



GEORGETOWN UNIVERSITY

UNIVERSITÉ DE
VERSAILLES
ST-QUENTIN-EN-YVELINES
université PARIS-SACLAY



International Conference “Responsible Organizations in the Global Context”

Georgetown University Conference Center, June 15-16, 2017

Program overview

The Center for Intercultural Education and Development (CIED) of Georgetown University (Washington DC, USA) and the LAREQUOI Research Center for Management of the University of Versailles (France) are co-organizing an international conference on “Responsible Organizations in the Global Context”. The conference aims to engage reflective thinking and discussion on the various dimensions and impacts of “responsibility” for organizations (companies, institutions, government...), while taking into account international differences and similarities, as well as global challenges.

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ATLAS AFMI



CAUX ROUND TABLE

Moral Capitalism at Work



cied.georgetown.edu
larequoui.uvsq.fr/rogc2017
responsible-org-conference.eventbrite.com

Thursday June 15th, 2017 - Morning

8:00 to 9:00 Arrival / breakfast
Registration

9:15 to 10:45 **Welcome and Introductions:**

Georgetown University Representatives:

Prof. Norberto Grzywacz, Dean of the Graduate School of Arts & Sciences
Mrs. Chantal Santelices, Executive Director of CIED
Prof. Luc Wathieu, Deputy Dean of the McDonough School of Business

University of Versailles Representatives:

Prof. Benoit Petit, Vice-President in charge of Strategy
Prof. Gilles Rouet, Dean of ISM Graduate School of Management

Conference chairs:

Professors Annie Bartoli, José-Luis Guerrero and Philippe Hermel

Keynote Lecture:

«**Business and Society Approached Inclusively and Historically**»

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

10:45 to 11:00 Coffee Break

11:00 to 12:30 **Round Table** with business and institutional leaders:
«**What does responsibility mean to an organization ?**»

12:45 to 2:00 Lunch

Thursday June 15th, 2017 - Afternoon

2:15 to 3:45 **Concurrent workshops**

- **Workshop 1: Managerial and Organizational Implications of Responsibility**
Chair: Prof. Douglas McCabe, Georgetown University, USA
- **Workshop 2: Role and responsibilities of Leaders**
Chair: Prof. Luis Bitencourt, National Defense University, Washington DC, USA
- **Workshop 3: Responsible Public policies**
Chair: Dr. Fabrice Larat, Ecole Nationale d'Administration (ENA), France
- **Workshop 4: Corporate Social Responsibility and Globalization**
Chair: Prof. Anna Tarabasz, American University in the Emirates, Dubai
- **Workshop 5: Citizenship and Responsibilities toward Stakeholders**
Chair: Prof. Charles Skuba, Georgetown University, USA

3:45 to 4:15 Coffee break

4:15 to 5:45 **Concurrent workshops**

- **Workshop 6: Responsibility of International Institutions**
Chair: Dr. Xavier Debrun, International Monetary Fund (IMF)
- **Workshop 7: Responsible Governance and Sustainable Development**
Chair: Prof. Martin O'Connor, University of Versailles, France
- **Workshop 8: Corporate Social Responsibility and SME's**
Chair: Prof. Emmanuel Kamdem, University of Douala, Cameroon
- **Workshop 9: Responsible Marketing and Relations to Consumers**
Chair: Prof. Luc Wathieu, Georgetown University, USA
- **Workshop 10: Business Ethics**
Chair: Prof. Martine Brasseur, University of Paris-Descartes, France

7:00 **Bus departure from GU Hotel and Conference Center**

7:30 Dinner (Restaurant Tony & Joe's) at Washington Harbour

10:30 **Bus departure from Restaurant**

Friday June 16th, 2017 - Morning

8:15 to 9:15

Breakfast

9:30 to 11:00

Concurrent workshops

- **Workshop 11: Addressing Societal Challenges**
Chair: Prof. Eric Langenbacher, Georgetown University, USA
- **Workshop 12: Responsible Non-Profit Organizations**
Chair: Prof. Zeineb Ben Ammar Mamlouk, University of Tunis, Tunisia
- **Workshop 13: Culture, Diversity and Responsibility**
Chair: Prof. Sylvie Faucheux, CNAM Paris, France
- **Workshop 14: Innovation and Responsibility**
Chair: Prof. Christophe Assens, University of Versailles, France
- **Workshop 15: Responsible Healthcare Management**
Chair: Prof. Cecile Blatrix, AgroParitech Institute, Paris, France

11:00 to 11:15

Coffee Break

11:15 to 12:45

Concurrent workshops

- **Workshop 16: Responsible Education and Research**
Chair: Prof. Mile Terziovski, Curtin University, Australia
- **Workshop 17: Responsible Communication**
Chair: Prof. Jeanine Turner, Georgetown University, USA
- **Workshop 18: Smart and Responsible Cities**
Chair: Prof. Gilles Rouet, University of Versailles, France
- **Workshop 19: Professional Experiences regarding Responsibilities**
Chair: Dr. Guy Gozlan, Prepsy Mental Health Institute, Paris, France
- **Workshop 20: Doctoral Presentations on ongoing research**
Chair: Prof. Ana Maria Lopez, University of Salvador, Argentina

13:00 to 2:15

Lunch

Friday June 16th, 2017 - Afternoon

2:30 to 4:15

Round table with business and institutional leaders:
«*Digitalization, Big Data and Business Responsibilities*»

Highlights and Conclusions:

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

4:30 to 5:00

Closing session

5:00 to 6:00

Farewell cocktail



CONFERENCE CHAIRS

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

INTERNATIONAL SCIENTIFIC COMMITTEE

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

PROCEEDINGS AND PUBLICATIONS :

All full papers will be compiled in the proceedings of the conference in digital format for the registered participants. After the conference, the best articles will be published in a book and in the peer review journals «*RIMHE Management & Human Enterprise*» and «*Revue Française d'Administration Publique*».

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CENTER FOR INTERCULTURAL
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LAREQUOI
Research Center of ISM
Graduate School of Management



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