

THE RESEARCH GROUP : NEW MANAGEMENT PRACTICES "NPG"

In partnership with

THE AFRICA BUSINESS AND ENTREPRENEURSHIP RESEARCH SOCIETY, INC. (ABERS)

organize

THE 3<sup>rd</sup> INTERNATIONAL CONFERENCE OF MANAGEMENT "CIM 2020"

AND

THE 9<sup>th</sup> AFRICA BUSINESS CONFERENCE

# INNOVATION & MANAGEMENT

MARCH 12-13, 2020  
MARRAKESH, MOROCCO

[HTTPS://CIM2020.SCIENCESCONF.ORG/](https://cim2020.sciencesconf.org/)



Faculté des sciences  
de l'administration



Institut National Polytechnique  
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## PREAMBLE

The University Cadi Ayyad's research group New Management Practices "NPG", in partnership with the Africa Business and Entrepreneurship Research Society, Inc. (ABERS) and Virginia Commonwealth University's Center for International Business Advancement, Organize the 3<sup>rd</sup> International Management Conference (CIM 2020) and the 9<sup>th</sup> Africa Business Conference on the theme: "Innovation and Management" in Marrakesh, March 12-13, 2020.

CIM 2020 aims to bring together academia, researchers, business leaders and representatives of the public sector to exchange information and share experiences and research results about all aspects of specialized and interdisciplinary fields. This event provides an opportunity for all to network, share ideas and present their research to an international community in the topics related to organizational and managerial innovation in Africa.



## 1 GENERAL CONTEXT AND DEVELOPMENT

The impressive amount of research on innovation over recent decades reveals the importance of innovation for businesses. However, there is still no consensus on what makes innovation successful (Souitaris, 2002, 1999; Wolf, 1994) and / or on the understanding of its process (Coombs et al. 1996, Gupta et al. 2007).

In early research focused more or less on the impact of product innovations, processes, and technological innovations, recent trends have pointed to different directions, including organizational and managerial innovations, innovation management, and the impact of innovations in various areas of management (TQM, marketing, supply chain management, leadership, etc.).

Relations between innovation and management are both complex and interesting from several perspectives. In fact, if it is generally recognized that innovation can impact a company's competitiveness, managers still need to design and implement processes, mechanisms, and practices to enhance the emergence, integration, and use of innovation to improve performance.

From another perspective, the proliferation and sustained pace of innovations made possible through scientific and socio-cultural advances of the 21st century, impact various dimensions of management in a very significant way. In fact, technological progress (new information and communication technologies, artificial intelligence, nanotechnologies, genetics...) and socio-economic transformations (globalization, emergence of new growth areas, social innovations, etc.) progressively disrupt business models and management practices.

This 3<sup>rd</sup> international management conference and 9<sup>th</sup> Africa Business Conference intend not only to focus on a synthesis of various dimensions of the relationship between innovation and management, but also to outline where this relationship is heading.

<https://cim2019.sciencesconf.org/>

## 2 TOPICS OF THE CONFERENCE

- Innovation, performance and competitiveness;
- Entrepreneurship, innovation and development
- Strategic management of innovation
- Organizational and managerial innovation
- New information and communication technologies, artificial intelligence & management
- Marketing and innovation
- Strategy, organization and innovation
- Human resources management
- Supply chain management (SCM), quality and innovation
- Intercultural management and innovation
- Business communication and innovation
- Entrepreneurship and creativity in business
- Innovation and well-being
- Innovation and labor management

As the list is not exhaustive, any paper proposal related to the central theme will be examined by the Scientific Committee. Empirical work will be particularly appreciated.

## 3 DOCTORAL CONSORTIUM

### PAPER STRUCTURE

Doctoral Consortium in business and economics are invited to submit a proposal (10 pages maximum) or a poster. Submissions should include the following components:

- Topic
- Research objectives or purpose
- Issues addressed
- Theoretical framework
- Methodology or approach
- Anticipated findings or results
- Select bibliography



## 4 FULL PAPER FORMAT

The maximum number of characters is 45,000 (Tools / statistics / spaces included).

Paper Size -> 8 ½ x 11 inches (A4)

Margins -> 1 inch on each side

Spacing -> Single-spaced

Body manuscript -> Times New Roman 12, spacing before 6pt and after 0 pt, justified

**Title 1:** Times New Roman 14, bold and small capitals, spacing before and after 12 pt, center

**Title of the parts:** maximum 3 levels to be numbered (1. 1.1, 1.1.1)

**Title 2:** Times New Roman 14, bold, spacing before and after 12pt, left alignment, paragraph solidarity

**Title 3:** Times New Roman 12, bold and italic, spacing before and after 6 pt, left alignment, paragraph solidarity.

**Title 4:** Times New Roman 12, italics, spacing before and after 6pt, left alignment, paragraph in solidarity

Reference in the manuscript: (Durkheim, 1934, 35)

**Bibliography:** Include all references in alphabetical order at the end of the document.

Book:

Durkheim E. (1934), The Division of the Labor Society, London, Macmillan.

