scientifique et pertinentes sur le plan pragmatique, les business schools peuvent bénéficier d'un véritable effet vertueux de l'executive education, les profits économiques, culturels et symboliques associés se renforçant mutuellement.

**Keywords:** Executive education, formation continue, business schools, recherché

- B Pellegrin-Boucher E. & Le Roy F. Forthcoming. Dynamique des stratégies de coeppetition dans le secteur des TIC: le cas des ERP. *Finance Contrôle Stratégie*.

Paradoxalement, le meilleur partenaire pour une entreprise est son concurrent le plus direct. Les entreprises doivent donc, dans leur quotidien, apprendre à gérer cette relation étrange, qui consiste à développer des relations coopératives avec leur rival le plus acharné et le plus dangereux. Cette stratégie, qualifiée de stratégie de coeppetition, est par nature paradoxale. Elle inclut dans sa définition deux modes relationnels, la coopération et la coeppetition, alors que ces deux modes relationnels s'excluent a priori. Inclure dans une même stratégie deux modes relationnels opposés est-il viable à moyen et long terme ? La coeppetition est-elle simplement une relation de transition? A terme, la relation est-elle menée à évoluer soit vers la coopération, avec une disparition de la coeppetition, soit vers la coeppetition, avec une disparition de la coopération ? Pour répondre à ces questions, cette recherche se fonde sur une étude approfondie et longitudinale de

l'industrie des ERP. Les relations entre les principaux acteurs sont étudiées depuis l'origine de l'industrie jusqu'à la période contemporaine. Les données nécessaires à l'étude du secteur ont été collectées de deux façons: par une analyse documentaire et par des entretiens en face à face. L'analyse documentaire a porté sur le secteur et sur les mouvements stratégiques des principales firmes du secteur. Les entretiens ont permis, notamment, de confirmer les résultats issus de l'analyse des mouvements du secteur, dans une logique de triangulation des données. L'analyse du secteur montre que deux phases se succèdent : une phase de coopération et une phase de coopération. La phase de coopération commence au début des années quatre-vingt dix et la phase de coopération commence en 1995. A partir de cette date, le marché se développe, il devient très concurrentiel mais aussi très coopératif, car de nombreuses alliances sont nouées entre diteurs et SSII ou entre éditeurs et sociétés de conseil. Cette tendance à la coopération semble perdurer et même s'accroître avec le temps.

**Keywords:** Coopération, TIC, Compétition, Alliance, ERP

### C-ranked journals

- C Benkraiem R. 2008. The influence of institutional investors on opportunistic earnings management. *International Journal of Accounting Auditing and Performance Evaluation*, 5(1): 89-106.

Recent debates on institutional investors and their impact on corporate managers' accounting decisions have especially centred on the effectiveness of their monitoring role. Previous studies have reported mixed results on this question. This paper empirically examines the influence of institutional investors on earnings management in France. The results show that these investors can move corporate managers away from using discretionary accruals to adjust reported earnings. However, this influence is not systematic. It appears to be released only when managers are noticeably motivated to increase or reduce reported earnings. Otherwise, no statistically significant effect is observed.

**Keywords:** Corporate governance, discretionary accruals, earnings management, institutional investors, France, investor influence

- C Benkraiem R., Louhichi W. & Marquès P. Forthcoming. Market reaction to sporting results: the case of European listed football clubs. *Management Decision [Special issue: 'Taking Sport Seriously: Sport, Management and Business']*, 47(1): 100-109.

*Purpose:* This paper aims to study the stock market reaction to sporting results of European listed football clubs. Specifically, it tries to examine the impact of the sporting results on the stock market valuation in terms of abnormal returns and trading volume around the dates of matches.

*Design/methodology/approach:* This paper undertakes an event study around the dates of 745 matches played by European listed football clubs.

*Findings:* The empirical analysis shows that the sporting results of listed football clubs affect both the abnormal returns and the trading volume around the dates of matches. The movement (positive or negative) and the time when the impact occurs (before or after the match) differ according to the nature of the result (defeat, draw or win) and the match venue (home or away). Findings in this study imply that the success of investments in listed football clubs requires a regular follow-up of their sporting performances.

*Originality/value:* This paper is one of the first to take into consideration the nature of sporting results (defeat, draw or win) according to the match venue (home or away) in order to study the market reaction in terms of both abnormal returns and trading volume. Unlike some previous studies, it is not limited to studying a single specific context but considers listed football clubs from all over Europe.

**Keywords:** Economic fluctuations, Football, Return on investment, Stock prices

- C Dana L.-P. 2009. Religion as an explanatory variable for entrepreneurship. *International Journal of Entrepreneurship and Innovation [Special issue: 'Religion']*, 10(2): 87-99.

