



Chaire Jean Monnet
Ad personam
 Identités et Cultures en Europe
 Université Matej Bel, Banská Bystrica

LAREQUOI
 Research Center of ISM
 Graduate School of Management



International Conference *European Citizenship and Integration* Companies and European Integration.



Thursday, 8 January, 2015
 Montesquieu Auditorium, D'Alembert Building
 78047 - Guyancourt Cedex - France



■ COMMUNAUTÉ D'AGGLOMÉRATION ■
 Avec le soutien de la Communauté d'Agglomération
 de Saint-Quentin-en-Yvelines.

www.ism.uvsq.fr

This is the fifth symposium in a series that devoted to the citizenship and European integration issues, organized in partnership with a dozen universities in Central and Eastern Europe.

On this day of the businesses and European integration, several specialists in management science, as well as in philosophy, sociology or economics, will share their thoughts and analysis on a question which concerns both the businesses, particularly those involved in European markets and European studies and international management researchers

The dual objective of the symposium is to question the role of businesses in European integration one the one hand and on the other the impact of European integration on the businesses.

Pre-Program

9h00 - 9h45	Reception and Registration
9h45	Introduction et Welcoming speech
10h00	Opening François Soulages , <i>Reread Kojève or Business, Europe and Globalisation</i>
10h30 - 12h45	Businesses within the European Union Chairperson of the session : Annie Bartoli Gilles Rouet , <i>Businesses, the key players of European integration</i> Mourad Attarça , <i>Lobbying the businesses as a factor of European integration</i> Stela Raytcheva & Saphia Richou , <i>Construction of European identity: the case of two cereal cooperatives</i>
11h15 - 11h30	Discussion Serge Dufoulon , <i>Corporate Citizenship in Europe, production of the ethics</i> Didier Toussaint , <i>Corporate culture and national cultures</i> Miglena Anguelova & Sia Veleva , <i>Changes in business management culture in Bulgaria after the adherence to the European Union</i> Emmanuel Métais & Philippe Very , <i>The European automotive industry and « Made in France »</i>
12h30 - 12h45	Discussion
12h45	Lunch (buffet on site)
13h45 - 15h	The Businesses and social Europe Chairperson of the session : Gilles Rouet Pierre Bauby , <i>The impact of European principles and rules on the governance of utilities</i> Jana Marasova & Anna Vallusova , <i>The evolution of HRM trends in the European context</i> Magorzata Patok , <i>The impact of the EU on the world of work: the experience and social representations of Polish workers in France vis-à-vis the European integration</i> Despina Vasilcu , <i>Medical migration and healthcare companies</i> Pierre Bailly , <i>From Industrial Relations to social democracy, an issue of European integration?</i>
14h45 - 15h	Discussion
15h	Panel discussion: business practices at European level Moderating the panel discussion : Jean-Pierre Bouchez & Stela Raytcheva Dominique Bailly , <i>HR Performance Director and Strategic Foresight, La Poste</i> Francis Hintermann , <i>Global Managing Director, Accenture Research</i> Emmanuel Jahan , <i>Social advisor for Europe and International, Air France</i> Francis Massé , <i>General Secretary, Directorate of Civil Aviation, Ministry of the Environment and Development</i> Nicolas Rolland , <i>Innovation & Culture Director, Axa</i>
16h - 17h30	Managerial approaches and integration strategies Chairperson of the session : Philippe Hermel Alain Buzelay , <i>The impact of European integration on restructuring and managing of banking businesses</i> Albena Antonova , <i>Analysis of integration mechanisms, progress and problems of Bulgarian companies within the European Union</i> Kiril Anguelov & Ivailo Soyanov , <i>Integration Strategies of Bulgarian companies in the common market of the European Union</i> Thierry Côme, Delphine Lopez & Stephane Magne , <i>Labels and Trust: The European brand ... what is the influence of the territory on consumer's/ citizen's act?</i> François Goxe & Michaël Viegas-Pires , <i>Entrepreneurship and internationalization of SMEs: Challenges for European Integration</i> Xavier Richet , <i>Trade, FDI and Multinational Networks in the Balkan Region: the Case of the Automotive Industry</i>
17h30 - 17h45	Discussion
17h45	Conclusion by Annie Bartoli & Gilles Rouet
18h00	End of the symposium. Closing Cocktail

