

## EA 2426 - USMB

**Faculty:** IAE Savoie Mont Blanc University Business School

**PhD school:** Science and Engineering of Systems, of Environment and of Organisations (SISEO)

### FIELDS OF TRANSVERSAL SKILLS

Business, Corporate Governance, Responsibilities ■ Mountain studies, Tourism, Sport, Health ■ Fundamental Science, Earth sciences and Environment studies ■ Technologies: Mechatronics, Energy conservation-Civil Engineering, Digital technologies

### KEY WORDS

Environment ■ Innovation ■ Consumption and territorial / local sustainable development ■ Labour and human resources ■ Organisations development ■ Tourism ■ Renewable resources ■ Brand marketing

### SECTORS

Tourism ■ Mountains ■ Agro food industry ■ Mecatronics ■ Eco-techniques

IREGE is the Management and Economy Research Institute at the Université Savoie Mont Blanc. Its missions are to carry out leading-edge theoretical and practical research, and to provide a quality postgraduate training.

## RESEARCH THEMES

Research at IREGE focuses on **Innovation and Environmental Choices** with two interdisciplinary themes:

### ■ Environment, Sustainable Consumption, Tourism

- Economic and environmental dynamics
- Renewable energy
- Eco-citizenship
- Sustainable brand marketing
- Mountain and tourism behaviour

This scientific centre aims to improve collective understanding of the way actors and sectors of the economy behave in the face of environmental constraints in order to formulate economic policy's recommendations.

### ■ Innovation and Development of Organisations

- Determinants and types of innovation
- Performance and value creation
- Social networks and organisational dynamics
- Labour and human resources issues

This scientific centre focuses on the way organisations develop with an emphasis on human resources and innovation in its many forms.

## KEY DATA\*

**50** researchers and professors  
**2** personnels technical and administrative staff  
**15** doctorants  
**Around 100** researchers  
**20** associated researchers

\* Academic year 2014-2015

## SPECIFIC EQUIPMENT AND EXPERTISE

- Text data analysis (PLS, structural equations, AMOS, LISREL, STATA, SPSS, SAS)
- Qualitative data analysis (Nvivo, Sphinx, Atlas.ti, etc)
- Marketing study
- Sectoral study
- Strategic organisational and financial analysis

## PHD STUDENTS SKILLS

- Strategy and organisation
- Marketing
- Finance
- Information system
- Labour Economy
- Environment Economy
- Development Economy

## NETWORKS / PARTNERSHIPS

### Academic cooperations

- CEPS, Luxembourg
- Rutgers Business School, États-Unis
- INRA LAMETA
- Université Paris-Est
- Sciences Po Paris
- CNAM, Paris

### Institutional cooperations

- Thésame
- Mont-Blanc Industries cluster
- French Ministry of Ecology
- Departmental Council of Haute-Savoie
- ADEME
- Economic Agency of Savoie
- TTRA (Travel & Tourism Research Association)

### Industrial cooperations

- Danone / ETG
- Crédit Agricole des Savoie
- Groupe SEB
- IXIADE
- EDF-CIH
- Somfy
- EFICEO
- Several regional companies

## INTERNATIONAL RELATIONS

- University of Leon, Spain
- University of Kassel, Germany
- Louvain School of Management, Belgium
- University of Karlstad, Sweden
- Telfer School of Management, USA