

th EDITION

# ANNUAL CONFERENCE OF THE AMG: CIAMG'22

UNDER THE THEME

BUSINESS COMPETITIVENESS  
AND TERRITORIAL DYNAMICS

DAKHLA, March 13-14<sup>th</sup>, 2023

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# Call for Papers

## Fourth Edition of the Annual Conference of the AMG CIAMG'22

### BUSINESS COMPETITIVENESS AND TERRITORIAL DYNAMICS

Dakhla, March 13-14<sup>th</sup>, 2023.

Today, the world is facing major challenges related to a range of economic, financial, environmental, social and health disturbances. These disturbances have harmful effects on businesses, on organizations and on societies and lead more than ever to question management as science but also as practices.

In this new context, the survival of businesses and the development of territories depend on their ability to preserve or even strengthen their competitiveness. The question of competitiveness is thus put in a new light and the requirements related to it require a questioning of the company-territory relationship.

Even though competitiveness has imposed itself as a subject of academic research and political debates since a long time (Porter, 1990; Krugman, 1994), the undertaken efforts to identify the concept and to highlight its political implications have not reached a consensus. Research work has rather led to two opposing visions. The first vision focuses on the cost-market share, whereas the second focuses on the productivity of a territory and on its ability to create value, based on the available factors of production. Consequently, these two visions have made it possible to guide economic policies.

Researchers today seek to further demonstrate the importance of the regional dimension in the study of competitiveness and to link competitiveness to the standard of living of the populations of a region. The interest in the regions is encouraged by the need to take into consideration the differences in productivity levels observed between regions within the same country, and thus within the same legal and macroeconomic context.

Regional competitiveness refers to the capacity of a region to enhance its local assets and to generate sufficient levels of exports to other regions or to other countries, in order to support the increase in incomes and the employment of its population. This notion is characterized by its complexity and is explained by:

- The plurality and diversity of factors affecting competitiveness;
- The crucial importance in determining the competitiveness of its companies and the interactions between them, as well as determining the qualifications and characteristics (social, economic, institutional and public attributes) of the region itself;
- The sources of competitiveness at various geographical scales: local, regional, national, and international.

The subject of competitiveness is still topical and relevant, which justifies the interest shown by the AMG for this theme. In fact, we are nowadays witnessing a revival –within the context of crises- that underlines the importance of local and regional development. The Advanced Regionalization Project that was initiated in Morocco reflects the need to strengthen the business competitiveness and bring a new dynamic and attractiveness to the regions. The objective of such a project is to pave the way for a solid industry, encourage innovation and establish an environment of territorial competition. This approach relies on the development of international partnerships, precisely the South-South cooperation with several countries on the African continent in particular.

The 4th edition of the Annual Conference “CIAMG'22” that will take place in Dakhla, on March 13<sup>th</sup> and 14<sup>th</sup>, 2023, will address issues related to businesses future and territories. These subjects are central to academic researchers, political decision-makers, as well as socio-economic operators. This conference is open to a wide range of common topics related to management sciences, but also to other disciplines such as economics, sociology, regional science, and the new economic geography.

Three main objectives are assigned to this conference:

- Engage in a debate on the theoretical and practical dimensions of business competitiveness and the attractiveness of territories and create knowledge relevant to the issues addressed;
- Sharing and exchanging experiences between academics, researchers, doctoral students, experts, professionals and entrepreneurs from different countries;
- Bring together the community of researchers and practitioners in order to identify original research themes responding to the specificities of African countries and those of the north shore of the Mediterranean.

Reflections and exchanges will focus on the following main themes:

1. The competitiveness of businesses and territories: The relationship between the two places the notions of ecosystem and roots at the heart of the reflections. In other words, it is a matter of rethinking the relationship between economic agents and the territory and how the two affect economic relations and, by extension, territorial development. The complementarity (Becattini, 1992) between the territory and businesses generates what Dejardin (2006) calls “cross-fertilization”. This means that companies must take the territory as a major player in development and help develop and optimize it (Le Blouch, 2004). The territory therefore becomes, «an important place of recomposition of the industrial and economic fabric and an essential basis of the industrial performance» (Courlet, 2001).
2. The capacity of the territories to propose specific and innovative development strategies and territorial cooperation models that integrate the multiplicity of actors and the complexity of their relationships, while new alliances generating collective performance.
3. The importance of the role of institutional and productive actors and their cooperation around a development project (Nekka & Dokou, 2004) in the perspective of a continuous dynamic of territories.

## Areas of Research

### Axis I: Business competitiveness in the new context: challenges and opportunities

1. The systems of management and steering tested by the HRM competitiveness.
2. CSR, Sustainable Development and Business Competitiveness.
3. New business management models in the era of digitalization.
4. Management of human resources and knowledge with regard to the demands of digital transformation.
5. Human capital as a driver of competitiveness.
6. Banks and financing issues in national and international contexts.
7. Innovation, resilience and competitiveness.

### Axis II: The dynamics of territories

1. Territorial attractiveness and sustainability.
2. Attractiveness and territorial project.
3. Intangible capital and competitiveness.
4. Regions facing the new challenges of innovation and entrepreneurship.
5. Dynamics of value creation in the territories: What type of entrepreneurship is it about?
6. Organizations, territories, actors, governance and development.
7. Territorial intelligence and strategies of competitiveness supporting the development.
8. The question of the “vocation of the regions” in the context of crisis and uncertainty.
9. Collaborative spaces, open innovation, and value creation.
10. Companies and territories: ecosystem relationship.
11. Public policies and competitiveness: comparative experiences and lessons.
12. Competitiveness of territories and companies: questions on the relationship.
13. Competitiveness of territories and companies in times of crisis.

### Submission procedures:

#### The submitted paper may take one of the following forms:

- Finalized research with empirical results.
- Literature review related to a specific topic as mentioned above.

- Papers with high-quality methodological contribution.

**The manuscript should conform to the following formatting guidelines:**

1. The final version must not exceed 15 pages, excluding appendices and cover page. The text should be written in Times 12, single spaced, margins 2.5, in French, English or Arabic.
2. The cover page should include the title, full name, email address, academic affiliation, institution or university, country, together with a summary of 10 lines and 5 keywords.

**The author should add:**

- References using APA style
- Appendices using the letters A, B, etc.

**All submitted papers should be original and presented for the first time. Abstracts of 2 pages in a Word format should be sent to the AMG via the following link:**  
<https://easychair.org/conferences/?conf=ciamg22>

**Once the paper is accepted, a letter of acceptance and invitation will be sent to the participants.**

**Important dates:**

- November 30th: Abstracts submission deadline
- December 7th: Notifications of acceptance
- January 31st: Paper Submission Deadline
- February 19th: Revised paper Submission Deadline
- March 5th: Final program