Religions are depositories of values. Reviewing literature from the past century, this article argues that there is considerable empirical support for the thesis that religion and related beliefs influence values and thus shape entrepreneurship. This article shows that: (1) various religions value entrepreneurship to different degrees; (2) different religions yield dissimilar patterns of entrepreneurship; (3) specialization along religious lines shapes entrepreneurship; (4) credit networks, employment networks, information networks and supply networks of co-religionists affect entrepreneurship; (5) religions provide opportunities for entrepreneurship; (6) religious beliefs may also hamper entrepreneurial spirit; and (7) religions have built-in mechanisms for the perpetuation of values. Regardless of whether a person is religious, he or she is influenced by the values propagated by religion.

**Keywords:** belief systems, asceticism, frugality, religion, thrift, values

- C Dana L.-P., Hamilton R.T. & Wick K. 2009. Deciding to export: an exploratory study of Singaporean entrepreneurs. *Journal of International Entrepreneurship*, 7(2): 79-87.

This paper confirms a mapping between a taxonomy of entrepreneurs and what triggered Singaporeans to become exporters. The study involved interviews with 47 new exporters based in Singapore. Entrepreneurs were classified as either 'opportunity seeking' or 'reactive'. Export triggers were either 'pull', negative 'push', or positive 'push'. We find that those who were opportunity seeking at start-up were more likely to have responded to export 'pull' forces. It was rare indeed for a reactive founder to have been 'pulled' into exporting. Among this group of entrepreneurs, 'push' forces dominated the decision to export. The paper concludes with some implications for policy targeting and suggestions for further research.

**Keywords** Entrepreneurs, singapore, internationalisation, exporting, motivation

- C Gurău C. & Dana L.-P. Forthcoming. The evolution of entrepreneurship forms and strategies in transition economies: the case of Romania. *International Journal of Entrepreneurship & Small Business [Special issue: 'Entrepreneurial Contexts, Decisions, and Strategies']*.

The countries engaged in a process of transition from a centrally-planned economy to a free market business environment are evolving through a number of stages, each with specific characteristics in terms of legislation, availability of capital, and entrepreneurial opportunities. In each of these periods, local entrepreneurs are forced to adopt a specific entrepreneurial strategy, which is determined by the combination of opportunities and constraints offered by the market, as well as by the general socio-economic environment. Using a combination of secondary and primary data, this study explores the main elements (objectives, opportunities, challenges, type of activity, entrepreneurial strategies) defining the entrepreneurial approach that correspond to each phase of the transition period in Romania, as well as the factors that favour the continuity of entrepreneurial activity through the entire transition process.

**Keywords:** entrepreneurial strategies, transition economies, Romania

- C Gurau C. 2008. Integrated online marketing communication: implementation and management. *Journal of Communication Management*, 12(2): 169-184.

*Purpose:* The purpose of this paper is to investigate the particularities of integrated marketing communication (IMC) in the online environment.

*Design/methodology/approach:* Both secondary and primary data (face-to-face interviews with 29 marketing or communication managers of UK online consumer retail firms) are analysed in order to identify the various meanings of the integrated online marketing communication, the opportunities and challenges raised by online communication, and the structure of an efficient integrated online marketing communication system.

*Findings:* The transparency, interactivity and memory of the internet force the organisation to adopt a proactive-reactive attitude in online communication, and to combine consistency and continuity with flexibility and customisation.

*Research limitations/implications:* The number of interviews used to collect primary data is relatively small; the use of the information collected is general and unstructured; and the findings are applicable only to online customer product retailers.

*Practical implications:* The messages sent by the company to its online audiences have to be transformed/adapted in a three-stage process.

*Originality/value:* The paper identifies the specific opportunities and challenges raised by the internet for integrated marketing communication, and proposes an original model for the adaptation of online messages to core corporate values, communication strategy and tactics, and targeted audience/communication channels.

**Keywords:** Integrated marketing communications, Internet, Online operations, United Kingdom

- C Heumann S., Schmude J. & Lasch F. Forthcoming. German universities of applied sciences and entrepreneurship: the impact of research on knowledge-based start-up activity. *International Journal of Entrepreneurship & Small Business [Special issue: 'Entrepreneurial Contexts, Decisions, and Strategies']*.

Research on the institutional-level determinants of academic start-up activity is mostly focused on research universities. Examining German Universities of Applied Sciences (UASs), this article illustrates that there are also other types of institutions of higher education that not only comprise a valuable potential for academic entrepreneurship, but are also externally expected and internally committed to breeding innovative start-up companies. Based on a number of secondary data sources, the findings reveal that research universities and UASs are characterised by a number of idiosyncratic features that shape both the quantity and quality of Knowledge and Technology-Based (KTB) start-up activity in specific ways. We analyse the determinants of entrepreneurship for both types of universities (86 research universities and 99 UASs). Our findings suggest that research universities and UASs bear complementary functions for innovative start-up activity in the German innovation system. The article concludes with implications for future research and research perspectives on the processes underlying academic start-up generation.

