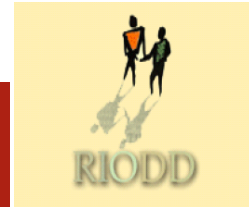




المدرسة الوطنية للتجارة والتسيير - أكادير  
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ÉCOLE NATIONALE DE COMMERCE ET DE GESTION - AGADIR



**Call for papers**

**2<sup>nd</sup> edition of**

**International Congress on MCOOD**

**Under the theme:**

**« Solidarity-based entrepreneurship and Innovation: Vectors for sustainable territorial development »**

**ENCG Agadir (The National School of Trade and Management of Agadir)**

**2<sup>nd</sup> & 3<sup>th</sup> NOVEMBER, 2017**

## **1. Rationale and Context of the Symposium**

Today, everyone agrees that economic development goes through human development, and that the development of nations goes through the development of its regions. This one can only be achieved through a citizen able to innovate and undertake. The territory and its production and distribution infrastructure are the key factors that can stimulate or hinder the development of companies, at the same, the territorial Development.

The area provides the main resources they need to produce (Capital, workforce, consultancy services, Etc.). Moreover, the entrepreneur often comes from the region and participates in various social activities. International studies (Julien, 1996) demonstrated that there is a close relationship between the environment and innovative businesses.

The main issue to be raised at this Symposium is to try to show, how to make businesses take advantage of their territory or are stimulated by it, or again, what are the main benefits they can derive from their nesting within the region? But especially how innovative entrepreneurship may be a locomotive for sustainable development of the regions?

## **2. Main objectives of the Symposium**

This Symposium devoted to entrepreneurship and innovation will be an opportunity to highlight the important role of innovative entrepreneurship in the territorial sustainable development.

As such are particularly solicited the scientific contributions, all branches of exact sciences and humanities, that engage a reflection on the identification and determination of academic and practical contributions around which pivots the concept of innovative entrepreneurship.

Designed as a place of exchange, this symposium will be open to research professors (all disciplines), to professionals and representatives of companies and public organizations, and to all interested stakeholders through innovation and entrepreneurship.

Conferences, round tables and workshops will be organized to shed light not only on academic reflections, but also on entrepreneurship practices and innovation. The central theme of this scientific event is that of the contribution of innovative entrepreneurship in sustainable development of territories.

## **3. Main axes of the Symposium**

This scientific event covers the following main topics:

- Entrepreneurship in its different forms
- Entrepreneurship and Social Responsibility
- Innovation and different development strategies

- The innovative entrepreneurship and sustainable development of territories
- Entrepreneurship and Finance
- Entrepreneurship and HRM
- Entrepreneurship and Marketing
- Entrepreneurship and Risk Management
- Entrepreneurship and management of projects
- Entrepreneurship and Information Technology
- The art of entrepreneurship and leadership

#### **4. Important Dates**

- **February 28, 2017:** Deadline for receipt of the abstract
- **March 15, 2017:**Deadline of acceptance notification of the abstract
- **June 30, 2017 :** Deadline for receipt of the full text of the Communication
- **July 30, 2017 :**Deadline of acceptance notification of communication selected by the Scientific Committee
- **September 30, 2015 :** Deadline for submission of final papers
- **2<sup>nd</sup> & 3<sup>th</sup> November 2017:** Congress date

**The papers will be published in the Congress proceedings.**

The full papers should be sent to the following address:

**[congres.mcodd2017@gmail.com](mailto:congres.mcodd2017@gmail.com)**

The Communication must be paged. The text must be written in 1.5 spacing in Word (characters Times New Roman 12). The page must respect the following margins values (Left = 2.5 cm, Right = 2.5 cm, Up = 2.5 cm, Bottom = 2.5 cm). The communication should not exceed 20 pages, including tables, figures and references. The first page includes only the indication of the title of the communication and the identity of his (her) author(s) (name, surname, title, institutional affiliation), and the email address to which the response of the Scientific Committee should be sent. The title of the communication will be reproduced on the 2nd page without giving (the) name (s) of author (s). A summary will be inserted on the

second page before the text; it should not exceed 20 lines. It must be accompanied by keywords (maximum 5). The notes will be given at the end of each page and numbered in the order they appear in the text. The references, in alphabetical order at the end of the text, they are prepared in writing in the following models:

- For a book: Author's name, Book title, Place of publication, Publisher, publication date.
- For an article: Author's name, "Title", Journal title, No ..., p. x-y, date of publication.
- For citations in the text: Author name (year of publication).

## **5. Doctoral and writing articles Workshop on November 2<sup>nd</sup>, 2017**

The objective of this workshop is to train doctoral students and young researchers to write the thesis and scientific articles. Candidates wanting to participate in the workshop have to submit a preliminary draft of 6 pages (max) by 30 April 2017 summarizing the research problem, the methodology, the expected results and the difficulties faced or estimated and the bibliography.

The first page of the document must contain:

1. The title or subject;
2. The author name;
3. The research structure, the university of registration and the name of the supervisor;
4. E-mail address, telephone;
5. The date of first registration in the thesis.

Doctoral students whose proposal will be selected must submit a final version (maximum 15 pages) by 30 June 2017 detailing the issue, the methodology and the potential results.

