



10th Atlas-AFMI annual Conference
Association Francophone de Management International
IAE of Poitiers, France, 18-20 may 2020

"INTERNATIONAL RESOURCE MANAGEMENT: CHALLENGES, CONFIGURATIONS AND IMPACTS"

The world economy as Braudel described it was very early on based on the search for resources in what is now called the international. These resources consisted of both commodities, precious products and know-how. The globalization process we are now experiencing is in line with the same logic. The search for resources that are too scarce or too expensive locally invites the internationalization of activities, except that it is no longer just a question of trading, but also of managing them. Depending on their material, financial or human nature, resources have to be identified, collected, maintained, coordinated, animated and preserved.

Geopolitical logics, the evolution of means of transport and communication, societal changes are having a profound impact on international resource management. As processes spread along complex value chains, there is a need to take into account their positive and negative externalities. In addition to the principles of economic rationality that have prevailed in recent decades, new priorities have been added, linked to the environmental and social impact of mobilizing international resources for a particular activity.

In this context, the challenges, new configurations and impacts of international resource management are all research topics for the scientific community. They are relevant to research in human resources, marketing, logistics, finance, economic intelligence or governance. The Atlas-AFMi 2020 conference will make it possible to promote research on this theme and to open or relay the debates that such issues generate.

Chairs of the Organising Committee and the Scientific Committee:

Jérôme Méric, Christian Marcon and Sophie Nivoix,

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List of proposed workshops:

1. Change in the international environment

Jean-Paul Lemaire and Pierre-Bruno Ruffini

2. Modes of entry into foreign markets: new challenges, motivations and performance

Emna Moalla and Dora Triki

3. SAFARI (Alliances, Mergers & Acquisitions and International Networks Strategy)

Foued Cheriet, Laure Dikmen

4. Strategy and organisation of multinational companies

Hanane Beddi and Jacques Jaussaud

5. Human resources and international skills

Anne Bartel-Radic, Philippe Mouillot

6. International performance and valuation of firms

Ludivine Chalençon, Sophie Nivoix

7. The international commitment of SMEs

Bruno Amann, Carole Jean-Amans

8. International management in the African context

Suzanne Apitsa, Emmanuel Kamdem

9. Critical and emerging approaches to international management and globalization

François Goxe, Michaël Viegas Pires

10. Territorial intelligence of international resources

Christian Marcon, Olivier Coussi

Pedagogical case studies workshop in international management

Florence Gervais, Karine Picot-Coupey, Nathalie Prime

Prize for the Best Pedagogical Case in International Management 2020 in coordination with the CCMP

Atlas-AFMI certification of the best quality cases in International Management

Doctoral workshop

Ulrike Mayrhofer and Eric Milliot

Possible publications:

- A selection of papers will be the subject of a thematic dossier in the journal Management International (FNEGE, rank 2).
- A collective book on the theme of the conference will be published by Vuibert (Atlas-AFMI series). The book may then be submitted to an Anglo-Saxon publisher.
- Pedagogical cases may be proposed for the prize and certification of international management cases organized by Atlas-AFMI and the CCMP (Centrale de Cas et de Médias Pédagogiques).

Deadlines:

- 6 January 2020: deadline for submission of papers (in full text, in French or in English, according to the standards of the editorial policy of the journal Management International: <http://www.managementinternational.ca>), doctoral projects (3 to 5 pages) and educational cases
- February 3, 2020: sending the evaluations to the authors
- 9 March 2020: authors send final versions of selected papers
- May 18, 2020: doctoral workshop and AFMI-Atlas case study workshop
- May 19 and 20, 2020: AFMI-Atlas Annual Conference

For more information, please visit the Atlas-AFMI website:

<http://www.atlas-afmi.com>