



ADAM Eco-Gestion Meeting

Workshop in Economics and Management

Second Edition

Workshop Schedule

July 4th and 5th

Meeting location :
Université Paul Cézanne
3 av Robert Schuman
Aix-en-Provence

Website: sites.google.com/site/adamecogestion
ADAM Eco-Gestion: Association des Doctorants d'Aix-Marseille en Sciences Economiques et en Sciences de Gestion.

Monday, July 4th

8h30 – 9h: Registration, Breakfast and Coffee

9h – 9h15: **Welcoming comments**

Julie OLIVERO, President of ADAM Eco Gestion, CERGAM-CNRS
Rémy ODDOU, Treasurer of ADAM Eco Gestion, IDEP-GREQAM

9h15 – 10h45: **Keynote lecture 1**

Richard ARNOTT, Professor at University of California, Riverside.
Chairman: Pierre-Philippe COMBES

10h45 – 11h: Break

11h – 12h30: **Session 1, Chairman: Virginie DOUMAX**

- *Activity Cycles of General Practitioners and their Adaptation to Epidemics: The Hidden Cost of Unregulated Fees*, Isabelle CLERC, INSERM.
Discussion: Maame Woode, GREQAM.
- *Health Investment and Human Capital Accumulation in an Overlapping Generations Economy: The Role of Healthcare Financing*, Maame WOODE, GREQAM.
Discussion: Min Ge, CRET-LOG.
- *The Different Brand Gender Perception in French and Chinese Culture*, Min GE, CRET-LOG.
Discussion: Isabelle Clerc, INSERM.

12h30 – 14h: Lunch

14h – 15h30: **Keynote lecture 2**

Olivier BONNIN, Deputy CEO at Bouygues Construction
Chairman: Magalie Marais

15h30 – 16h: Break

16h – 17h30: **Session 2, Chairman: Audrey BUF**

- *The Factors of Organizational Improvisation in Crisis Situation*, Edmond PASSE, HuManiS, Ecole de Management Strasbourg
Discussion: Karim Barkat, CAE-CERGAM.
- *Biens publics : du cadre national au cadre international*, Karim BARKAT, CAE-CERGAM.
Discussion: Youcef Maouchi, CAE-CERGAM.
- *Freedom of Contract in Islamic Contract Law : an Economic Analysis*, Youcef MAOUCHI, CAE-CERGAM.
Discussion: Edmond Passé, HuManiS.

19H30 Dinner in Aix-en-Provence

A préciser

Tuesday, July 5th

8h30 – 9h: Breakfast and Coffee

9h – 9h15: **Welcoming comments**

Julie OLIVERO, President of ADAM Eco Gestion, CERGAM-CNRS
Rémy ODDOU, Treasurer of ADAM Eco Gestion, IDEP-GREQAM

9h15 – 10h45: **Keynote lecture 3**

Marc BERTONECHE, Visiting professor at Harvard Business School (Best teacher Award) and professor at University of Pau.
Chairman: Pierre BATTEAU

10h45 – 11h: Break

11h – 13h: **Session 3, Chairman: Mathieu BEDARD**

- *Real Options under Choquet-Brownian Ambiguity*, David Roubaud, GREQAM.

Discussion: Sana Horchani, IAE-CERGAM.

- *Duration des obligations convertibles risquées*, Sana Horchani, IAE-CERGAM.

Discussion: David Roubaud, GREQAM

- *Are Dominos A Good Metaphore fo Financial Contagion?*, Mathieu Bédart, CAE-CERGAM.

Discussion: Souhir Masmoudi, CERGAM-GREQAM.

- *Essay in Behavioral Finance: An Empirical Study of Disposition Effect for French Financial Institutions*, Souhir Masmoudi, CERGAM-GREQAM.

Discussion: Mathieu Bédard, CAE-CERGAM.

13h – 14h: Lunch

14h – 16h: **Session 4: Professional Conference and Roundtable**

"PhD in Human Sciences and careers in the private sector: specific skills for which competitive advantages?"

"Doctorat en sciences humaines et carrières dans le secteur privé : des compétences spécifiques pour quels avantages compétitifs ?"

Chairman: Julien MAISONNASSE

Introduction : Noémie OLYMPIO

Témoignages :

- ❖ **Sophie GOMEZ**, Adjointe à la Délégation Régionale à la Recherche et à la Technologie (DRRT-PACA) *En attente de confirmation*
- ❖ **Olivier BONNIN**, Directeur Adjoint de Bouygues Construction

❖ **François JAUJARD**, Chargé de recherche, Ecole des Mines de St Etienne

❖ *Discussion sur le thème « Quelles compétences transversales les doctorants peuvent-ils mettre en avant ? »*

16h : Cocktails