



40th ANNIVERSARY OF ISEOR

2015, OCTOBER 14th & 15th
in Lyon

**Companies, value(s),
and prosperity:
socially responsible
capitalism**



Informations and registration
colloquiseor2015@iseor.com



PRESENTATION

● Companies, value(s), and prosperity: socially responsible capitalism

This conference provides the opportunity to bring together a great number of researchers all around the world, mixed with ISEOR since 40 years, in management sciences to broach themes as strategy, management, human resources, accounting and finances and change management.

We will not deal with capitalism as an ideology but as economy's motor throughout the centuries and as a catalyst of human energy to stimulate the growth and development. The aim is not the bottom-line or profit but creation of value-added, to share with shareholders.

We will look for drawing some reflections to see more precisely management methods and practices used by companies and organizations to make their development sustainable and to find their prosperity again in supporting their value(s).

ISEOR, since 2001, has organized in Lyon:

- **3 Transatlantic Congresses in Accounting, Audit and Cost control and management.**

In partnership with the American Accounting Association (AAA) and the International Institute of Costs (IIC). The broached themes were about the Crisis and prosperity, accounting, Control, audit and cost management in the globalization and standardization.

- **13 international Conferences in partnership with the Academy of Management (AOM).**

The main topics : indicators of evaluation of research impacts ; corporate social and environmental responsibility : innovative research

methods aimed to create valid and operational knowledge ; border crossing between qualitative and quantitative research methods ; share and spread the tested research methods in the diversity of countries and cultures.

Still, this year a lot of participants will come from the United States of America, South America, Europe, Asia and Africa.

136 management sciences

doctors trained at Iseor

from 15 countries

are expected to bring

their reflections about

their researches and

their experiences as

teachers-researchers

or as practitioners.

OBJECTIVES

● CAPITALIZE RESEARCHES AND PRACTICES

This conference will allow to analyze methods and innovations in strategic management of organizations.

● IMPACTS OF SOCIO-ECONOMIC MANAGEMENT

This event will allow to appreciate impacts of socio-economic management which contributes to develop their pro-activity and their sustainable performance.

ISEOR is celebrating its 40 years old: age of maturity and very positive assessment.



While in 1975 the first conference about the economic cooperation (North-South conference) was organized and the UNO declared "1975, woman's year", Henri Savall, joined by Veronique Zardet, were creating ISEOR on a new and unique concept: socio-economic theory and management.

In 40 years, ISEOR recorded 1,700,000 research hours, 595 trained teachers and researchers to the socio-economic method and an active network of 125 researchers all around the world.

ISEOR carried on interventions in 1,852 companies and organizations, from 40 countries in 4 continents and organized 13 international conferences in partnership with the Academy of Management and 29 professional conferences.

Concerning publications: more than 700 articles and papers in the academic and scientific world, more than 70 books whose 12 in English and Spanish.

Creation of the review "Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión", 160 prepared thesis whose 136 defended.

Unlike other conferences organized by ISEOR, there will not be a call for submissions.

A program with invited speakers will be sent later.

French, English and Spanish simultaneous translation as in every of our international conferences.

● EXPECTED PARTICIPANTS AND INTERVENERS:

■ More than **300 persons** from all around the world will be here during the two days.

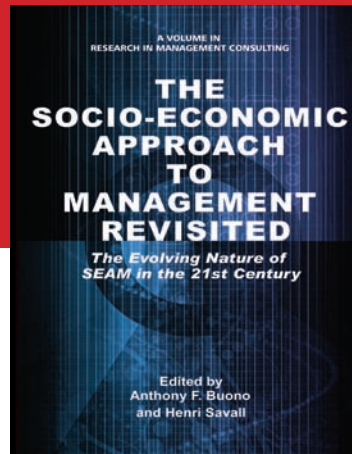
■ **Experts, academics, researchers, doctors will present:** members of the Academy Of Management (AOM) and members of International Institute of Costs (IIC) and the American Accounting Association (AAA) and big national associations, French and of other countries.

● OTHER ISEOR'S ACTIONS:

- Public management and issues of societal scale: modernization of organizations and increase of their performance works since 1979,
- Training about working conditions in universities with the "FNEGE" association, and in companies with the International Labour Office (ILO) and the "ANACT",
- Presentation of the socio-economic approach of the public services modernization at the OCDE's annual conference in 2011 (28 countries in attendance),
- Exportation of the French research with 12 publications in English and Spanish for an important development in the United States and Mexico,
- Creation of the review "Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión" : 3 international committees of 160 academics. 6 numbers per year since 2001, whose 1 in English and 1 in Spanish,
- Spreading the thought and work of great economists; the French François Perroux and the Spanish Germán Bernácer (13 study days since 1998)

PUBLICATIONS 2014 - 2015

CONFERENCE PROCEEDINGS DEDICATED TO SOCIO-ECONOMIC
MANAGEMENT IN THE UNITED STATES OF AMERICA



http://www.iseor.com/dernieres_publications



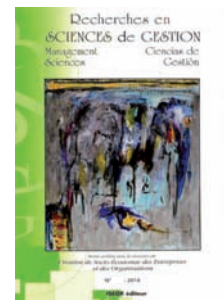
> **CDRom of Sharing research methods across a variety of countries and cultures - ISEOR's International Conference 2015 in partnership with Academy Of Management - 130 communications** (Some communications) :

- . The role of action research in organizational transformation.
- . Compliance process improvement of a healthcare organization using SEAM approach
- . Using the experiential testimonio research method to help practitioners build a re-search process.
- . DBAs and professional doctorates drawing on the qualimetrics research method a contribution to closing the theory and practice management research gap
- . The impact and effectiveness of business ethics courses when implementing ethical decisions and actions in a business environment.

. Insider action research and qualimetrics research: theory and method....

- > **More informations of the CDRom : www.iseor.com**

> «Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión» (RSDG) Journal:
the last number SOMMARY of N°104 - IN ENGLISH >
STRATEGIC MANAGEMENT / FINANCIAL THEORY / ORGANIZATION OF PUBLIC UTILITIES



ISEOR'S TRAININGS

A LOT OF DIRECTORS, MANAGERS, HAVE ENJOYED INNOVATIVE TRAININGS OF ISEOR

Coming from cutting-edges researches

Please contact us for more information: +334 78 33 09 66 or www.iseor.com/ Training courses

● 6 socio-economic management continuous trainings

- 1- Conducing Change: tools and methods
- 2- Managing behavior in the workplace
- 3- Self finance the company: the hidden resources
- 4- Enhancing internal interveners
- 5- Selling in turbulent environment
- 6- NEW : Facilitate cooperation governance and management

● 3 training for international people: "Conducing Change: tools and methods" in English and Spanish & "Enhancing the socio-economic management" in Spanish.