

MAGELLAN RESEARCH CENTER

Organizational
management

Le **The Magellan Research Center is a research lab**

(Nr. 3713) part of **iaelyon** School of Management – University of Lyon, Jean Moulin.

Its research activities are focused on a unifying theme: **Organizational Management.**

They cover the **main disciplines of Business**: Finance, Human Resource Management, Socio-Economic Management, Strategic Management, Marketing, and Information Systems.

Cross-disciplinary projects are also carried out by the research teams and include researchers from other disciplines (Geography, Information Technology, Mathematics, Information and Communication Science, etc.).

Magellan Research Laboratory has therefore a **matrix-type management structure with research groups** (disciplinary approach) and **thematic teams** (cross-disciplinary approach).

The Research is based on three Research Chairs.

58 Research faculty

24 Adjunct researchers

65 Ph.D students

6 disciplinary research groups

4 cross-disciplinary research teams

Major impacts

MAGELLAN MEASURES THE ACADEMIC, MANAGERIAL AND SOCIAL IMPACT OF ITS INTELLECTUAL PRODUCTIONS IN FRANCE AND ABROAD.

From **2014 to 2019** :

240 articles published in peer-reviewed journals, **128 of which were ranked A and B**



100 articles published in professional journals

79 theses defended



99 books

192 books' chapters

481 communication papers in national and international conferences, 45% in English

66 national and international conferences and workshops organized at iaelyon

4 Prizes awarded to iaelyon PhD students for their theses in 2019 (AGRH, AIM, AIREPME, FNEGE)





TEAM DIRECTOR

Jean-François GAJEWSKI



VICE- DIRECTOR

Kiane GOUDARZI

Disciplinary groups

FINANCE

Jean-François
GAJEWSKI



SOCIO- ECONOMIC MANAGEMENT

Véronique
ZARDET



MARKETING

William
SABADIE



HUMAN RESOURCES

Didier VINOT



STRATEGY

Caroline
HUSSLER



INFORMATION SYSTEMS

Guilaine TALENS



Cross-disciplinary Research Teams



Entrepreneurial
Ecosystem



International
Management



Management of
Cooperative
and Mutual
Organizations



Sustainable
Performance

3 Research chairs

“SME Internationalization” in partnership with two industrial SMEs in the Auvergne-Rhône-Alpes region: Mixel Agitateurs and SLAT

“Values of Patient-Centered Care – Systems Efficiency, Ethical and Political Questions” supported by leading healthcare partners such as UCB Pharma, a founding partner.

“Enhancement of Cooperative and Mutual Models” with Crédit Agricole Centre Est, Fédération Nationale des Banques Populaires and Jacquet Brossard.

RESEARCH-BUSINESS COLLABORATIONS

- Research fields are developed within major groups and SMEs
- Research contracts and feasibility studies are conducted on behalf of socio-economic actors.
- Doctoral projects are funded by CIFRE contracts (Industrial Agreement for Education and Research).

A background image showing three men in a meeting. They are seated at a table, looking at a laptop. The man on the left is in profile, the middle man is looking down, and the man on the right is looking at the laptop. The scene is brightly lit from a large window in the background.

The **FINANCE GROUP**

develops research and expertise on the four following themes:

- **Entrepreneurial Finance**
- **Behavioral Finance**
- **Responsible Finance**
- **Accounting and Management Control**

Lead Researcher: Jean-François GAJEWSKI
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The **SOCIO-ECONOMIC MANAGEMENT GROUP**

develops research and expertise on socio-economic theory, organizational diagnosis and socio-economic management on the five following themes:

- **Standardization and Strategic Decision**
- **Endogenous Change Process and Added-Value Creation**
- **Strategic and Operational Decision and Economic and Social Measurement Criteria**
- **Human Resource Management and Socio-Economic Performance**
- **Inter-organizational cooperation**

Lead Researcher: Véronique ZARDET
veronique.zardet@univ-lyon3.fr

The **HUMAN RESOURCE GROUP**

develops research and expertise on three themes :

