16th Atlas-AFMI Annual International Conference

ATLAS AFMI

"INTERNATIONAL MANAGEMENT AND TERRITORIES"

IAE Clermont Auvergne/CleRMa, Clermont School of Business

18, 19, 20 MAY 2026

IN CLERMONT-FERRAND

IAE Clermont-Auvergne School of Management

Clermont School of Business

Université Clermont Auvergne

CleRMa Clermont Recherche Management

CALL FOR PAPERS

International trade has often been studied from the perspective of global versus local tensions. If we look at current events (the re-establishment of certain borders, the issue of a lack of solidarity among certain countries in a regional bloc, the creation of new trade areas, etc.) and the various geopolitical power struggles observed (tensions between China, the United States, Russia, Europe, the Near and Middle East, etc.), it is safe to say that the current environment is undergoing a complete reconfiguration.

This "global reconfiguration" is creating uncertainty and forcing countries, and above all their territories, to reposition themselves and decide on a strategy to "come out on top" in this new global game. As a result, the concept of territory is becoming central. In this new context, how can territories integrate or reintegrate themselves into trade flows (commerce, movement of people, etc.) and investment? Furthermore, the attempt to rebuild or dismantle regional blocs, which is happening at the same time as this international reconfiguration, calls for reflection on territories in their plural dimension and on their driving role in the activities of national and international organisations.

A central concept in geography, the notion of territory (in the singular) covers a variety of interpretations in several disciplines. In geography, territory refers to three different but complementary dimensions: identity, material and organisational (Le Berre, 1995) [1] . For geographer Gonin (2024)[2] , territory refers to (1) a privileged scale (the local), (2) a specific context, (3) forms of consultation and coordination between actors brought together in (4) project collectives, and (5) systemic functioning. In political science and law, territory is an institutional and organisational space. In economics, the concept refers to its material and functional dimensions. In psychology, anthropology and sociology, the emphasis is on the identity dimension of territory, in a definition of territoriality where the sense of belonging is expressed to a land and explains the behaviour patterns of individuals living in that space.

This overview of interdisciplinary literature shows that the word territory has experienced remarkable growth, even in the fields of management science and management. There has been a shift from territory to territories (plural) to mark diverse affiliations, identities, projects, and individual and collective practices. The term has therefore become essential to any reflection on belonging, space, governance, social solidarity, ecology, sovereignty, projects, practices, development, power, economic relations, networks, tensions, paradoxes, justice, technology, innovation, and their uses and dynamics.

[1] Le Berre M. (1995), « Territoires », in Bailly A., Ferras R. et Pumain D. (éds.), Encyclopédie de Géographie, Paris, Economica, p. 601-622.
[2] Gonin A. (2024). « Le territoire est toujours vivant. Une analyse transversale de la littérature sur un concept central de la géographie », Cybergeo : Europan Journal of Geography/Revue Européenne de Géographie, https://doi.org/10.4000/w62s

For this 16th Atlas-AFMI Annual International Conference we propose a perspective that draws on this notion of territories to shed new light on the ongoing reconfiguration of international exchanges. The workshops and sub-themes proposed for discussion are as follows:

1. International management in the African context
Economic integration of African countries and international trade (ZLECAF, governance and co-construction of governance), diversity, ethnicity, interculturality (managerial behaviour and HR innovation), development and territorial specificities (social innovation, diaspora, SSE, sustainable cities, free trade zones), formal and informal networks in African business circles
Suzanne Apitsa, Emmanuel Kamdem & Éric Milliot

2. Internationalisation of SMEs and international entrepreneurship
Reasons for internationalisation and identifying international opportunities, diversity of approaches according to profiles, actors and contexts, challenges and drivers of internationalisation for SMEs and emerging firms, performance and benefits of internationalisation
Hamadou Babacar, Ghassen Bouslama & François Goxe

3. Modes of entry into international markets
Choice of modes, intermediaries and destinations for business internationalisation, strategic alliances, mergers and acquisitions, internationalisation trajectory, mobilisation of international networks, international support
Foued Cheriet & Laure Dikmen

4. International finance
International financial markets, market valuation of shares, financial performance and governance, corporate finance, international accounting and tax issues
Ludivine Chalençon & Sophie Nivoix