## **6. Registration fees**

- Registration fee for participants is 1000 DH (or 100 Euros). Registration fees include documentation, meals and coffee breaks both days.
- For PhD, the registration fee is 500 DH (or 50 Euros). (It will justify, at registration, which university or institution at which the PhD is effectively connected).

Registration fees include documentation, meals and coffee breaks both days.

## **7. Committees**

### **7.1- Organization committee**

ELKANDOUSSI Fatima ( President,ENCG Agadir, Morocco )  
ANGADE Khadija (Co-president, ENCG Agadir, Morocco)  
BENDOU Aziz (ENCG, Agadir, Morocco)  
M'ZALI Bouchra (UQAM , Québec, Canada)  
EL KANDOUSSI Khadija ( FSHS, University of Paris Descartes, Sorbonne, France)  
DIEMER Arnaud, (University Blaise Pascal Clermont Ferrand France)  
RACHIDI. Ali (Professor, ENCG, UIZ, Agadir, Maroc)  
RAJY. Khadija (Professor, FLSH, UIZ, Agadir, Maroc)  
EDDAHIBI Mustapha (Professor, ENCG Agadir, UIZ, Morocco)  
Hind Benouakrim (Professor, UIZ Agadir, Morocco)  
BOUMESKA Mustapha (Professor, FSJES, UIZ Agadir, Maroc)  
STIRIBA Latifa (LAREFA, ENCG UIZ, Agadir)  
EL AMRANI HASSANI Afaf (LAREFA ENCG, UIZ, Agadir, Maroc)  
ABOUSAID Fatima Zahra (LAREFA ENCG, UIZ, Agadir, Maroc)  
MOUSADIK Mouna(LAREFA ENCG, UIZ, Agadir, Maroc)

### **7.2 – scientific committee**

Dr AK AKYOL Feyza (Professor, University Galatasaray Istanbul Turkey)  
Dr ALAMI Asmae (Professor, ENCG, UIZ Agadir, Morocco)  
Dr ANGADE Khadija. (Professor, ENCG, UIZ Agadir, Morocco)  
Dr BENDOU Aziz (Professor ENCG, UIZ Agadir, Morocco)  
Dr BENOUAKRIM Hind (Professor FSJES Ait Melloul UIZ Agadir, Maroc)  
Dr BENTALEB Chafik (Professor, ENCG UCAM, Marrakech Morocco)  
Dr BERGER-DOUCE Sandrine (professeur, Ecole des mines de Saint-Etienne France)  
Dr BOUMESKA Mustapha (Professor, FSJES, UIZ Agadir, Maroc)  
Dr CAPRON Michel (Professor Université Paris 8 France)  
Dr CHAKOR Abdellatif (Professor FSJES, Rabat, UM5 Morocco)  
Dr DATO ARSHAD, Rashayany (Professor, UTM Malaysia)  
Dr DIEMER Arnaud, (Professor University Blaise Pascal Clermont Ferrand, France)  
Dr EL ABBADI Abderrazzak (Professor ENCG, Kenitra, UIT, Morocco)  
Dr ELKANDOUSSI Fatima. (Professor, ENCG Agadir, UIZ Morocco)

Dr ELKANDOUSSI Khadija (Associate Professor, FSHS, Decartes Sorbonne University, France)

Dr EDDAHIBI Mustapha (Professor, ENCG Agadir, UIZ, Morocco)

Dr ESSABAE, Amal (Professor, University of George Washington, USA)

Dr FARACHA Abderrahim (Professor, FSJES Casablanca, UH2 Morocco)

Dr FRIMOUSSE Soufyane (Professor, Universty of Corsica, Corte, France)

Dr GENDRON Corine (Professor ESG UQAM, Montréal Canada)

Dr HENDA Sanae (Professor, ESC Amien, France)

Dr HERVIEUX Chantal, (Professor, Saint Mary's University, Canada)

Dr IBOURK Omar (Professor, FSJES, UCAM, Morocco)

Dr KASIM Nawal (Professor, UTM Malaysia)

Dr LEBZAR Bouchra (Professor, ENCG Marrakech, UCAM, Morocco)

Dr M'ZALI Bouchra (Professor, ESG UQAM, Montréal, Canada)

Dr OUBDI Lahsen. (Professor, ENCG Agadir, UIZ, Morocco)

Dr POSTEL Nicolas, ( President of RIODD & professor, University of Lille 1 France)

Dr POUSSING Nicolas, (Professor, University of Luxembourg, France)

Dr RACHIDI. Ali (Professor, ENCG, UIZ, Agadir, Maroc)

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Dr RADI Bouchra. (Professor,ENCG Agadir, UIZ, Morocco)

Dr SACHET-MILLIAT Anne (Professor, ISC Paris, France)

Dr SAHRAOUI Hind (Professor, ENCG UIZ Agadir, Maroc)

Dr SOUALHI Bachir (Professor, l'UII Malaysia)

Dr STIRIBA Latifa (Professor, Sup'Co, Marrakech, Morocco)

Dr WINDSPERGER. Josef (Associate Professor, F B ES,University of Vienna. Austria)