**Keywords:** entrepreneurship, Germany, knowledge and technology-based start-ups, research universities, universities of applied sciences, academic spinoffs, entrepreneurship support policy

- C Meis Mason A., Dana L.-P. & Anderson R.B. 2009. A study of enterprise in Rankin Inlet, Nunavut: where subsistence self-employment meets formal entrepreneurship. *International Journal of Entrepreneurship & Small Business*, 7(1): 1-23.

In Rankin Inlet, where formal enterprises are few, considerable entrepreneurial activity takes place in the informal sector. To supplement income, it is common to engage in subsistence self-employment such as hunting or fishing; food derived therefrom is shared but not sold. A road linking Rankin Inlet with the rest of Canada would allow freight to be transported from Manitoba to Rankin Inlet all year long, thereby reducing living costs in Rankin Inlet, and might possibly reduce dependence on subsistence hunting and fishing.

**Keywords:** Nunavut, Rankin Inlet, Kivalliq, entrepreneurship, self-employment, caribou, subsistence, beadwork, Kivalliq Arctic Foods.

- C Schaper M.T., Dana L.-P., Anderson R.B. & Moroz P. Forthcoming. Distribution of firms by size: observations and evidence from selected countries. *International Journal of Entrepreneurship and Innovation Management*, 10(1): 88-96.

It is commonly remarked that Small and Medium-Sized Enterprises (SMEs) form the backbone of many different economies around the world, but the extent to which such national trends form part of a quantifiable larger global pattern has rarely, if ever, been examined. It is not unusual to hear business leaders, elected officials, public policymakers and researchers in a given region claim that small businesses represent a surprisingly large share of the local economy. They typically argue that SMEs constitute the majority of all firms, and have done so for an extended period of time. The claim is repeated across many national jurisdictions, but each statement is only ever considered in isolation. Few attempts have been made to compare the proportionate distribution of SMEs in one nation-state with those in other jurisdictions. Large-scale trends, however, are often the aggregate sum of many local occurrences. Is it possible that what seems to be an isolated regional phenomenon is, in fact, a common pattern across much of the world? This paper examines the number of micro, small, medium and large-sized enterprises from a selection of different countries. Using definitions and data provided by the national statistical agency in each nation, it seeks to compare the relative proportion of firms by size, and to determine if there are any common patterns. It then suggests some indicative theories about SME distribution for future research to test.

**Keywords:** SME, small and medium-sized enterprise, firm size distribution, business demography, Canada, Australia, China

- C Barlette, Y. 2008. Une étude des comportements liés à la sécurité des systèmes d'information en PME. *Systèmes d'Information et Management*, 13(4).

Peu de travaux scientifiques ont cherché à appréhender la dimension organisationnel-le de la sécurité des SI (SSI). Après une revue de la littérature qui met en évidence les lacunes de ce domaine, nous discutons de l'adaptation de modèles consacrés à d'autres domaines, tels que les comportements d'acceptation et/ou d'utilisation des TIC ou encore des théories tirées de la psychologie ou la criminologie. Ceci permet d'aboutir à un cadre conceptuel et à trois propositions de recherche concernant les dirigeants et salariés. Une étude qualitative a permis de confirmer ces propositions et fait apparaître la spécificité des comportements liés à la SSI. Elle met notamment en évidence un phénomène de compensation, dans le cas où le dirigeant est faiblement impliqué dans la SSI de son entreprise, qui correspond à la prise en charge de la SSI par un salarié, et ce de manière informelle.

**Keywords:** Sécurité, information, comportement, motivation

- C Benkraiem R. 2007. Diversité et importance des investisseurs institutionnels: une comparaison franco-américaine. *Revue de l'Economie Méridionale*, 55(3): 197-216.

Le poids des investisseurs institutionnels s'est considérablement accru au cours des deux dernières décennies aussi bien en France qu'aux Etats-Unis. Néanmoins, les tendances de leur affirmation progressive ne se présentent pas de manière uniforme. Cet article tente d'apporter une contribution à une meilleure compréhension de ces disparités. Il vise, à partir d'une étude menée sur une période allant de 1994 à 2006, à analyser l'importance et l'évolution des investisseurs institutionnels dans ces deux contextes différents.

