



VALLOREM

Val de Loire
Management Research
UR 6296



DIRECTOR
Nathalie DUBOST
DEPUTY DIRECTOR
Annabelle HULIN

INTERNATIONAL COOPÉRATIONS

Université de Valencia (Espagne),
Université de Laval (Québec),
Université de 3 Rivières (Québec),
Université Saint Joseph (Liban).

ACADEMIC PARTNERSHIP

Associations scientifiques : AFC (Association Francophone de Comptabilité), AFM (Association Française de Marketing), AIMS (Association Internationale de Management Stratégique), AIM (Association Information et Management), AFFI (Association Française de Finance), AGRH (Association francophone de Gestion des Ressources Humaines), SFM (Société Française de Management), ADERSE (Association pour le Développement de l'Enseignement et de la Recherche sur la Responsabilité Sociale de l'Entreprise), ARAMOS (Association de Recherche Appliquée au Management des Organisations de Santé).

Laboratoires de recherche : CITERES, EES, LIFAT (Université de Tours), LEGO (Université de Bretagne Occidentale), etc...

VALLOREM is the research center specialized in management sciences of the universities of Tours and Orleans.

The research aim to improve the overall and sustainable performance of organizations and are structured around three areas:

- management of people and projects;
- understanding consumer behavior;
- organizational and management control systems.

The fields of application of research mainly concern Small and Medium-Sized Enterprises, services, the non-profit or association.

The laboratory participates in public research contracts or with companies and organizations.

VALLOREM also aims to be a meeting place for researchers and players from the socio-economic world, in a spirit of citizen science. In this respect, the laboratory holds two chairs: the Inclusion at Work and Management Chair and the Value and Sustainable Consumption Chair.

RESEARCH TOPICS

- Organisations,
- Performance,
- Value,
- Inclusion.

EQUIPMENT AND TECHNOLOGY

Quantitative and qualitative analysis :

- ALCESTE,
- NVIVO,
- TROPES,
- SPSS.

SKILLS AND KNOW-HOW

Research deals with organizational management (strategy, human resources management, marketing, finance, accounting and management control, entrepreneurship, public management, project management, etc.).

INDUSTRIAL COLLABORATIONS

ARACT Centre Val de Loire, Centre des Jeunes Dirigeants, CREPI Touraine, CFA des Universités Centre Val de Loire, Initiative Région Centre Val de Loire, BGE 41-28, CCI 37 et CCMA CVL, Artefacts, Odyssée Création, Réseau Entreprendre Val de Loire, Rotary, Banque Populaire Val de France, Pôles de compétitivité, clusters, etc...

vallorem@univ-tours.fr



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RECHERCHE EN MANAGEMENT ORLÉANS - TOURS