



# Séminaires mai 2013

*Salle J 323 et AF 004*

**Lundi 13 mai 2013, salle J 323**

**14h30, Sandra Boulerne**, Université François Rabelais de Tours - IAE, présentera ses travaux en comptabilité - contrôle : *"Do IFRS provide better information about intangibles in Europe ? "* publié en 2011 dans la Review Accounting and Finance. [Cf Article-joint](#)

**Mardi 21 mai 2013, salle J 323**

**15h30, [William H Starbuck](#)**, Lundquist College of Business - University of Oregon. Professeur Emerite à New York University, interviendra sur le thème *"How a Tiny Law Firm Upset Its Industry . . . and Changed American Society"*

Ci-dessous un descriptif du contenu :

"This is an interesting story that describes some effects of immigration on American society, effects that may occur in other societies as well. It shows how cultural diversity feeds change. It shows that Management teachings really can produce astonishing results. It shows how universities can interact with business to the benefit of both. It includes

ideas about how people can create: very effective teamwork, very effective rewards, very effective organizational culture, and very effective strategy."

Pour tout contact avec William Starbuck pendant son séjour, vous pouvez joindre Assâad El Akremi qui coordonne sa visite au CRM

**Mercredi 22 mai 2013, salle J 323**

**10h30, [William H Starbuck](#)**, Lundquist College of Business - University of Oregon. Professeur Emerite à New York University, interviendra sur le thème "*Having impact as a scholar*"

Le synopsis : What do we know about the environment in which academic researchers pursue careers? Journal reviews are very unreliable, as are personnel evaluations. The markets for academic publications are changing rapidly. What are the implications of this environment for academic careers? Choosing research topics should involve some personal assessments. Research requires marketing, especially innovative research. As well, researchers need to be persistent and to sustain their enthusiasm. Nest building can be very productive.

**Mercredi 29 mai 2013, salle AF 004**

**10h30, [Julie Leroy](#)**, Université de François Rabelais de Tours - IAE, présentera un article issu de ses travaux de thèse en Marketing portant sur l'exploration du concept de co-création de valeur par le récit ethnomarketing

**Vendredi 31 mai 2013, salle J 323**

**10h30, [Sébastien Picard](#)**, ESCP Europe, présentera ses travaux en stratégie : "*La fabrique de la compétitivité : le rôle de l'orchestration stratégique*".