The weight of institutional investors considerably increased during the two last decades as well in France as in the United States. Nevertheless, the tendencies of their progressive assertion do not arise in a uniform way. This paper tries to contribute to a better understanding of these disparities. It aims, starting from a study led over a period going from 1994 to 2006, at analysing the importance and the evolution of the institutional investors in these two different contexts.

**Keywords:** investisseurs institutionnels, gestion d'actifs, comparaison franco-américaine

- C Cheriet F., Le Roy F. & Rastoin J. 2008. Quelles spécificités de l'instabilité des alliances stratégiques asymétriques: cas de l'agroalimentaire en Méditerranée. *Management International*, 12(3).

Ce travail a pour objectif d'examiner l'instabilité des alliances asymétriques. Il est fondé sur une étude empirique portant sur 226 alliances stratégiques entre firmes multinationales et entreprises locales agroalimentaires en Méditerranée, établies entre 1986 et 2006. Trois résultats principaux ont été obtenus, remettant en cause partiellement la spécificité des alliances asymétriques en termes d'instabilité. D'abord, ces relations sont spécifiques par les formes et les motifs de sortie et non par le taux d'instabilité. Ensuite, l'instabilité est plus forte pour les relations Nord-Nord que les alliances Nord-Est ou Nord-Sud de la Méditerranée. Enfin, la stratégie de la firme multinationale explique dans une large mesure l'instabilité des alliances asymétriques étudiées.

**Keywords:** Alliances stratégiques, asymétrie, Méditerranée, Agroalimentaire

- C Gundolf K., Jaouen A. & Temri L. 2007. Le comportement d'innovation des PME dans les pôles de compétitivité: un cadre d'analyse. *Revue de l'Economie Méridionale*, 55(219): 129-153.

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

**Keywords:** Pôle de compétitivité, innovation, stratégie collective, réseaux, territoire, PME

- C Kraus S., Harms R., Schwarz E. & Gundolf K. Forthcoming. Planification stratégique et réussite de la jeune TPE. *Revue de l'Economie Méridionale*.

Cet article s'intéresse à la relation entre planification stratégique et succès des TPE. A partir d'une analyse de la littérature des 25 dernières années, il est montré ici, que les recherches sur la relation entre planification stratégique et TPE demeurent encore sous-explorées. Cette revue de littérature, servant de base au développement d'un cadre théorique, permet d'énoncer quatre hypothèses de recherche qui seront testées sur un échantillon de quelques 236 jeunes TPE autrichiennes, d'activités diverses. Les résultats de la régression logistique montrent que la formalisation et le contrôle ont un effet significatif positif, l'utilisation d'outils stratégiques un effet significatif négatif, tandis que la dimension temps n'a aucun impact significatif sur le succès de la TPE.

**Keywords:** TPE, planification stratégique, Autriche, succès

- C Le Roy F., Marques R. & Robert F. 2008. Coopétition et performances : le cas du football professionnel français. *Revue Sciences de Gestion*, 64: 127-149.

Dans des recherches récentes, il est considéré que les entreprises ont intérêt, pour être performantes, à adopter des stratégies de coopétition. Ces stratégies leur permettraient de bénéficier simultanément des avantages de la compétition et des avantages de la coopération. Cette proposition reste à toutefois à confirmer plus largement. L'objectif de cette recherche est donc de tester l'hypothèse de supériorité de la stratégie de coopétition sur les stratégies de compétition et sur les stratégies de coopération. Le terrain de recherche est le football professionnel français. Les résultats obtenus montrent l'existence de comportements coopétitifs au sein du secteur. Ils montrent également l'existence d'une relation entre le comportement coopétitif des clubs et leurs performances économique-sportives ainsi qu'avec leurs performances financières. La stratégie de coopétition apparaît comme une stratégie qui permet d'obtenir à la fois une bonne performance économique-sportive et une bonne performance financière.

**Keywords:** Coopetition, performance, football professionnel, France

Lately, researchers have shown that in order to be successful companies have to choose strategies of coopetition. Hence they will benefit simultaneously from competition and cooperation. However, this point of view has to be widely confirmed. Then, the aim of this research is to test that the strategy of coopetition is greater than the strategies of either competition or cooperation. The research field is the French professional football. The figures obtained show that coopetitive behaviours exist within the sector. They also prove that there is a relationship between the clubs' coopetitive behaviour, their economico-sportive performances together with their financial performances. The strategy of coopetition turns out as a strategy allowing getting a good economico-sportive performance and a good financial performance at the same time.

**Keywords:** Coopetition, performance, professional soccer, France

- C Pascual-Espuny C. Forthcoming. Comment les organisations se saisissent-elles de « l'image verte ». *Communication et Organisation*.

