We are delighted to present this 5th Newsletter!

It summarises six months of rich activities for the centre.

Since January, thanks to the support of IAE, we have welcomed Prof. Nizar Souiden from Laval University, organised the 14th AIRL-SCM meeting (thanks again François!), and were very happy with the success of our away day at the Lecoq gardens on June 16, all of this with the help of Morgan who did his internship at the centre.

Congratulations of course to our three new doctors: Istifanous, Genevieve and Maria. We wish you all the best for the future! Congratulations also to Nicolas and Guillaume for the prize for the best article of the CIG 2022, and double congratulations to Emmanuelle for the prize of the best AUF researcher and that of the UCA eloquence contest, and to Laurent for his promotion to the status of Professor!

Finally, a big thank you to Marc who is retiring at the end of this academic year, and who has worked hard to promote and energize research at the ESC, while maintaining excellent human relations. Congratulations to Anne who is taking over!

Enjoy your reading, and have a great summer!

Ntxhee et Sylvain
THE LIFE OF THE UNIT

INTERNSHIP AT THE CENTRE

We welcomed a trainee in the centre from 21 March to 22 July 2022. He is Morgan BLANGEOIS, in his first year of a Master's degree in Business Management and Administration.

He was entrusted with several missions:

- the communication of the centre
- Assistance with the centre’s operations (construction of reports, etc.)
- events (organisation of the AIRL SCM conference and the away day).

A big thank you to Morgan for his involvement, his dynamism, his determination and his proposals!

TRAINING ORGANISED (FROM JANUARY TO JUNE 2022)

- 6 members of the laboratory benefited from the Python for data science training over 4 days.
- 16 members of the laboratory benefited from the NVIVO training divided into 2 groups: in French and in English.
- 15 members of the laboratory benefited from an introductory training in the R software by a statistical engineer from the MSH.
- 4 doctoral students benefitted from training offered by the FNEGE.

RETIREMENT OF MARC LECOUTRE

Marc LECOUTRE is retiring on 31 August 2022. A big thank you to him for his commitment and energy in the development of the ESC research policy! Marc will nevertheless continue his research activities as Professor Emeritus at the ESC.

Anne ALBERT-CROMARIAS has been appointed Director of Research at the ESC. She will succeed Marc LECOUTRE. We congratulate her on this appointment!
THE TEAM

NEW PERMANENT MEMBERS

Christine ROUSSAT, Associate Professor HDR at the IUT Clermont-Auvergne - TC Moulins Department. Her research topics are Crowd Logistics, Humanitarian Logistics, Logistics Service Providers, Logistics and Sustainable Development. Christine joined the STeRA axis in April!

NEW ASSOCIATE MEMBERS

Sanaa BELASRI, Doctor of Management Sciences, former doctoral student of the CleRMa laboratory (FIRE axis).

Hamid ESSERDI, Doctor of Management Sciences, former doctoral student of the CleRMa laboratory (AMPHI axis).

COMPETITION SUCCESS

Congratulations to Laurent for obtaining his agrégation exam in management sciences!

Laurent MERIADE has been awarded the rank of University Professor.
## Recap of the Transversal Seminar

**Programme January/May 2022**

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<th>Date</th>
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<td><strong>Thursday 13 January</strong></td>
<td>1- CleRMa News</td>
<td>2 - Geoffrey Volat, Research and social innovation: presentation of CISCA Social Innovations Centre Clermont Auvergne</td>
<td>3 - Istifanous Ado, pre-thesis defence presentation: &quot;L’entrepreneuriat dans les pays en développement : de l’entrepreneuriat informel au processus de formalisation des entreprises informelles au Niger”</td>
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<td><strong>Thursday 03 February</strong></td>
<td>1- General Assembly and CleRMa News</td>
<td>2 - Cyril Verdier, Feedback from the SPSS/Amos training</td>
<td>3 - Albert Fernandez, Presentation of his thesis advancement: “Vers une nouvelle forme de performance sanitaire et sociale durable: l’ancrage d’activation d’un établissement médico-social dans son écosystème”</td>
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<td><strong>Thursday 10 March</strong></td>
<td>1- CleRMa News</td>
<td>2 - Nizar Souiden (Invited Professor), “Blame and Culpability in Explaining Changes in Perceptions of Corporate Social Responsibility and Credibility”</td>
<td>3 - Inam-Ul Haq, Ignoring Leaders who Break Promises or Following God: How Depersonalization and Religious Faith Inform Employees' Timely Work Efforts</td>
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<td><strong>Thursday 07 April</strong></td>
<td>1- CleRMa News</td>
<td>2 - Bertrand Valiorgue, “Resisting cooperativization: How executives decouple governance structures to prevent organizational democracy in private companies’ transition to cooperatives”</td>
<td>3 - Marianne Perraud, Mélanie Rigal (Pôle Ingénierie de Projets, DRED, UCA), Presentation of the AAPs in SHS</td>
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<td><strong>Thursday 12 May</strong></td>
<td>1- CleRMa News</td>
<td>2 - Vanessa Beligon, Head of the Pôle valorisation and Samira Riad, in charge of research contracts and partnership development at the DRED, UCA, &quot;Presentation of the Pôle valorisation&quot;</td>
<td>3 - Jean-Marc Sales, Laurent Mériaide, (Presentation of an article) “Une exploration des valeurs individuelles au travail dans un Service Départemental d’Incendie et de Secours (SDIS) français”</td>
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OUR PUBLICATIONS

