



## Séminaires novembre 2013

### Séminaire Stratégie

Salle J 323

**21 novembre, 9H 00** : **Marchelo BUCHELI**, University of Illinois, interviendra sur le thème : "Multinational Corporations' Legitimization Strategies Under Institutional Change".

**Abstract:** Multinational corporations face greater challenges than domestic firms when legitimizing their operations before the host country's society. Management scholars posit that one way in which multinationals can legitimize their operations and decrease the potential of hostile actions by host country actors is by having a close relationship actors holding political and economic power. These scholars, however, do not take into account the possibility and effects of institutional change in the host country. This presentation discusses the opportunities provided by historical research methodology to analyze legitimization strategies. Drawing on elements developed in the forthcoming book "Organizations in Time" (edited by Marcelo Bucheli and R. Dan Wadhvani, Oxford, 2013) I argue that institutional changes that make an existing social or political order illegitimate before the host country's society will also delegitimize the multinational's operations,

particularly when the foreign firm is perceived as being too close to the outgoing order. I illustrate this point by studying the gradual loss of legitimacy of US multinationals in Chile in the years preceding the administration of Salvador Allende and the conflicts between the US multinational United Fruit Company in Central America./

## Séminaire Marketing

### Salle AF 132

**25 novembre, 10H 00** : **Corina PARASCHIV** (*Membre junior Institut Universitaire de France, Université de Paris Descartes*): "Traitement psychologique des intervalles de probabilité"

**Nawel AYADI** (*ISG Tunis*), **Corina PARASCHIV** et **Eric VERNETTE** (*CRM IAE, Université de Toulouse I Capitole*): "Risque perçu, prise de risque et bien être du consommateur"

**Laurent BERTRANDIAS** (Université Toulouse Paul Sabatier) et **Corina PARASCHIV** : " Couple as a decision unit, implications for marketing"

## Séminaire Comptabilité – Contrôle

### Salle AF 023

**26 novembre 2013, 14h00** : **Christophe LEJARD** (CRM IAE, Université de Toulouse I Capitole) : "Divulgence d'informations et réaction du marché : cas des titrisations".