La multiplication des débats, des controverses, la signature de chartes et la demande d'application de codes déontologiques sur l'utilisation des arguments écologiques posent question : que signifie cette effervescence autour de la communication sur le développement durable? Comment analyser ce besoin d'autorégulation sur un sujet encore mineur, mais de plus en prégnant dans la communication des organisations? Nous proposons de nous interroger sur la prise en compte de la composante « verte », dans la politique d'image des organisations: comment les organisations s'approprient-elles la matrice rhétorique du développement durable?

**Keywords:** communication, interprétation, normalisation, développement durable

The increase of debates, controversies, the signature of "Chartes" and petition about deontologic codes in the use of ecologic arguments are opening new questions: what does this effervescence about communication in sustainable development mean?

**Keywords:** communication, interpretation, normalisation, sustainable

- C Salvetat D. Forthcoming. Pratiques d'intelligence économique: entre structuration et déstructuration. Le cas des entreprises européennes de hautes technologies. *Système d'Information et Management*.

L'intelligence économique (IE) est un processus central dans les entreprises de la connaissance et du savoir. Désireuses d'implanter un système de surveillance, nombre d'entreprises se questionnent sur l'opportunité ou non de structurer leur démarche. Ce débat entre cen-tralisation/décentralisation, formel/informel, internalisation/externalisation, etc. est présent dans le monde académique. Les tenants d'une forte structuration rappellent les avantages de performances et de coûts faibles alors que les partisans d'une faible structuration insistent sur la flexibilité du mode organisationnel de l'IE. Il convient d'explorer ces deux visions afin de tenter d'en apporter une explication. Pour se faire, une étude empirique portant sur 153 entreprises européennes de hautes technologies a été réalisée. Les résultats indiquent une forte structuration des pratiques d'IE alors que les activités de veilles le sont très peu.

**Keywords:** Formalisation, internalisation, centralisation, intelligence économique.

## D-ranked journals

- D Bayfield R., Dana L.-P. & Stewart S. 2009. Firm characteristics & internationalisation strategies: an empirical investigation of New Zealand exporters. *International Journal of Globalisation and Small Business*, 3(3): 275-287.

The purpose of this paper is to develop a greater understanding of the characteristics of exporting firms in New Zealand, and the strategies employed within the internationalisation process. This paper reviewed and applied a range of relevant literature to develop hypotheses, which were then empirically tested. The hypotheses developed were supported to a large extent, providing strong indications that New Zealand firms follow a number of more conventional strategies when materialising their internationalisation intentions. Several theoretical and practical implications emerge from this paper. Value is added to the literature by providing and supporting empirically tested hypotheses. The business community can also draw from a more detailed body of knowledge when developing or supporting their internationalisation intentions or strategies.

**Keywords:** internationalization strategy, New Zealand; exporting; international business; globalisation; firm characteristics.

- D Dana L.-P. & Galperin B. 2008. The role of government policy in post-communist Europe: a multi-country qualitative study. *Global Business and Economics Review*, 10(4): 467-490.

Post-communist Europe provides a rich context to examine the role of governmental policies in entrepreneurial activity. While transitional economies shared similar experiences during their journey to a market economy, one is able to see differences in their approaches. This qualitative study examines the effect of governmental policies in Poland, Hungary and the Baltic States. The findings suggest that the implementation of different policy approaches has led to differences in entrepreneurial activity. During its initial phases of transition, Poland adopted an aggressive policy in supporting entrepreneurial efforts; Hungary was more cautious with some aspects of transition, but it was more radical than Poland in restructuring efforts. Estonia, Latvia and Lithuania took very significant actions in reducing taxes; timing and predictability appear to be important. Finally, future research directions and implications for managers are discussed.

**Keywords:** public policy, Eastern Europe, entrepreneurship, context, environment, transition, Baltic republics, post-communism, transition

- D Dana L.-P. & Vignali C. 2008. Paul Smith in Japan. *Journal for International Business and Entrepreneurship Development*, 3(3/4): 284-288.

This paper describes a live case study that was developed by the authors using secondary information. The case has been updated on a number of occasions and is useful for teachers in marketing to use in their various modules. The authors have used the case study technique in their teaching and have attached questions for tutorial use. Selecting Japan as a market for entry is interesting and also difficult. It will give the user the opportunity to investigate all possible research engines and act as an aid for student reflective learning.

**Keywords:** entrepreneurship, Japan, marketing, Mazda, Paul Smith, strategy

- D Dana L.-P., Anderson R. & MeisMason A. 2008. Globalisation and the Dene First Nations of Canada. *Global Studies Journal*, 1(2): 71-78.

This paper gives an account of what Dene residents of the Sahtu Region have to say about globalisation and petroleum development. Starting in 2005, we interviewed people across the Sahtu Region. Respondents recognize the short-term advantages of building a pipeline, but they are concerned about the long-term impact on the environment that ensures their livelihood.