Articles in Hcéres ranked journals


Chaudat, P. (2022). La maitrise des algorithmes pour éviter des dérives, Question(s) de Management, Regards croisés, janvier, n°37.


Esserdi, H., Chaudat, P., Mériade, L. (2022). Harcèlement moral au travail et culture : une étude exploratoire dans le secteur social public au Maroc, Question(s) de Management n°39.


Mériade, L. (2022). Le bricolage en gestion des ressources humaines et ses évolutions : L’exemple de la gestion de l’absentéisme de courte durée a l’hôpital face a la covid-19, @GRH, à paraître.


Articles in other journals


Books


Articles in the Conversation
OUR COMMUNICATIONS

Communications accepted at conferences


Bayarassou, O., Bachouche, H., Cherif, E., Pothin, G. (2022), « Au début, je le prenais & la légère mais avec le temps la peur est venue... » l’évolution des émotions aux différents stades de la crise sanitaire et rôle de la littératie des médias : éclairages par le mur d’images en ligne (miel)”, 38ème Congrès International de l’AFM, Tunis, du 18 au 20 mai 2022.


Other communications


Mesfioui-Hatim, M. (2022), Participation as an expert in Telemedicine at the strategic seminar "Projet Territoire" organized by Montluçon Communauté and Université Clermont Auvergne.

Mesfioui-Hatim, M. (2022), Presentation of Cardiauvergne as part of the “Territories and Access to Care” day organized by the Mutation et Innovation Territoriales Chair (University of Corsica) in partnership with the Santé et Territoires Chair.

Roussat, C. (2022), Initiation and organization of a 24-hour climate fresco on the PIC (industrial and commercial platform) of La Poste Auvergne, 27 & 28 juin, Lempdes.

Roussat, C. (2022), Participation at Sustainable Logistics Workshop, organised by l’UPPA IAE de Bayonne, le LIREM et l’IREGE, Université Savoie Mont-Blanc, 4 & 5 mai, Bayonne.


Zumbo-Lebrument, C. & Rochette, C. (2022), Presentation of search results “Projet MASANTHE” (Thermalisme), at the members of Cluster Innovatherm, 29 mars, Clermont-Ferrand.

Interviews radio RCF

3 PhD students from the centre have registered for the Collège des Ecoles Doctorales module on “Communicating science to the media (SP76)”. After several training sessions, a recording was made in the RCF 63 studios. The interviews are broadcast in the weekly program "Sciences et Vie".


Foulon, B. (2022) : Ecologie et économie, 10 mai 2022.
Congratulations to Emmanuelle who was awarded the prize for the best young researcher by the AUF (Agence Universitaire de la Francophonie) during the ADIMAP online colloquium on 16, 17, 18 May 2022 organised by ICHEC Brussels Management School, in Belgium, for the presentation of her CIFRE dissertation: “Conception d’un dispositif d’appui au pilotage d’une situation de gestion d’exploration: le cas de la transition écologique du Département du Puy-de-Dôme”.

Congratulations to Nicolas, Guillaume et Sylvain who won the prize for best article entitled “Forward looking climate risk and firm value” at the 21st International Governance Conference (IGC) of the International Academic Governance Association (IAGA) organised by Toulouse School of Management, on 19 and 20 May 2022.

