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## International Conference “Responsible Organizations in the Global Context”

*Georgetown University Conference Center, June 15-16, 2017*

### Program

Conference venue:  
Georgetown University Hotel and Conference Center  
3800 Reservoir Rd NW, Washington DC, 20007, USA

*with the support of*



8:00 to 9:00

Arrival / breakfast

**Registration**

(West Lobby - Georgetown University Conference Center  
3800 Reservoir Rd NW, Washington DC, 20007)

9:15 to 10:00

**Welcome and Introductions** (Salon G)

**Georgetown University Representatives:**

Mrs. Chantal Santelices, Executive Director of CIED  
Prof. Norberto Grzywacz, Dean of the Graduate School of Arts & Sciences  
Prof. Luc Wathieu, Deputy Dean of the McDonough School of Business

**University of Versailles Representatives:**

Prof. Benoit Petit, Vice-President in charge of Strategy  
Prof. Gilles Rouet, Dean of ISM Graduate School of Management

**Embassy of France in the United States:**

Minh-Hà Pham, Counselor for Science and Technology

**Conference chairs:**

Professors Annie Bartoli, José Luis Guerrero and Philippe Hermel

10:00 to 10:45

**Keynote Lecture:**

*«Business and Society Approached Inclusively and Historically»*

**Professor Andrew Pettigrew**, Saïd Business School, University of Oxford, UK

10:45 to 11:15

**Coffee break**

11:15 to 12:45

**Round Table #1:**

*«What does responsibility mean to an organization ?»*

Moderator: Prof. Philippe Hermel

Panel:

- Tyrone Ingram, Senior Sales Manager, Sheraton
- Michel Perez, Associate Director, Labex ReFi
- Walter Rowen, President, Susquehanna Glass Co.
- Mei Xu, Co-founder and CEO, Chesapeake Bay Candle

1:00 to 2:15

**Lunch (Faculty Club Restaurant)**



2:30 to 4:00

### Concurrent workshops : session 1

- **Workshop 1: Managerial and Organizational Implications of Responsibility** (Salon G)  
*Chair: Prof. Douglas McCabe, Georgetown University, USA*
  - «Meaning of Performance in organizations, and performance of meaning: who is responsible for (non) performance?» - Dominique Besson, University of Lille 1, France
  - «Responsibility as management philosophy» - Suresh S. Kalagnanam - Vijayalakshmi S. Kalagnanam, University of Saskatchewan, Canada
  - «CSR, employee commitment and survival during crisis period» - Menel Ben Mlouka, University of Jendouba, ISLAIB Tunisia - Rafla Hefaiiedh, ESSEC Tunis, Tunisia
  
- **Workshop 2: Role and responsibilities of Leaders** (Salon B)  
*Chair: Prof. Luis Bitencourt, National Defense University, Washington DC, USA*
  - «Responsible organizations facing traditional workplace norms: when the responsibility process collides with the “ideal worker” norm» - Sabrina Tanquerel, Normandie School of Management, France
  - «How a Learning Organization can enhance Corporate Social Responsibility implementation? First exploratory results of a case study in the real estate sector» - Nadia Tebourbi, University of Versailles / ESCE Paris, France
  - «Global Business Leaders as Interfaith Leaders: Religious Literacy and Cross-Cultural Leadership» - Barbara A. Mc Graw, Saint Mary's College of California , USA
  
- **Workshop 3: Responsible Public policies** (Salon C)  
*Chair: Dr. Fabrice Larat, Ecole Nationale d'Administration (ENA), France*
  - «Public Administration social responsibility: adopting CSR theory to public administration» - Moez Ben Yedder, Abu Dhabi University, United Arab Emirates
  - «What being “smart” means? The case of smart cities as responsive organizations» - Claude Rochet, University of Versailles, France - Amine Belemlih, Paris Dauphine University, France
  - «Efficiency improvement of public security agencies through a management model: a comparative study in Latin America» - Mónica Lilián Méndez Caballero - Ana Karen Basurto Scott, Mexico's National Commissioner Security, Mexico
  