## 5 DATES AND DEADLINES

The most important dates to remember are as follows:

- **September 30, 2019** : Deadline for receipt of abstracts (7500 characters max. or about 3 pages) ;
- **October 15, 2019** : notice of acceptance of abstracts;
- **December 20, 2019** : receipt of full texts;
- **January 15, 2020** : Send feedback from the evaluators;
- **January 30, 2020** : submission of final versions of the selected papers;
- **February 20, 2020** : Sending the definitive program ;
- **March 12-13, 2020** : conference.

### Evaluation and publication:

- All manuscripts will be subjected to double blind peer-review.
- The most relevant papers will be published in specialized journals:
  - **The Transnational Corporations Review (TNCR):** included in the Emerging Sources Citation Index and Scopus ;
  - **Revue d'Economie et de Gestion** ISSN 2351-8111 ;
  - **Management et sciences sociales.**
- The proceedings of the conference will be published in a special issue of the Moroccan Journal of Economics and Comparative Law.

## 6 REGISTRATION FEES

- **PROFESSIONALS** : 2500 DH (250 Euros)
- **UNIVERSITY FACULTY RESEARCHERS** : 2000 DH (200 Euros)
- **PHD STUDENTS**: 900 DH (90 Euros)

REGISTRATION FEES COVER ACCESS TO SESSIONS, DOCUMENTATION, COFFEE BREAKS, LUNCHES AND THE GALA DINNER.



## 7 CONFERENCE COMMITTEES

### SCIENTIFIC COMMITTEE

#### Presidents of the Scientific Committee: **IGALENS Jacques, SOUMARE Issouf**

AKANNI Alain	Cheikh Anta Diop University, Sénégal
ALALOUI Lala Latifa	Mohamed V University, Rabat, Morocco
ALAOUI Majda	ENCG, Mohamed le premier University, Oujda, Morocco
BALAMBO Amine	FSJES, Ibn Tofail University, Kenitra, Morocco
BEDARD Renée	HEC Montréal, Canada
BEHNASSI Mohamed	Ibn Zohr University, Agadir, Morocco
BELIHI Hassan	ENCG, Ibn Zohr University, Agadir, Morocco
BENAICHA Omar	Bureau Veritas, Morocco
BENRAISS Amina	FSJES, Cadi Ayyad University, Marrakesh, Morocco
BENRAISS Bouchra	FSJES, Sidi Mohamed ben Abdellah University, Fés, Morocco
BENRAISS-NOAILLES Laïla	IAE Bordeaux, France
BERBOU lahoucine	ENCG, Hassan 1er University, Settat, Morocco
BERNATCHEZ Jean Claude	Québec Trois Rivières University, Canada
BESSEYRE DES HORTS Charles-Henri	HEC Paris
BOUALEM Aliouat	Nice Sophia Antipolis University, France
BOUTTI Rachid	Ibn Zohr University, Agadir, Morocco
CHAKOR Abdellatif	Mohamed V University, Rabat, Morocco
CHANLAT Alain	HEC Montréal, Canada
CHANLAT Jean-François	Paris-Dauphine University, France
CHAOUKI Farid	FSJES, Cadi Ayyad University, Marrakesh, Morocco
CUMMINS Patricia	Virginia Commonwealth University, Richmond, USA
DERJ Aziz	RSO, Morocco
DOHOU Frédéric	Sciences and Technologies University, Ivory coast
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EL YACOUBI Mohamadi Rachdi	President of OPCA, Maroc
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GALLOUJ Kamal	Paris 13 University, France
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KHEYAT Assya	Oran University, Algeria
KOMAT Abdellatif	Hassan II University, Casablanca, Morocco
LANDIER Hubert,	IGS, Paris, France
LEBZAR Bouchra	ENCG, University Cadi Ayyad, Marrakesh, Morocco
MATMATI Mohamed	Grenoble University, France
MBARKI Malik	Lille University, France
MESSAOUDI Abderrahmane	FSJES, Cadi Ayyad University, Marrakesh, Morocco

