

CALL FOR PAPERS

The National School of Business and Management of Meknes organizes

The 1st International Colloquium on Management Research – CIRM'22

*“New challenges, emerging solutions and
managerial innovations during the crisis period”*

17–18 March 2022, Meknes

cirm2022.sciencesconf.org

cirm@umi.ac.ma



Scientific partners:



Important Dates:

15 July 2021

First Announcement of Call for
Papers

26 November 2021

Deadline for Papers Submissions

28 January 2022

Notification of Review Results

1 March 2022

Final Manuscript due

17 and 18 March 2022

CIRM'22 Event



Overview:

Today, people across the world are living an unprecedented crisis in the history of mankind. The world is helplessly witnessing and undergoing the chaos caused by COVID-19. If “Global Quarantine” has saved lives, as remarked by the International Monetary Fund (IMF), it has simultaneously brought great damage to the world’s economy due to a halt of economic activities and international trade.

The current health situation has challenged both business leaders and employees and raised their awareness of the importance of managing this serious crisis. A number of factors, including the decline in profit, the shutdown of businesses and the difficult situation facing corporations, have led to the stagnation of development in many areas. However, the preventive measures being applied to stop the spread of the coronavirus have forced companies to adapt their strategies and rethink their methods of management in an effort to overcome such a change in the world’s economy.

In this regard, after interviewing 80 participants including researchers, business leaders, HR directors, and managers coming from 22 countries and four continents about the managerial changes caused by the pandemic, Frimousse and Peretti (2020) concluded that every respondent agreed that the new work practices, new managerial innovations, and organizational changes have yielded positive benefits in the time of crisis.

Therefore, businesses and work organizations can no longer depend on the old managerial models because the challenge today is to preserve subtle balances. Riboud, a former CEO of Danone and a distinguished entrepreneur, rightly stated that ‘the most successful companies are those which jointly support the technological change, the content of work, and relationships change in the enterprise.’ This is in a world where ‘time decreases, speed increases, and the world becomes a large village, in which we have to reinvent our lifestyles’ (Riboud).

As such, governing differently, organizing differently, managing differently, and working differently are four strategic pillars for all organizations wanting to survive in this new world.

This conference aims to promote these approaches, providing participants with the opportunity to discuss emerging solutions and managerial innovations. The goal is to create an environment for discussion among researchers, professionals, and experts working on issues in management. This academic event will give researchers the opportunity to present fieldwork papers and enable professionals to share lived experiences involving managerial problems and solutions.





Colloquium goals and objectives

- Stimulate thinking about problems brought about by different crises, especially the health crisis associated with Covid 19 and its impact on management methods.
- Highlight the different challenges faced by organizations during the crisis period, including the “Managerial” dimension.
- Suggest alternative solutions that can help organizations overcome this crisis.
- Explore diverse disciplines to extend investigation, expand analysis, and refine judgment in order to better understand the complexity associated with situations of crisis and uncertainty.

Thematic interest groups (GIT):

Management covers multiple aspects. Under this generic name, a variety of models, methods and management tools are grouped together, so we suggest a non-exhaustive list of research areas:

GIT 1: Strategy & entrepreneurship

- Challenges and entrepreneurial perspectives during the covid-19 pandemic
- Entrepreneurial failure and entrepreneurial resilience in a crisis situation
- Strategy and entrepreneurial innovation in times of crisis
- What business model to use in facing the crisis?

GIT 2: CSR & human capital

- Corporate Social Responsibility “CSR” in the age of coronavirus
- Remote working and new management practices during crisis situations
- HR communication in companies during crises

GIT 3: Marketing & territorial development

- Digital marketing and e-commerce as essential alternatives during the covid-19 pandemic
- E-governance and public management in the age of the coronavirus
- Economic and territorial intelligence
- Logistic solutions during pandemics

GIT 4: Finance & digital transformation

- Digital Finance, Blockchain & e-banking
- Artificial intelligence





Submission guidelines:

Full papers must be submitted anonymously in Word format (in French or English), following these guidelines:

All submissions must be typed, single spaced with 2.5 cm or one-inch margins using size 12 Times New Roman font in a single MS Word file. [font name Times New Roman, size 12, justified text]

Four levels of headings maximum (1., 1.1, 1.1.1):

- Heading Level 1: Times New Roman 14, bold and small capitals, spacing before and after 12pt, center.
- Heading Level 2: Times New Roman 14, bold, spacing before and after 12pt, left alignment.
- Heading Level 3: Times New Roman 12, bold and italic, spacing before and after 6pt, left alignment.
- Heading Level 4: Times New Roman 12, italics, spacing before and after 6pt, left alignment.

Full papers must be well structured (15 to 30 pages) and have a bibliography that meets scientific standards.

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.**

Each paper will be evaluated by the scientific committee. The content of the proposals and the opinions of the authors are their sole responsibility.

Full paper submissions should be sent by email to the following address: cirm@umi.ac.ma indicating the Thematic Interest Group (GIT) chosen.

Publication opportunities:

The 10 best papers will be submitted to special issues of:

- Gestion 2000 Review (indexed Scopus & FNEGE).
- International Review of Organization Sciences – RISO (indexed FNEGE).

ICHEC-GESTION 2000
LA REVUE EN MANAGEMENT





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