

Call of papers



Laboratory of Economic and Social Studies and Research

- Research Team in Marketing, Management, Economics and Management Techniques (MMATEG)
- Research Team in Applied Economics (GRECAP)
- Research Team in Applied Quantitative Techniques (ERTQA)
- Research Team in Economics and Management of Territories (EREMT)
- Research Team in Management of Organizations (ERMO)
- Research Team on Entrepreneurship and Change Management (E 2 C)
- Mathematical Tools in Economics, Management and Actuarial Science (OMEGA)

Organize

International Congress "MMRG"

"MANAGEMENT AND MARKETING RESEARCH GATES"

General Topics

Management and Marketing: New Practices and Organizational Performance

Congres.mmrg.2023@gmail.com

Organized at FSJES of Meknes
NOVEMBER 24-25 , 2023



Schedule and dates to remember:

- March 03, 2023: Online publication of the call for papers;
- Juin 13, 2023: Deadline for submission of abstracts;
- June 30, 2023: Deadline for notification of acceptance of the project of communication;
- **July 31, 2023: Deadline for the submission of the draft paper;**
- September 30, 2023: Date of acceptance of the draft paper;
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ARGUMENTARY

- **Management and Marketing are real ingredients of success allowing companies and organizations to give a new breath to their organizational system. Indeed, they are great levers of performance-providing companies, wishing to remain in the race, with tools for improvement on the organizational level to manage their operations better.**
- **If we go back in history, we will notice that since the beginning of the XXth century and in front of the rise of mass production, the pillars of Management have been built and have not ceased to develop in time until today. It was not until the crisis of 1929, the Great Depression, that the era of production came to an end, and new practices were born. Thus, companies questioned their strategies and production was no longer the only function to be taken into consideration. Indeed, new functions were created such as Marketing, a discipline that revolutionized organizational performance during the 1950s. This notion has been the subject of many operationalization modes by management researchers. Therefore, we cannot talk about sustainable, effective, and efficient organizational performance without mentioning the complementary relationship between Marketing and Management. Indeed, managers go through Marketing, and Marketing specialists go through Management to guarantee the survival and durability of the company.**
- **It is clear that companies are increasingly evolving in an environment where change is**
- **becoming the rule, where the concept of performance is becoming more complex by integrating dimensions that are themselves constantly being renewed. A certain relationship emerges between the evolution of the environment and the determinants of the company's performance, and even the evolution of the concept of performance itself. Two changes are particularly interesting in this sense because they profoundly question the organization and functioning of the company, which defines its overall performance, namely the ecological transition and the digital transition.**
- **Faced with environmental issues and threats to our planet, the ecological transition evokes the evolution towards a new economic and social model, a new way of producing, consuming, and working. This change of direction calls for the overhaul of the linear production model and the emergence of concepts such as the circular economy, which are not without influence on the performance of the company. Beyond this aspect, it is a matter of orienting the reflection toward the level of maturity of the managerial approach of companies, in particular about the sensitivity of its leaders and employees to environmentally friendly strategies and practices, as a determinant of performance. The generalized alignment of the company with the ecological transition (energy transition, industrial transition, etc.) is an argument likely to have a direct impact on its performance. For its part, the digital transition has turned people's habits upside down, leading to the emergence of new organizational processes in their daily lives, but also in the way companies operate, both internally and in their relations with their environment. Beyond the integration of new digital technologies in the business models of companies, it is a question of managing the organizational and managerial changes that it generates.**

ARGUMENTARY

In this sense, we are interested in two dimensions that are particularly impacted by the two transitions mentioned, namely managerial performance and marketing performance. The first dimension questions the ability of the company's management to integrate the issues arising from these transitions into the company's processes and to get all employees to adhere to new practices, and even new values. The digital transition, for example, is revolutionizing sales channels, information management methods, logistics channels, and work organization. Managerial performance needs to be rethought, both in terms of what it covers and how it is measured. In our opinion, it represents the platform likely to support and bring out the determinants of overall performance. In the same sense, the company's marketing approach is called upon to follow. About the ecological transition, we need to ask ourselves whether marketing can contribute to orienting consumption and production patterns towards greater sustainability. About the digital transition, we need to question marketing performance in the light of techniques (such as web campaigns, e-mail banners, retargeting, social selling, etc.) that profoundly redefine marketing activities and the performance they are supposed to generate. Managerial performance and marketing performance thus represent an important subject for reflection on their contours and the ability of companies to grasp the transformations that concern them, about the ecological and digital transitions, while taking into account the risks that these transformations may generate.