**Keywords:** Arctic gas, Caribou, Dene, development, First Nations, gas, Great Bear Lake, Mackenzie Gas Project, Mackenzie River, NWT, oil, petroleum, pipeline, Sahtu

- D Dana L.-P., Anderson R.B. & Meis Mason A. 2009. A study of the impact of oil & gas development on the Dene First nations of the Sahtu (Great Bear Lake) Region of the Canadian Northwest Territories (NWT). *Journal of Enterprising Communities: People and Places in the Global Economy*, 3(1).

*Purpose:* Beneath Canada's Northwest Territories lies a potential of 30 trillion cubic feet of natural gas. Will a \$16 billion gas-pipeline bring prosperity or gloom? Will this bring employment opportunities for local people or will more qualified people be brought in from southern communities? The purpose of this paper is to give an account of what Dene residents of the Sahtu Region have to say about oil and gas development.

*Design/methodology/approach:* Starting in 2005, in-depth interviews with people across the Sahtu Region are conducted.

*Findings:* Respondents recognise the short-term advantages of building a pipeline, but they are concerned about the long-term impact on the environment that currently ensures their livelihood.

*Research limitations/implications:* This study begs for a longitudinal follow-up.

*Practical implications:* Policy-makers may benefit from knowing the feelings of their constituents.

*Originality/value:* This timely study reveals long-term environmental and social impacts of short-term development. This is especially important in a region where people believe that they have an obligation to the land upon which they live.

**Keywords:** Natural gas, natural gas extraction, economic development, ethnic groups, Canada

- D Dana L.-P., Grimwood S. & William G. 2009. Export incentives and international entrepreneurship in New Zealand firms. *Journal of International Business and Entrepreneurship Development*, 4(1/2): 1-21.

The purpose of this research was to explore export incentives facing New Zealand entrepreneurs. Our study was based on an empirical investigation with the sample selected from the New Zealand Who's Who of Business. An online questionnaire was developed and pre-tested using a small sample of exporters; the final instrument was used to interview all respondents, from which 227 usable questionnaires were returned and analysed. A total of 13 of 20 export incentives tested were identified as being significantly important. It was concluded that exporters and non-exporters largely agree in their views of the various incentives to exporting. It was however noted that attractive export incentives provided by the home government to encourage export were not a significant incentive to export for New Zealand entrepreneurs.

**Keywords:** export incentives, export marketing, international entrepreneurship, New Zealand.

- D Dana L.-P., Meis Mason A. & Anderson R.B. 2008. Oil & gas and the Inuvialuit people of the Western Arctic. *Journal of Enterprising Communities: People and Places in the Global Economy*, 2(2): 151-167.

*Purpose:* To learn how Inuvialuit people feel about the oil and gas activities on their land.

*Design/methodology/approach:* Interviews were administered to a stratified sample, on Inuvialuit land. Participants included: Inuvialuit elders; entrepreneurs; public servants; employees of the private sector; managers of oil companies; unemployed persons; housewives; the mayor of Inuvik; and the first aboriginal woman leader in Canada.

*Findings:* It was reported that oil and gas industry activities are having a positive impact on the regional economy, creating indirect as well as direct financial benefits for the Inuvialuit among others. However, some residents qualified their support saying that they are in favour of continued activity only if benefits filter to them as opposed to being enjoyed only by oil companies and migrant employees. Concern was also expressed for the environment and for the threat that development brings to wildlife upon which people rely on as a food source.

*Research limitations/implications:* This study should have a longitudinal follow-up.

*Practical implications:* While oil and gas exploration and the building of a pipeline may have economic advantages, this might have social, cultural and environment costs for the Inuvialuit.

*Originality/value:* The paper illustrates how oil and gas activities on Inuvialuit land will transform the lives of these people.

**Keywords:** Canada, economic development, energy sources, ethnic minorities

- D Gauzente C., Ranchhod A. & Gurău C. 2008. SMS-marketing: a study of consumer saturation using an extended TAM approach. *International Journal of Electronic Business*, 6(3): 282-297.

This paper's aim is to explore consumers' attitudes towards SMS marketing messages. An exploratory study has been conducted with 136 phone users. Specifically, the study tries to assess whether a saturation point is reached above which SMS marketing would be non-efficient and even counter-productive. The results indicate that the gender of respondents, the frequency of use and the length of use significantly influence the sender-specific saturation level, creating potential segmentation variables for mobile phone users.