- **Workshop 4: Corporate Ethics and Society** (Salon E)  
*Chair: Prof. Martine Brasseur, University of Paris-Descartes, France*
  - «Threat of Falling High Status and Corporate Bribery: Evidence from the Revealed Accounting Records of Two South Korean Presidents» - Yujin Jeong, Kogod School of Business, American University, USA - Jordan Siegel, Ross School of Business, University of Michigan, USA
  - «Classifying Ethics Codes Using Natural Language Processing» - Zachary Glass - E. Susanna Cahn, Pace University, Lubin School of Business, USA
  - «Quality in science, confidence & social cohesion : observing and evaluating the social costs of «research misconduct»» - Sylvie Fauchoux, CNAM Paris, France - Caroline Gans Combe, INSEEC Paris, France - Martin O'Connor, University of Versailles, France - Vasiliki Petousi, University of Crete, Greece
  
- **Workshop 5: Citizenship and Responsibilities toward Stakeholders** (Salon C)  
*Chair: Prof. Charles Skuba, Georgetown University, USA*
  - «The Stakeholders' influence on the evolution of management control during the economic transition. A Moldovan case study» - Pierre Fenies - Irina Paladi, Paris Nanterre University, France - Arthur Virtosu, Academy of Economic Studies of Moldova, Moldova
  - «The Challenges of addressing stakeholders' expectations through corporate non-market strategies: the GlaxoSmithKline (GSK) case» - Karim Said, University of Versailles, France - Zeljko Sevic, University Utara Malaysia - Ian Philipps, People Opportunities Limited, Management and Organisation Development Consultancy
  - «CSR as an element to assess the performance and sustainability of companies in a crisis period-The case of mobile Telecommunications operators in Tunisia» - Sana Kharrat, University of Versailles, France

4:00 to 4:30

Coffee break

4:30 to 6:00

### Concurrent workshops : session 2

- **Workshop 6: Responsible Governance and Sustainable Development** (Salon D)  
*Chair: Prof. Martin O'Connor, University of Versailles, France*
  - «Industrial SMEs and commitment to Sustainable Development in the INSEE "Sustainable Development Survey 2011"» - Stephano Vacher, Clermont Auvergne University, France
  - «The eco-efficient organization: an integration of eco-efficiency and system architecture to design and model a drinking water system in sub-Saharan Africa» - Claude Rochet, University of Versailles, France - Morris Zombo Mussema, University of Kimpa Vita, Uige, Angola
  - «Social entrepreneurship's role in Sustainable Development: An investigation into the responsible behavior of local associations in Central Africa» - Sylvain Mbongui Kialo, University of Versailles, France
  
- **Workshop 7: Responsible Non-Profit Organizations** (Salon C)  
*Chair: Prof. Sylvie Faucheux, CNAM Paris, France*
  - «The institutionalization of coopetition: An Institutional perspective of Organizations responsibility» - Saphia Richou, ESCE International Business School, Paris, France
  - «The difficulties in doing good: NGO preparedness for implementing mandatory Corporate Social Responsibility projects in India» - Priya Nair Rajeev, Indian Institute of Management Kozhikode, India - Suresh S. Kalagnanam, University of Saskatchewan, Edwards School of Business, Canada
  - «Qualifiers for Commitment of Mutuelles» - Christelle Perrin, University of Versailles, Olivier Boned, University of Maine, France
  
- **Workshop 8: Corporate Social Responsibility and SMEs** (Salon E)  
*Chair: Prof. Emmanuel Kamdem, University of Douala, Cameroon*
  - «Does the balance between conformity and innovation make companies more responsible? The case of 4 ambidextrous SMEs in the US» - Annie Bartoli - Philippe Hermel - Gunel Safarova, University of Versailles, France
  - «The stakeholder strategy for implementing CSR in SMEs» - Mantiaba Coulibaly - Djamilia Elidrissi, Nice Sophia Antipolis University, France - François Goxe, University of Versailles, France
  - «CSR communication in small and medium-sized agrifood enterprises: what is the best strategy?» - Jacqueline Boysselle - Philippe Aurier - Gilles Sere Delanauze, IAE Montpellier University School of Management, France
  
