

LAREC

Research Center
Graduate School of

M. YOUNES EL MANZANI

MAITRE(SSE) DE CONFERENCES

ISM-IAE (section 06)

Université de Versailles Saint-Quentin-en-Yvelines > ISM-IAE - Institut supérieur de
management > Département de sciences de gestion >

Coordonnées

ADRESSE MAIL

younes.el-manzani@uvsq.fr

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Itinéraire vers ce lieu **Bâtiment Vauban** 47 boulevard Vauban
78280 Guyancourt

Discipline(s) enseignée(s)

- » Management des organisations
- » Management de la qualité
- » Management de l'innovation

Thèmes de recherche

- » Management stratégique
- » Management de la qualité
- » Entrepreneuriat et innovation

Informations complémentaires

Principaux Ouvrages / Articles

Lissaneddine, Z., El Idrissi, M., El Manzani, Y. (à paraître). Towards an integration of the collaborator's experience in the digital management of the employer brand. In Rana, G., Sharma, R., Aggarwal, S (Eds.), *Employer Branding for Competitive Advantage: Models and Implementation Strategies*, CRC (Taylor & Francis Publication).

Lissaneddine, Z., El Manzani, Y., El Idrissi, M. (à paraître). Managing Employer Brand Through Social Media: An Exploration of The Moroccan Customer Relation Centers. In K. Sandhu (Eds.), *Management and Strategies for Digital Enterprise Transformation*, IGI Global.

El Manzani, Y., Sidmou, M. L., & Cegarra, J. J. (2019). Does ISO 9001 quality management system support product innovation? An analysis from the sociotechnical systems theory. *International Journal of Quality & Reliability Management* (CNRS 3, HCERES B, FNEGE 3).

Manzani, Y. E., Sidmou, M. L., & Cegarra, J. J. (2017). A conceptual framework of the relationship between total quality management, corporate social responsibility, innovation capability, and financial performance. *International Journal of Quality and Innovation*, 3(2-4), 188-208.

El Manzani, N., Asli, A., & El Manzani, Y. (2018). Les facteurs de l'échec entrepreneurial des PME marocaines : une étude exploratoire. *Marche et organisations*, (3), 105-144.