**Keywords:** SMS marketing messages; short message service; mobile marketing; consumer perception; saturation; technology acceptance model; TAM; consumer attitudes; m-marketing; gender; mobile phones; cell phones; mobile communications

- D Gundolf K. & Courrent J.-M. 2008. The Role of Ties for Manager's Ethics: Microfirm Management in the French Context. *4th Inter-RENT Online Publication*. European Council for Small Business and Entrepreneurship (ECSB). Turku, Finland, march 2008.

If manager behaviour is related to his enterprise, then, his personal ethical or moral dimensions should have also impact on business. But still, managers are not isolated actors as classical economic analysis may suggest. Indeed, they are embedded in personal and economic networks. Literature suggests that these networks play an important role for enterprise development, especially in microfirm context. Thus, the aim of this paper is to analyse the link between manager's ethics and his relationships, in order to determine the repercussions this link may have on his management choices. Perceived community membership, frequency of professional relationships with peers, frequency of relationships with professional institutions, overlapping of professional and personal relationships seem to explain manager ethics. Forms of ethics seem to be explained as much by embeddedness nature, as by embeddedness intensity. These results suggest that "communities of ethics" may appear. In this perspective, ethics are not only linked to personal characteristics, but also to manager's social networks

**Keywords:** Microfirm, social capital, business ethics

- D Gurău C. & Duquesnois F. 2008. Direct marketing channels in the French wine industry. *International Journal of Wine Business Research*, 20(1): 38-52.

*Purpose:* The paper's objective is to investigate the relation between direct and indirect marketing channels applied by French wine producers, and to identify the elements that can enhance the success of direct distribution methods.

*Design/methodology/approach:* Secondary data collected through a questionnaire survey, and published in a study of Viniflor was analysed in order to identify the distribution channels used by French wine producers. In the second part of the study, primary qualitative data obtained through face-to-face interviews with 17 wine producers was used to explore their direct marketing approach.

*Findings:* The findings indicated that French wine producers use a large variety of both direct and indirect marketing channels, although the importance of these distribution methods varies with the size of the producer (defined in terms of vineyard area and wine production). An integrated distribution strategy is applied by more than a half of the respondents. Although the strategic planning process is applied informally and intuitively, a series of innovative elements are combined in order to enhance the value of the product offer and to develop long-term relationships with satisfied customers.

*Research limitations/implications:* The low response rate obtained in the application of data collection methods raises questions regarding the possibility to generalize the findings to the entire population of study.

*Originality/value:* The paper applies a three layer analysis to the situation of the French wine producers from various regions, creatively combining focused investigation with an integrative perspective.

**Keywords:** Direct marketing, distribution channels and markets, France, marketing strategy, wines

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| D | Gurău C. & Merdji M. 2008. The internationalization process of online SMEs in the U.K., U.S. and Australia. <i>Journal of Asia-Pacific Business</i> , 9(1): 55-81. |
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Starting from a modified version of the Cavusgil and Zou (1994) theoretical framework, in which the level of internationalization of online Small and Medium Enterprises (SMEs) is considered as an aggregated indicator of the export marketing strategy and a measurement of export performance, this paper investigates the influence of a series of internal and external factors on the internationalization of online SMEs. It expands the empirical framework used by Luo et al. (2005) in an attempt to explain the internationalization of online SMEs by integrating both organizational and market factors, thus improving the explanatory power of internationalization models, and enhancing their applicability for professionals.

**Keywords:** Internationalization, online exporters, SMEs

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| D | Gurău C. 2008. The influence of advergaming on players' behaviour: an experimental study. <i>Electronic Markets</i> , 18(2): 106-116. |
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The advergaming represent a new advertising concept that uses Internet technology to implement viral marketing campaigns. Despite the potential of this interactive advertising method, very few academic studies have been initiated to investigate the characteristics of advergaming, and their influence on consumers' perceptions and behaviour. This paper attempts to develop a theoretical framework which explains the effect of advergaming on players' perceptions and behaviour, and to verify its applicability, using an experimental approach. The research methodology applied combines experiment and surveys; the collected data being analysed and discussed from a quantitative point of view. The results indicate a clear relationship between the exposure to advergaming and an increased consumption of the represented brands. The participants experiencing the state of flow are more inclined to increase the frequency of brand purchases, and to communicate with other people about advergaming.

**Keywords:** advergaming, state of flow, AIDA, consumer perceptions and behaviour

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| D | Le Roy F., Guillotreau P. & Yami S. Forthcoming. Setting up an industry with its competitors: the development of the French tropical tuna fishing. <i>Synergy</i> . |
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The problem arising in this research is that of the development of an entrepreneurship of a collective nature between firms in competition. As main result, the study of the French tropical tuna fishing shows a long process of construction at the same time of an economic and a social community. This double process led to the installation of a supply system which becomes the fourth world tropical tuna supplier. It stops when the interests between the competitors start to diverge and when asymmetries between the rivals become too important so that they continue to constitute a socio-economic community.