7 CONFERENCE COMMITTEES

SCIENTIFIC COMMITTEE

MOKHTARI Mohamed	ENCG, Hassan 1er University, Settat, Morocco
MOUNIR Mohamed	FSJES, Cadi Ayyad University, Marrakesh, Morocco
NEKKA Hadj	Angers Morocco, France
NOGUERA Florence	Montpellier University, France
OUMLIL Rachid	ENCG, Ibn Zohr University, Agadir
PERRETTI Jean Marie	ESSEC, Président de l'IAS, France
PLANE Jean Michel	Montpellier University, France
RODHAIN Florence	Montpellier University, France
SALAHEDDINI Abdelouhab	ENCG, abdelmalek essadi University, Tanger, Morocco
SMOUNI Rachid	FSJES, Hassan II University, Mohammedia, Morocco
SOUMARE Issouf	Laval University, Canada
TEMNATI Lamya	ENCG, Chouaib Doukkali University, Eljadida, Morocco
THIERRY Levy	Paris 8 University, France
TIGUINT Brahim	FSJES, Cadi Ayyad University, Marrakesh, Morocco
WOOD Van	Virginia Commonwealth University, Richmond, USA
YAMANI Nezha	ENCG, University Cadi Ayyad, Marrakesh, Morocco
YANAT Zahir	Kedge, Bordeaux, France
YOUROUGOU Pierre	Syracuse University, USA



## 7 CONFERENCE COMMITTEES

### ORGANIZING COMMITTEE

- CHAOUKI FARID (FSJES, UCA Marrakesh, Morocco), **President of the CIM'2020;**
- GHIFFI NOUFEL (FSJES, UCA Marrakesh, Morocco), **Co-president of the CIM'2020;**
- BENRAISS AMINA (FSJES, UCA Marrakesh, Morocco);
- BERRADA EL AZIZI RACHID (FSJES, UCA Marrakesh, Morocco);
- CUMMINS PATRICIA (Virginia Commonwealth University, Richmond, USA);
- EL HAJRI AIMAD (FSJES, UCA Marrakesh, Morocco);
- HOSSARI HOSNA (FSJES, UCA Marrakesh, Morocco);
- IDRISI FAKHREDDINE MOULAY OTHMAN (ENCG, UCA Marrakesh, Morocco);
- IGALENS JACQUES (Toulouse School of Management, Toulouse, France);
- JAMAL ABDELFAH (FSJES, UCA Marrakesh, Morocco);
- LISSANEDDINE ZAKARIA (FSJES, UCA Marrakesh, Morocco);
- MESSAOUDI ABDERRAHMAN (FSJES, UCA Marrakesh, Morocco);
- MESSAOUDI RIDOUANE (FSJES, UCA Marrakesh, Morocco);
- MOUNIR MOHAMED (FSJES, UCA Marrakesh, Morocco);
- ODKOR EVELYN (Paris Dauphine University, France);
- SOUMARE ISSOUF (Laval University, Canada) ;
- TIGUIN BRAHIM (FSJES, UCA Marrakesh, Morocco);
- YAMANI NEZHA (ENCG, UCA Marrakesh, Morocco).

## ACADEMIC AND INSTITUTIONAL PARTNERS

- L'IAS « l'Institut International de l'Audit Social » ;
- AGRH « Association Francophone de Gestion des Ressources Humaines » ;
- L'OPRAGEM « l'Observatoire des Pratiques de Gestion au Maghreb » ;
- RSO Maroc « Association Responsabilité des organisations Maroc » ;
- CAEI « Conseil Africain de l'entrepreneuriat et de l'innovation » ;
- ABIIE « Association Burkinabé de l'Innovation et de l'Intelligence Economique » ;
- AMDEM « Association Marocaine des Doctorants en Management »
- Humanisme et Gestion ;
- CGEM « Confédération Générale des Entreprises au Maroc » ;
- Syracuse University: Whitman School of Management – Africa Business Program, USA;
- Université Laval – Faculté des sciences de l'administration, Canada ;
- Makerere University Business School, Uganda;
- Wilfrid Laurier University, Canada;
- Virginia Commonwealth University, USA;
- University of Canberra, Australia;
- University of Edinburgh: Business School, United Kingdom;
- Delaware State University, USA;
- University of Witwatersrand: Wits Business School, South Africa;
- Université Paris Dauphine, France ;
- Institut National Polytechnique Houphouet-Boigny de Yamoussoukro, Côte d'Ivoire;
- École Nationale Supérieure de Statistique et d'Économie Appliquée, Côte d'Ivoire ;
- Université Cheikh Anta Diop (UCAD), Sénégal ;
- The State University of New York at Oswego, USA;

## CONTACTS AND INFORMATION

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