Scientific and Organizing Committee

Presidents :

Annie Bartoli, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Gilles Rouet, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines, Université de Banska Bystrica*

Other Members :

Emmanuel Aman-Morin, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Philippe Hermel, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Christophe Assens, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Stela Raytcheva, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Bruno Besaudun, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Gunel Safarova, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Thierry Côme, *Université de Reims Champagne-Ardenne*

Michael Viegas Pires, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Serge Dufoulon, *Université de Grenoble II*

François Goxe, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Speakers :

Kiril Anguelov, *Université Technique de Sofia, Bulgarie*

Miglena Anguelova, *Université technique de Sofia, Bulgarie*

Albena Antonova, *Université Saint Clément d'Ohrid, Sofia, Bulgarie*

Mourad Attarça, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Dominique Bailly, *HR Performance Director and Strategic Foresight, La Poste*

Pierre Bailly, *Université Grenoble 2*

Pierre Bauby, *EUROPA.org*

Jean-Pierre Bouchez, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Alain Buzelay, *Université de Lorraine*

Serge Dufoulon, *Université Grenoble 2*

Francis Hintermann, *Global Managing Director, Accenture Research*

Emmanuel Jahan, *Social advisor for Europe and International, Air France*

Delphine Lopez, *Université Reims*

Stephane Magne, *Université Paris I*

Jana Marasova, *Université Matej Bel, Banska Bystrica, Slovaquie*

Francis Massé, *General Secretary, Directorate of Civil Aviation, Ministry of the Environment and Development*

Emmanuel Métais, *EDHEC Lille*

Magorzata Patok, *Université Paris V*

Xavier Richet, *Université Paris 3*

Saphia Richou, *Larequoi-ISM, Université de Versailles Saint-Quentin-en-Yvelines*

Nicolas Rolland, *Innovation & Culture Director, Axa*

François Soulages, *Université Paris 8*

Ivailo Soyantov, *Université Technique de Sofia, Bulgarie*

Didier Toussaint, *Consultant*

Anna Vallusova, *Université Matej Bel, Banska Bystrica, Slovaquie*

Despina Vasilcu, *Université Stefan cel Mare de Suceava, Roumanie*

Sia Veleva, *Université technique de Sofia, Bulgarie*

Philippe Very, *EDHEC Business School*



Chaire Jean Monnet
Ad personam
Identités et Cultures en Europe
Université Matej Bel, Banská Bystrica

LAREQUOI
Research Center of ISM
Graduate School of Management



Registration

online

www.ism.uvsq.fr/eie2015

Contact

Larequoi

Emmanuel Aman-Morin, *Research Engineer*

Phone : +33(0)1 39 25 50 52 / e-Mail : emmanuel.aman-morin@uvsq.fr

Access plan

Larequoi - ISM

The premises are at 5-7 boulevard d'Alembert, Guyancourt - 78280 - France
(Montesquieu Auditorium is situated inside the D'Alembert building, see the map)



Acces by car (parking is accessible without any badges from 8am to 8pm) :

From Paris

from Porte d'Auteuil, take l'A13
then l'A12 direction St-Quentin-en-Yvelines/Rambouillet
exit Saint-Quentin-en-Yvelines Centre Commercial régional

From Rambouillet

take N10 direction Paris
exit Saint-Quentin-en-Yvelines Centre Commercial régional

Acces by public transports :

From Paris, you can take a SNCF train or RER (zone 5)

U Train La Défense - La Verrière, stop Saint-Quentin-en-Yvelines (Montigny le Bretonneux)

N Train Montparnasse - La Verrière or Montparnasse - Rambouillet
Stop Saint-Quentin-en-Yvelines (Montigny le Bretonneux)

RER C - stop Saint-Quentin-en-Yvelines (Montigny le Bretonneux)

Then it takes about 10 minutes walk to reach the university