- **Workshop 9: Culture, Diversity and Responsibility** (Salon G)  
*Chair: Prof. Luc Wathieu, Georgetown University, USA*
  - «When the management of intercultural teams is a matter of tolerance and common interest» - Martine Brasseur, Paris Descartes University, France
  - «Ethical tools in the context of cultural diversity and globalization» - Hamza Ashidi - Anne Bartel-Radic, Grenoble Alpes University, France
  - «The impact of collaborative culture and innovation focus on firm performance in Asian manufacturing» - Narain Gupta, Management Development Institute, India - Deepak Sardana, Griffith University, Australia - Mile Terziovski, Curtin Graduate School of Business, Australia
  
- **Workshop 10: Doctoral Presentations on ongoing research (A)** (Salon D)  
*Chair: Prof. Gilles Rouet, University of Versailles, France*
  - «Integrating responsibility indicators into business performance assessment: illustration from a Danish company» - Laetitia Fououssong, University of Versailles, France
  - «Municipal budgetary framework and forecasting errors: The case of Moroccan municipalities» - Mehdi Alaoui Mhammedi, Bourgogne Franche-Comté University, France
  - «The Rationality of management and relevance of management information in the Cameroonian companies» - Jonas Tchapgna, University of Dschang, Cameroon
  - «The Smart City: How to Evaluate Performance» - Abdurahman Al Furjani - Kamel Jouili - Isam Shahrour - Kent Washington, University of Lille 1, France

7:00

Bus departure from GU Hotel and Conference Center

7:30

### Dinner at Washington Harbour

(Restaurant Tony & Joe's - 3000 K St NW, Washington, DC 20007)

10:15

Bus departure from Restaurant to GU Hotel and Conference Center

8:15 to 9:15

Breakfast

9:30 to 11:00

## Concurrent workshops : session 3

### ■ Workshop 11: Addressing Societal Challenges (Salon B)

*Chair: Prof. Eric Langenbacher, Georgetown University, USA*

- «Political Competition and Corporate Bribery: Evidence from South Korea» - Yujin Jeong, Kogod School of Business, American University, USA - Jordan Siegel, Ross School of Business, University of Michigan, USA
- «For a responsible care of young schizophrenics in their ordinary environment: the levers for a successful piloting of an innovative structure» - Jihane Sebai - Aline Courie Lemeur - Marcella Costin, University of Versailles, France
- «A Multi-Level, Multi-Dimensional Assessment of a Poverty Reduction Initiative in India» - Priya Nair Rajeev - Anubha Shekhar Sinha, Indian Institute of Management Kozhikode, India - Suresh S. Kalagnanam - Vijayalakshmi S. Kalagnanam, University of Saskatchewan, Canada

### ■ Workshop 12: Responsibility of International Institutions and programs (Salon B)

*Chair: Dr. Xavier Debrun, International Monetary Fund (IMF)*

- «United Nations Environment programme (UNEP)'S Paradox: external vs internal social responsibilities» - Catherine Kuszla - Geneviève Lemieux, Paris Nanterre University, France
- «Managerial accountability and political responsibility of the European Commission» - François Lafarge, ENA and University of Strasbourg, France
- «Toward a transparent and accountable public action: «Does Open Government» make a difference?» - Cécile Blatrix, AgroParistech Institute, Paris, France

### ■ Workshop 13: Innovation, Networks and Responsibility (Salon D)

*Chair: Prof. Christophe Assens, University of Versailles, France*

- «The Use of Fake Profiles on Facebook for Business and Research: Attempting to Define an Ethical Framework for Experimentation and Use» - Nasri Messarra, Saint-Joseph University, Lebanon
- «The role of CSR in educating consumer on cybersecurity. Comparative analysis of examples from UAE and Poland» - Anna Tarabasz, SP Jain School of Global Management, United Arab Emirates
- «Mobilising Communities of Knowledge about Communities of Knowledge: An architecture for a Social Networking approach to the quality evaluation of Higher Education and Research Institutions» - Sylvie Faucheux, CNAM Paris, France - Mathias Bouckaert - Philippe Lancelleur - Martin O'Connor, University of Versailles, France