The students of the "training in eloquence and media-training" module of the Collège des Ecoles Doctorales benefited from an introduction to eloquence in several stages. They were accompanied by Anne-Blandine Caire, University Professor of Private Law and Criminal Sciences at the Centre Michel de l’Hôpital, Marie-Sylviane Buzin, singer, actress and teacher, and the team from The Conversation media.

At the end of this training, the students had the opportunity to compete in the 1st eloquence competition of doctoral students of the University Clermont Auvergne. Each candidate had 10 minutes to express themselves on the following subject: Will the human being of the future still be a Man?

Perrone E. (2022), "L'être humain du futur sera-t-il toujours un Homme ?", Concours d'éloquence des doctorant.es de l'Université Clermont Auvergne organised by the UCA et Clermont Métropole, 15 juin 2022.

Congratulations to Emmanuelle who wins the public prize of the 1st edition of the Eloquence Contest!
EVENTS

OPEN DAY (5 MARCH)

The UCA Open Day took place on 5 March 2022. The CleRMa laboratory was present to promote research.

Thank you to the doctoral students and teachers who took part in the day!

INVITED PROFESSOR - PR. NIZAR SOUIDEN, LAVAL UNIVERSITY (WEEK OF THE 7TH TO 11TH OF MARCH)

As part of the IAE International Week, CleRMa welcomed Professor Nizar SOUIDEN from Laval University (Canada), professor of marketing, from 7 to 11 March.

During this week, a research day was organised:

within the STeRA seminar, feedback on a special international issue: Writing, Publishing, Reviewing, and Guest-Editing,

presentation in a transversal seminar: "Blame and Culpability in Explaining Changes in Perceptions of Corporate Social Responsibility and Credibility".

Thanks to Emna, Elisabeth and the IAE for organising his visit!

"WOMEN IN SCIENCE" (12 APRIL)

The event "Elles font la science" (Women in science) was held in the evening, during which female researchers presented their career paths and their first steps in science!

Thank you to Corinne and Cassandra who volunteered to participate in this event!
FESTIVE EVENING AS PART OF THE OPEN LAB EXPLORATION INNOVATION (2 MAY)

On the programme:
- 6:15pm - 6:25pm: The new Open Lab Exploration website as a book of knowledge by Serge Dan
- 6:25pm - 6:40pm: The essence of Wenger's latest book (2021) "Learning to make difference" around the nature of participants' engagement in a community by Pascal Lièvre
- 6:40pm - 6:55pm: From the conference to the tool within the Open Lab by Frédéric Denisot (Head of Innovation, CCI Puy de Dôme): The Maddec competence model by Jean Claude Coulet (Rennes II University)
- 6:55pm - 7:00pm: Launch of the survey: The value that the Open Lab Exploration Innovation produces for participants, by Vanessa Iceri
- 7:00pm - 8:00pm Cocktail reception
- 8:00pm - 9:15pm: A lyrical and burlesque show: "Ils vont s'aimer" with Véronique Pain (soprano) and Fabrice Maitre (tenor and piano).

RESEARCH SEMINARS
23 MARCH 2022

"Repenser les organisations et la société à partir de l'éthique fondée sur l'idée de finitude"
by Jean-François Chanlat, Professor Emeritus, Université Paris-Dauphine-PSL - Affiliate Professor, HEC-Montreal Guest Professor, Institut Mines-Telecom Business School

06 MAY 2022

"Pragmatisme et Sciences de Gestion"
by Philippe Lorino, Emeritus Professor at ESSEC

12 MAY 2022

"Les services secours en montagne"
by Virginie Fernandez, Postdoctoral Researcher in extreme contexts - Umeå School of Business, Economics, and Statistics

HEALTH AND TERRITORIES CHAIR DAY
01 JULY 2022

The tutors of the Chair and the attached PhD students met for a day of work in an atmosphere of conviviality. It was also an opportunity to meet with academic professionals to discuss/exchange views on academic careers after the thesis. You can find the posters presented by our doctoral students on the 3rd floor as of next autumn!

A big thank you to the IAE for hosting a buffet organized for the occasion!
FEEDBACK ON THE 14TH AIRL-SCM MEETINGS
(FROM 18 TO 20 MAY)

Chair of the organising committee: François Cassière (CleRMa)
Chairs of the scientific committee: Virginie Noireaux (CleRMa) and Sylvie Norre (Limos)

In a few figures:
- 2 and a half days of exchanges
- 1 doctoral consortium (4 participants)
- 46 papers
- 12 thematic workshops
- 80 registrants, including 65 teacher-researchers and 15 doctoral students.