5. Responsible international management
Sustainable development and corporate/organisational responsibility strategies at international level (innovation, differentiation, diversification), inter- and intra-organisational deployment of sustainable development and responsibility practices at international level (logistics, finance, HRM, marketing, accounting/control)
Hervé Cheillan, Philippe Very & Marion Vieu

6. Coping with crises, threats and increasing disruptions in the international environment
Sudden or gradual crises and upheavals in the international environment and the reconfiguration of territorial dynamics/trade flows, capital flows, foreign direct investment, the impact of multifaceted threats on organisations and adaptation/response strategies
Kaouther Boubaya, Olivier Furrer & Jean-Paul Lemaire

7. Innovation, digitalisation and internationalisation

Digital transformation and internationalisation strategy, innovation in emerging countries/developed economies, AI and international innovation ecosystems, frugal/reverse innovation, management of innovation projects in the global value chain, digital innovation ecosystems and smart territories

Hela Chebbi, Fadia Korbi & Marion Neukam

8. Strategy and organisation of multinational companies

Multinational company strategy, multinational companies in emerging countries, structure, coordination and control in multinational companies, head office-subsidiary relations, subsidiaries and territories, issues of localisation, delocalisation and relocalisation

Hanane Beddi & Jacques Jaussaud

9. Cross-cultural management and international HRM

Cross-cultural management and comparative management, international human resource management, cultural differences, cultural and linguistic diversity, intercultural skills, management of international teams and communities, international mobility, expatriation, virtual international collaboration

Anne Bartel-Radic, Loyda Gomez & Fabienne Munch

10. Geopolitics, international relations and strategic responses by international companies

Geopolitics, international relations, diplomacy, international institutions and internationalisation strategy (market entry, expansion and exit), sanctions, conflicts, international risk

Manon Meschi & Dora Triki

11. Doctoral Workshop

The doctoral workshop allows doctoral students and PhD and DBA students, regardless of their year of study, to present their thesis projects and receive comments and recommendations from a panel of several professors. Submitted texts must comply with the format specified for thesis projects (approximately 5 pages). The workshop is reserved for thesis projects. Full papers by doctoral students, whether co-written with their thesis supervisor or other researchers or not, do not fall within the scope of the doctoral workshop and should be submitted to the thematic workshops.

Anne Bartel-Radic & Frédéric Prevot

12. Case Study Workshop

Noémie Dominguez & Caroline Minialai

Organising Committee
Anne ALBERT-CROMARIAS
Suzanne M. APITSA (Chair of the Organising Committee)
Olivier BOURGUINON
Alexandre CABAGNOLS
Murrim CECCATO
Christine LAMBEY-CHECCHIN
Ntxhee LY
Pierre MATHIEU
Elda NASHO AH-PINE
Pham NGUYEN

Possible publications:
- A selection of papers will be published in a special issue of the journal Management International (FNEGE, rank 2).
- A collective work on the conference theme will be published by Vuibert (Atlas-AFMI collection). The work may then be submitted to an Anglo-Saxon publisher.
- Teaching cases may be submitted for the prize and certification of international management cases organised by Atlas-AFMI and the CCMP (Centrale de Cas et de Médias Pédagogiques).

Important dates:

2 JANUARY 2026	deadline for submitting papers, doctoral projects and teaching cases (full text, in French or English, in accordance with the editorial policy of the journal Management International: http://www.managementinternational.ca), doctoral projects (3 to 5 pages) and teaching cases on the website: http://www.atlas-afmi.fr/. **Please do not submit a paper to more than one workshop. Make only one choice.**
20 FEBRUARY 2026	Evaluation decisions sent to authors, with any requested modifications
1 MARCH 2026	Registration opens and logistical information about accommodation and hospitality in Clermont-Ferrand is distributed (route map)
20 MARCH 2026	Receipt of final versions of modified and accepted papers
15 APRIL 2026	Distribution of the provisional conference programme
1 MAY 2026	Distribution of the final programme
18 MAY 2026	Case study workshop and doctoral workshop sessions at Clermont School of Business
19-20 MAY 2026	Atlas AFMI annual international conference

For more information, please visit the Atlas-AFMI website:
http://www.atlas-afmi.com