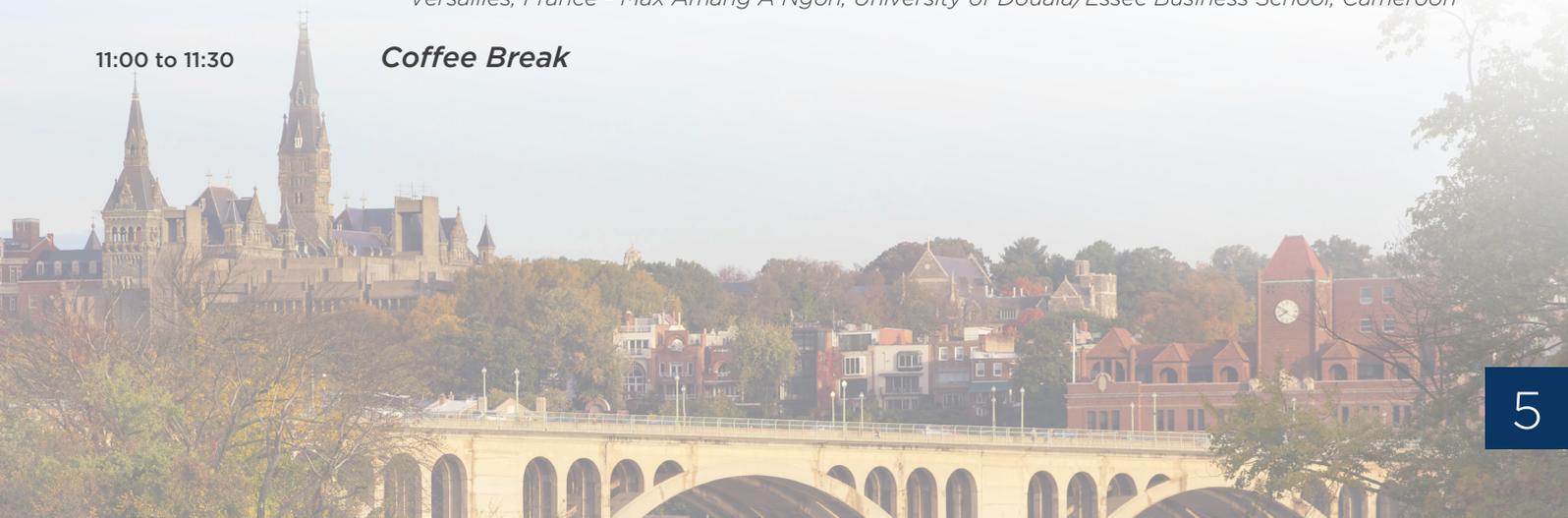
### ■ Workshop 14: Responsible Education and Research (Salon E)

*Chair: Prof. Mile Terziovski, Curtin University, Australia*

- «What are the Costs of Non-responsible Research?» - Sylvie Faucheux, CNAM Paris, France - Catherine Kuszla, Paris Nanterre University - Caroline Gans Combe, INSEEC Paris, France
- «Performance or economy: To what extent are universities responsible for the perception of their managerial reforms? The experience of the French public universities» - Masou Roula, ESSCA School of Management, France
- «Effects of globalization on the spread of CSR in higher education institutions: an exploratory analysis of the French and Cameroonian contexts» - Aimée Ngalla - Martial Kadji, University of Versailles, France - Max Amang A Ngon, University of Douala/Essec Business School, Cameroon