**Keywords:** Competition, cooperation, entrepreneurship

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| D | Miloudi A. & Moraux F. Forthcoming. Relations between corporate credit spreads, treasury yield and the equity market. <i>International Journal of Business</i> . |
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This paper examines complex relations existing between corporate credit spread indices and the Treasury and Equity markets. A cointegration analysis reveals that a long run relation exists and that some of these connections are credit sensitive. Mainly, it appears that the equilibrium elasticity of credit spread indices to the stock market is a function of the credit risk. Modelling further credit spread dynamics, we find that daily rebalancing of credit portfolios appears justified but the ECM specification suggests that the one-day lagged deviation from the equilibrium relationship has only a limited effect. We finally highlight and discuss the lead-lag structure of markets and the associated causal transmission patterns.

**Keywords:** Cointegration analysis, credit spreads, equity market, causality & treasury market

- D Sentis P. Forthcoming. Insider trading, pricing and the long-run performance of IPOs: evidence from the French market during the high tech bubble. *Venture Capital: an International Journal of Entrepreneurial Finance*, 11: 107-132.

This article empirically examines the relationship between insider (entrepreneurs and venture capitalists) trading and underpricing and long-run performance in a sample of 120 initial public offerings (IPOs) that took place on the Nouveau Marché in France during the high-tech bubble. We hypothesize that insiders were better informed than the market about the future prospect of the firms, particularly during the high-tech bubble characterized by strong information asymmetry. Trading activity was measured at the IPO date and over a three-year period after this date. We find no evidence suggesting that entrepreneurs and venture capitalists knowingly issue overvalued equity at the IPO date. However, there is weak, but statistically significant, evidence that suggests that entrepreneurs and venture capitalists acquire private information during the first years of flotation and have the ability to take advantage of it by selling overvalued equity. Both these types of insider seem to be the best informed on the future value of the firm. However, changes in ownership of banks and other shareholders are not followed by significant change in the firm's long term value.

**Keywords:** initial public offerings, insiders' holding, entrepreneurs, venture capitalists, long-run, legal thresholds

- D Dion E., Fremeaux S. & Noël C. 2008. La conscience juridique des professionnels du chiffre. *La Revue du Financier [Special Issue "Droit & Gouvernance"]*, 172.

Les scandales financiers et comptables sont de nature à faire réfléchir sur le rôle du droit dans les professions de l'audit et de la comptabilité. Comment les actuels et futurs professionnels construisent-ils leur relation au droit? Partagent-ils la même conscience juridique? Quels sont les facteurs explicatifs de leur plus ou moins forte adhésion au droit? La littérature existante a déjà mis en évidence l'influence de certains facteurs sociodémographiques, en particulier, le genre et l'expérience. Cette recherche vise à approfondir l'analyse de ces facteurs et à évaluer la pertinence d'une autre variable explicative: les perceptions du droit dans l'entreprise. Menée auprès de deux catégories d'individus, des étudiants d'une école de management et des professionnels figurant parmi les anciens de l'école, la présente étude met en évidence le rôle majeur de l'expérience dans le développement d'un sentiment d'adhésion au droit. Ce qui permet de penser que les professionnels du chiffre ont une vision d'autant plus positive du droit qu'ils ont eu le temps de se réappropriier les règles juridiques à l'occasion de leurs premières expériences professionnelles.

**Keywords:** droit, conscience juridique, perception du droit, entreprise,

- D Poissonier H. & Drillon D. 2008. Le développement de la gestion durable des ressources humaines: un éclairage par les outils de pilotage des performances. *Vie & Sciences Economiques*, 179-180.

Le renouvellement des approches de la GRH s'oriente actuellement vers l'intégration du concept de Développement Durable dans les pratiques des entreprises et contribue au développement de la RSE. L'expression « Gestion Durable des Ressources Humaines » est ainsi récemment passée dans le langage courant. Pour autant, il demeure délicat, y compris pour les professionnels des ressources humaines, de définir clairement cette nouvelle expression. De nombreuses questions émergent donc: Quelles sont les pratiques s'inscrivant dans une politique de GDRH? Comment les mettre en place? Pour quelles finalités? Afin d'apporter quelques éléments de clarification, nous proposons de revenir sur les origines des évolutions décrites. Nous proposons notamment une analyse du passage de la GRH à la GDRH fondée sur les évolutions récentes de la gouvernance de l'entreprise et de la notion de performance. Nous montrons en effet en quoi la GDRH repose sur une conception élargie de la performance et proposons un exemple au travers du cas de la société IMERYS.

**Keywords:** Management de la performance, gouvernance, RH, Développement Durable