



**7<sup>th</sup> Atlas AFMI Conference**  
**Under the distinguished patronage of the President of the Republic of Madagascar**  
**INSCAE, Antananarivo, Madagascar**  
**2-4 May 2017**

**“MANAGERIAL CHALLENGES OF INTERNATIONAL INTEGRATION”**

The term *integration* refers to being a member of a new group (circle, team, organization, country, trading block, etc.) and adopting standards and values that characterize this group. This phenomenon is based both on the individuals' willingness to integrate the group and the ability of the concerned group to accommodate the individuals who would like to join. This general definition should not overshadow the variety and richness of different approaches. Two fields, sociology and economics, have largely contributed in defining the dimensions of this concept. In sociology, integration is generally considered and analyzed as an ethnological process, based on a *desire to live together* in the sense of Durkheim. In economics, the term refers to the consolidation of activities in order to benefit from synergies and/or economies of scale and scope. In an increasingly globalized world, characterized by trade liberalization and the opening-up of national markets, this concept is wide and complex enough to inspire many research questions. In particular, the notion of integration is of obvious use in international management, furnishing a rich framework for analysis.

Organization and scientific committee chairs: Bruno Amann, Victor Harison and Eric Milliot

Conference tracks

1. « Integration and changes in the international environment »  
(Jean-Paul Lemaire and Pierre-Bruno Ruffini)
2. « Emerging economies »  
(Gilles Guieu and Frédéric Prévot)
3. « Strategy and organization of multinational companies »  
(Hanane Beddi and Jacques Jausaud)
4. « Inter-organizational linkages: international acquisitions and alliances »  
(Pierre-Xavier Meschi and Philippe Very)
5. « Internationalization of SMEs and start-ups »  
(Bruno Amann and Carole Jean-Amans)
6. « Integration in multicultural and multilingual teams »  
(Anne Bartel-Radic and Fabienne Münch)
7. « Stakeholders, ethics and CSR in an open environment »  
(Victor Harison and Claudine Ratsimbazafy)
8. « Critical approaches and emerging methodologies in international management »  
(François Goxe and Michaël Viegas-Pires)
9. « Doctoral tutorial »  
(Jean-François Chanlat and Ulrike Mayrhofer)
10. « Case-Studies in international management »  
(Karine Picot-Coupey and Nathalie Prime)

Publication of selected papers

A selection of papers will be submitted for a special issue of *International Management* journal. A collective book on the conference theme will be published by Vuibert. Submitted case studies can be proposed for the Best Case Study Prize and the Atlas AFMI – CCMP (Centrale de Cas et de Médias Pédagogiques – French case clearing house) label for case studies in international management.

Important dates

- December 10, 2016: deadline for submission of full versions of papers (in English or French, according to the guidelines of the *International Management* journal: <http://www.managementinternational.ca>), proposals for the doctoral tutorial (3 to 5 pages on the doctoral project) and proposals for case-studies
- January 20, 2017: return of reviews to authors
- March 1, 2017: deadline for sending final version of selected papers
- May 2, 2017: doctoral tutorial and case study workshop
- May 3 and 4, 2017: Atlas AFMI annual conference

More information at <http://www.atlas-afmi.com>