Objectives of the Congress

Nowadays, we are witnessing more and more the creation of complex products, so we might as well mobilize scientific research in this sense and try to answer several topical questions, especially those related to "Management / Marketing" strategies and new managerial challenges. And this, also allows researchers in Marketing and Management to discuss their research work and share their research concerns with their peers.

Indeed, with the changes that the world undergoes, companies should prove their resilience

to the various economic crises, health ... etc.. while adapting to new practices required by digitalization, which increased during the last crisis of Covid-19; It is in this perspective that this conference will allow the various speakers to expose their research work, share their experiences in emerging solutions and managerial innovations. Thus, the conference aims to create a space for dialogue and exchange for both researchers in management sciences and professionals. It is indeed a framework for sharing scientific knowledge and the latest research of specialists in the field of Marketing and Management related to organizational performance.

RESEARCH AXES

- In this context, the international congress in Management and Marketing research gates (PRMM) is composed of two main orientations :
- New practices and trends in Marketing and Management
- Management, Marketing, and Organizational Performance
- The congress proposes a large and non-exhaustive list of research axes or proposals for communication topics that we present as follows :
- Management and Organizational Performance;
- New developments in Management after the covid-19 crisis;
- Social Responsibility and Organizational Performance ;
- Quality Management and Organizational Performance;
- - (...)
- Marketing and Organizational Performance
- Marketing and digital communication within companies;
- Impact of digital technologies on marketing;
- Metaverse as a value creation engine;
- Loyalty, Retention, and Digital Transformation;
- Recent trends towards differential uniformities and the Boomerang;
- Marketing trend or Marketing trend;
- Impact of Customer Relationship Management (CRM) on customer satisfaction;
- - (...)
- Risk Management Strategies and Organizational Performance
- New research models in crisis management ;
- Innovation in times of crisis ; Innovation and risk management ;
- New digital practices ;
- Impact of social networks on consumer satisfaction;
- Mobile technologies ;
- - (...)
- Finance and Organizational Performance
- New practices in Finance ;
- E-Banking ;
- Banking Risk Management ;
- Financial Risk Management ;
- Green Finance ;
- - (...)
- Macroeconomic environment and organizational performance
- Macroeconomic issues for companies and organizations;
- Monetary policy and access to financing for companies;
- Exchange rate regime and the opening of companies to international trade;
- Taxation and organizational performance;
- - (...)

SUBMISSION AND PUBLICATION STANDARDS

- Authors must submit a file according to the following submission standards:
- Papers should be submitted in two versions: PDF and WORD ;
- The font and size of the text (including headings) is Times New Roman 12 point;
- The first page must include: The title of the paper, the names of the authors, their e-mail addresses
- and the abstract (in French and English);
- The abstract must contain the purpose of the research, the problematic and the main results and conclusions;
- The abstract should not exceed 300 words with 4 to 5 keywords;
- Titles and subtitles should be in bold;
- References cited in the body of the text should follow the following format: (Author(s), Year) - Example: (Booth et al., 2001);
- The text of the paper should not exceed 18 pages (including figures, tables, appendices and bibliography);
- The bibliography should include only those references cited in the body of the text and should be arranged alphabetically according to the APA standard. Here are some examples.
- For an article
- Fama, E. F. (1995). Random walks in stock market prices. *Financial analysts journal*, 51(1), 75-80.
- Booth, L., Aivazian, V., Demirguc-Kunt, A., & Maksimovic, V. (2001). Capital structures in developing countries. *The journal of finance*, 56(1), 87-130.
- For a book
- Piketty, T. (2001). *Les hauts revenus en France au XXe siècle*. Hachette. Chapter in book.
- For a chapter
- Guegan, D., & Frunza, M. C. (2020). Bubbles on bitcoin price: The bitcoin rush. In: *Risk Factors and Contagion in Commodity Markets and Stocks Markets*, 1-24.
- N.B.: Please refer to the following link for more information on the writing protocol: [Writing Protocol | FSJES UMI: Official website of the Faculty of Legal, Economic and Social Sciences of Meknes \(fsjes-umi.ac.ma\)](#)
- Publication of the best papers in conference proceedings and other specialized journals. The abstracts and the submitted texts should be sent to the following e-mail address : congress.mmrg.2023@gmail.com

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