- Organizational Innovation and Collective Intelligence
- Mobility, new types of skills related to resilience and at-risk organizations
- Employer Relations, Employer Brand and Remuneration

Lead Researcher: Didier VINOT
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The **STRATEGY GROUP**

focuses on the fields of strategic management and organizational theory. It is open to any kind of epistemologies and methodologies and is interested in all types of organizations, from the start-up to the multinational company and the public, private or associative/cooperative institution. The group develops research and expertise on the four following themes:

- **Strategy and International Management of Organizations**
- **Innovation, artefacts and evaluation**
- **Inclusive Business Models and Entrepreneurial Dynamics**
- **Identity, Information and Decision Making Processes**

Lead Researcher: Caroline HUSSLER
caroline.hussler@univ-lyon3.fr

6 disciplinary research groups

THE **INFORMATION SYSTEM GROUP**

works on the modeling and development of Information Systems in organizations. Its members come from the CNU 06, 25, 26, 27 and 71 disciplines. The group develops research and expertise on the four following complementary themes:

- **Management of Knowledge and its developments**
- **IS Uses and Practices**
- **Social Network Analysis through Graph Theory,**
- **Security and Trust in BigData and OpenData**

Lead Researcher: Guilaine TALENS
guilaine.talens@univ-lyon3.fr

The **MARKETING GROUP**

develops research and expertise on the three following themes:

- **Customer Relationship and Service Management**
- **Digital and Omni-Channel Marketing**
- **HR Marketing**

Lead Researcher: William SABADIE
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4 Cross-disciplinary Research Teams

+ INTERNATIONAL MANAGEMENT

LEAD RESEARCHER

Hanane BEDDI
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In a context of market openness and expansion, International Management is a major business theme.

At the crossroads of several disciplinary fields, it covers a complex reality closely related to changes in the global environment. Research works conducted by the "International Management" team contributes to a better understanding of internationalized companies' managerial practices.

Its guidelines for thought and action may help the actors to better succeed in developing and coordinating their international activities.

The thematic team is organized around four themes:

- **Internationalization Dynamics** (companies internationalization strategies, challenges regarding location and entry mode selection)
- **International Activities Coordination and Performance**, focusing both on intra-organizational (within the same group) and inter-organizational (networks, mergers-acquisitions) relations, taking into account performance in all its dimensions (financial, strategic, organizational, etc.)
- **Intercultural Management and Cooperation**, focusing on cultural diversity, in particular between mature and emerging economies
- **Inclusion Policies and Practices in the Territories**, in particular regarding migrants/refugees' reception and integration.



+ CREATE ENTREPRENEURIAL ECOSYSTEM

LEAD RESEARCHER

Marie-Christine CHALUS-SAUVANNET
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Entrepreneurship has become the driving force of the new economy. As a result, new business creation and innovation hold an increasingly significant place.

The concept of entrepreneurial ecosystem is key to understand this entrepreneurial momentum in the territories. It is part of an emerging and expanding theoretical stream which can potentially enhance our understanding of entrepreneurship. At the same time, territories are trying to acquire entrepreneurial ecosystems, thus facilitating actors' interconnection de chercheurs pour créer in fine un écosystème entrepreneurial.

In this perspective, the CREATE team aims to cross practitioners and researchers' ideas to ultimately create an entrepreneurial ecosystem.

Two main themes are namely addressed:

- **Inclusions and Responsible Funding** (Gender, CSR, Social Entrepreneurship, Funding Track, Takeover, ...)
- **Innovation and Entrepreneurial Contexts** (Governance, SME Innovation Management, Incubator, Business Model...)



Sharing ideas on "Funding entrepreneurial paths", February 20, 2020

+ MOCOO Cooperative and Mutual Model

LEAD RESEARCHER
Sonia CAPELLI
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What if the old cooperative model had a future? At a time when various business activity organization models are being reconsidered, cooperative governance, which hitherto had remained rather discreet, seems to meet some stakeholders' expectations. These businesses play an important part in the world economy, in particular in the banking, insurance and agri-business sectors though their specificities have little been studied to this day. The Management of COoperative and Mutual Models (MOCOO) team decided to focus on these aspects. It aims to develop research work on the subject of **Enhancement of Cooperative and Mutual Organizations in various markets**

(financial, good and services market, labour market, etc...) through analyzing the principles of cooperative difference.