2 keynotes:
- Keynote 1 « Sciences de gestion et de l’ingénieur au service de la transition logistique »
  Gyöngyi Kovacs, Hanken School of Economics (SHS) and Stéphane Dauzere Pérès, Ecole des Mines de Saint-Etienne (SPI)
- Keynote 2 « Les grands enjeux de la logistique et du Supply Chain Management : regards croisés et paroles d’experts »
  - 6 professional speakers: 3 by interview and 3 on site.

13 countries and 5 continents represented

4 prize-giving ceremonies:
- Best Paper Award 2022
- Daniel Tixier Best Thesis Award 2022
- France Supply Chain 2022 Award for the best article in logistics and sustainable supply chain
- Coup de Cœur France Supply Chain 2022 Award.

Prize-Giving...

Gala Evening...

Workshops...

Plenary Sessions...

Animation of the 1st Keynote by Christine...

A big thank you to the Organising Committee, in particular François, Morgan and Ntxhee!
As every year, CleRMa organised its seminar away-day (previously: Puy Pariou hikes, Clierzou caves, Dr Moity’s path, etc.). This year, we opted for a relaxing and unifying activity in the form of an evening organised at the Jardin Lecoq.

The event took place as follows:

- an **outdoor team game** based on the theme: The Butterfly Effect.

"The players will have to prevent an imminent catastrophe from happening by tracing the event that triggered it centuries ago: thanks to the various clues and their research, they will have to find the exact location, date and nature of this past event in order to prevent it from happening and triggering a series of catastrophic events!”,

- an **annual update on the laboratory’s activity** by Sylvain Marsat,

- an **aperitif dinner** held at the Pavillon Lecoq until 9 pm.

Thank you all for attending this event, which has, for many years, brought the centre together!
DOCTORAL SPACE

THESIS DEFENCES

3 thesis defences,
Congratulations to our new doctors!

26 JANUARY 2022
Istifanus ADO

"L’ENTREPRENEURIAT DANS LES PAYS EN DÉVELOPPEMENT : DE L’ENTREPRENEURIAT INFORMEL AU PROCESSUS DE FORMALISATION DES ENTREPRISES INFORMELLES AU NIGER"
THESIS DIRECTOR:
PR. RICHARD SOPARNOT, ESC BS.

4 FÉVRIER 2022
Geneviève SHANAHAN

"THE LOCAL PREFIGURATION OF A SUSTAINABLE FOOD SYSTEM: RECONCILING RADICAL DEMOCRACY AND SCALE THROUGH TECHNOLOGY"
THESIS DIRECTOR: PR. BERTRAND VALIORGE

11 JULY 2022
Maria BOUHADDANE

"LA LÉGITIMITÉ PERÇUE DES LABELS ALIMENTAIRES : QUEL IMPACT SUR LA CONFIANCE DES CONSOMMATEURS ET SUR LA VALEUR PERÇUE DES PRODUITS ALIMENTAIRES LABELLISÉS ?"
DIRECTEURS DE THÈSE :
PR. CORINNE ROCHETTE, UCA
PR. PATRICIA GURVIEZ (CO-DIRECTRICE), UNIVERSITÉ PARIS-SACLAY
RAFIA HALAWANY-DARSON (CO-ENCADRANTE), MCF EN MARKETING, VETAGRO SUP
HEALTH PROMOTION DAY FOR SENIORS IN THE CANTAL (12 APRIL)

As part of their thesis work, Clara and Cassandra participated in several events that took place in the Cantal department.

MORE AND MORE COMFORTABLE OPEN SPACES!

New whiteboards have appeared in the open space of our PhD students: bigger, more practical for better brainstorming between future researchers!

The doctoral students are delighted and would like to thank the lab for this!

DOCTORAL STUDENTS’ REUNION AFTER A BUSY DAY!
COMING SOON

2022

1 October
Arrival of 2 new PhD students of the centre recruited following the PhD offer

6 October
CleRMa’s opening transversal seminar

13 October
Science Festival (2nd edition)

17 November
Marketing Research Day "Distribution 4.0, Brands and Territory(ies) »

15-16 December
16th Social Science Research Days SFER-INRAE-CIRAD

2023

15 June
Away-day