11:00 to 11:30

Coffee Break



11:30 to 1:00

## Concurrent workshops : session 4

### ■ Workshop 15: Responsible Healthcare Management (Salon C)

*Chair: Prof. Cecile Blatrix, AgroParisTech Institute, Paris, France*

- «The impact of digital Information technology on self-medication; from individual decisions to new stakeholder roles» - Nabila Sadli, University of Versailles, France
- «Responsible Organization, Partnership Design, and Governance in Addressing Global Common Goods» - Ellie Okada, Boston Cancer Policy Institute, USA
- «Integration and Coordination of Care and Social Services as a Responsible Way of Handling Psychiatric Disability» - Christelle Perrin - Jihane Sebai, University of Versailles, France

### ■ Workshop 16: Responsible Communication (Salon B)

*Chair: Prof. Jeanine Turner, Georgetown University, USA*

- «Social networks and professional communities: a fair governance?» - Christophe Assens - Jean-Pierre Bouchez, University of Versailles, France
- «Because it's worth it? A critical discourse analysis of diversity: The case of L'Oréal» - François Goxe - Michaël Viegas Pires, University of Versailles, France
- «Aesthetic CSR Communication: A Global Perspective on Organizational Art Collections» - Angela Bargenda, ESCE International Business School, Paris, France

### ■ Workshop 17: Professional Experiences regarding Responsibilities (Salon E)

*Chair: Dr. Guy Gozlan, Prepsy Mental Health Institute, Paris, France*

- «Judicial independence and responsibility - Axiological standards in the ibero-american context» - Aldo Figueroa Navarro, Ministry of Justice, Peru
- «The performance approach for responsible public administration: the challenges to be met in the French case» - Max Brunner, University of Versailles, France
- «Continual Improvement Concepts Applied to Organizational Responsibility» - Holly Duckworth, Sherpa Sustainability Institute, USA

### ■ Workshop 18: Corporate Social Responsibility and Globalization (Salon G)

*Chair: Prof. Anna Tarabasz, SP Jain School of Global Management, UAE*

- «Conceptual and practical differences of Corporate Social Responsibility in the United States and in France. The case of selective diversity management» - Emine Ametshava - Nicolas Antheaume, University of Nantes, France
- «Empowering Multinational Corporations: Law vs. Reputation?» - Benoît Petit, University of Versailles, France
- «CSR in Europe: discourses and practices. The case of Veolia in European countries» - Jana Marasova, Matel Bel University, Banska Bystrica, Slovakia - Elka Slavcheva Vasileva, University of National and World Economy, Sofia, Bulgaria - Imane Bouterfas - Delphine Philip de Saint Julien - Stela Raytcheva - Gilles Rouet, University of Versailles, France

### ■ Workshop 19: Doctoral Presentations on ongoing research (B) (Salon D)

*Chair: Prof. Ana Maria Lopez, University of Salvador, Argentina*

- «Collective responsibility as an organizational practice in Japanese companies» - Louis-Caleb Remanda, University of Versailles, France
- «The CSR of MNC subsidiaries in Tunisia: A combined institutional and stakeholder perspective» - Emna Ben Charfeddine, University of Versailles, France
- «The intercultural skill and experiences in the perception of performance in multicultural teams. The new challenges for IHRM» - Kristina Berkut, University of Versailles, France

1:15 to 2:30

## Lunch (Faculty Club Restaurant)



2:45 to 4:00

**Round table #2** (Salon G)  
**«Digitalization, Big data and business responsibilities»**

Moderator: Prof. José Luis Guerrero

Panel:

- Stephen Ezell, Vice President, The Information Technology & Innovation Foundation
- Lucie Leblais, CEO and Co-Founder, Crumbdrop
- Rana Novack, Solution owner of the RMPA capability, IBM Global Business
- Cesar Parga, Chief Competitiveness, Innovation and Technology Section, Organization of American States

4:00 to 4:30

**Highlights and Conclusions:**  
**Professor Mile Terziovski**, *Dean, Graduate School of Business, Curtin University, Australia*

4:30 to 5:00

**Closing session:**  
Prof. Annie Bartoli, Conference Co-Chair

5:15 to 7:15

**Farewell Reception**  
*(West Lobby - Georgetown University Conference Center)*



## CONFERENCE CHAIRS

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Prof. José Luis Guerrero  
Prof. Philippe Hermel

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