LYON 3 COOPERATION CHAIRE DE RECHERCHE

Since the establishment of Lyon 3 Coopération Research Chair

(<https://chairel3c.univ-lyon3.fr>), the group's researchers presented 40 communication papers in national and international conferences, published 10 articles in national and international scientific journals and led to the defense of four PhD Business Science theses.



2019 Best Management theses : FNEGE Barometer Prize for Managerial Concerns awarded to Mathieu BEAL, iaelyon

+ SUSTAINABLE PERFORMANCE

LEAD RESEARCHER
Denis TRAVAILLÉ
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The "Sustainable Performance" Thematic Team aims to further develop research on the theme of Corporate Social Responsibility. The team explores the interest expressed by academic associations' such as ADERSE, RIODD or CSEAR). The team addresses both short-term financial performance and middle and long-term non-financial performance, taking into account the whole range of internal and external stakeholders.

The team develops research and expertise on the three following themes:

- **Extra-Financial Information**
- **Socially Responsible Practices**
- **CSR Programs and Practices**

It uses very diverse methodological approaches with both quantitative research on original databases (covalent database) and qualitative research based on in-depth case analyses.

Magellan Research Laboratory

EXECUTIVE COMMITTEE

Research Team Director, Dean of **iaelyon** and Lead Researchers of the 6 research groups

LABORATORY COMMITTEE

Magellan Laboratory Council is made up of 15 members:

- 2 full members: **The Director** and, when required, The **Vice - Director**
- 5 representatives of permanent members who are accredited research directors (HDR) holding a position within the institution, 4 of whom are elected through elections and 1 is appointed by the Director
- 4 representatives of other permanent members holding a position within the institution, 3 of whom are elected through elections and 1 is appointed by the Director.
- 2 representatives of PhD students
- 1 representative of members holding a position in another institution
- 1 representative of the administrative staff (BIATS).

The Laboratory Committee is convened by the Magellan Director at least twice a year. **iaelyon** Dean is invited as a permanent guest to the Committee.

The 15 Center Laboratory current members are:

BARBE Anne-Sophie, CANOLLE Fabien, DELATTRE Miguel, DISSON Eric, DOMINGUEZ Noémie, GAJEWSKI Jean-François, GOUDARZI Kiane, GUILLOT-SOULEZ Chloé, HUSSLER Caroline, MUNZER Margit, TALENS Guilaine, VALLAT David, VANHEEMS Régine, VULCAIN Catherine et ZARDET Véronique.

STEERING COMMITTEE

The Research Unit Steering Committee is made up of the Director, the Vice-Director and 8 **outside personalities**. It has **an advisory role and issues an opinion on the research unit organization and operation as well as on scientific projects**

The 8 outside personalities (5 research faculty, 2 of whom are international, and 3 professionals) are :

- **Elias L. Boukrami**, Head of Programmes, MSc Oil & Gas Trade Management, MSc Finance, Associate Director of Regent's Centre for Transnational Business & Management, Faculty of Business & Management, Regent's University London
- **Sophie Changeur**, Full Professor of Marketing, University of Picardie, Jules Verne
- **Mérim Chèbre**, Competence Research Manager, Total

- **Patrice Chemlin**, Head of Information Risks & Security, Solvay
- **Tao-Hsien Dolly King**, Associate Dean for Research and Graduate Programs and Rush S. Dickson Professor of Finance, Belk College of Business, University of North Carolina, Charlotte
- **Yves Mard**, Full Professor of Accounting, University of Auvergne
- **Patrick Sentis**, Full Professor of Finance, University of Montpellier and Director of the Doctoral School for Economics-Management, University of Montpellier
- **Cécilia Tejedor**, Auvergne Rhône-Alpes Entreprises Agency.

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