

1st Georges Doriot Conference
HEC Paris and the Normandy Business School
in partnership with Babson College, CRG Ecole Polytechnique,
and OSEO

16 and 17 March 2006
Centre International de Deauville

Making a success of company takeovers and successions

Call for proposals

At Harvard Georges Doriot was a pioneer in management teaching and research and at the beginning of the 1930s introduced into France the CPA case study method, which became the Executive MBA of the Groupe HEC. He was also one of the “inventors” of risk capital in the USA after the war and made his fortune by participating in the creation of DEC.

Reasons for organizing the Georges Doriot Conference

Each year, the Georges Doriot Conference will provide the opportunity to put into practice three strong principles:

- **practical intelligence** : entrepreneurship is a field where the link between practice and academic reflection is necessary and fruitful;
- **a cross-disciplinary vocation** : this conference will provide an opportunity to examine different facets of entrepreneurial phenomena: managerial, legal, psychological, historical, etc... In addition to management science, the conference will be open to specialists of economic science, legal science, cognitive science and, more widely, the human and social sciences.
- **open to the professional world** : this conference is intended to be a place of exchange between the academic community and the professional world, just like Georges Doriot, who was both a pioneer in research and teaching and a major figure in the area of risk capital and entrepreneurship.

On the evening of March 16 the Family Entrepreneurship Trophies will be awarded to the winning companies by JP Morgan and HEC Paris.

**Sponsored by the *Académie de l'Entrepreneuriat* and
the *Association Internationale de Management Stratégique***

First topic: Making a success of company takeovers and successions.

Takeovers and company successions are markets with a strong future, if statistics on company demographics are to be believed. That reinforces significantly the need for theoretical and empirical studies on takeover and succession projects from the point of view of the seller, the buyer and the accompanying organisations.

Several studies have been carried out in France on this subject by OSEO, one of the partners of the Georges Doriot Conference. These studies indicate that succession is a very risky phase in the life of a company. More than one succession in five fails within six years and the latest available data seems to show that this risk is increasing. At the same time, the economic issues relating to successions are crucial: more than 30,000 jobs are at stake each year. If the financial factors are decisive in the analysis of risk, these studies show that the circumstances surrounding the succession process are just as important and thus make it possible to research topics likely to interest the professional community involved in “takeover entrepreneurship”.

That is why we are inviting you to develop new and original perspectives on the following topics:

- how to characterize a specific “takeover entrepreneurship” field?
- international convergence and divergence in the area of “takeover entrepreneurship”
- typologies of actors or operations
- particularities of takeover and/or succession projects
- management and anticipation of the transfer process
- psychological dimensions of the takeover
- procedures and mechanisms of the takeover and/or succession
- financing of the takeover or succession
- legal approach to the takeover or succession
- governance of the takeover or succession: the role of the stakeholders
- HR management after the transfer: retaining key personnel
- takeovers by company management
- what managerial or relational skills for the buyers
- tacit knowledge, organisational learning and company takeovers
- innovation, change management and company takeovers
- takeovers and relationship marketing: how to maintain the link with the customer?
- resistance factors to transfer of ownership
- after the takeover: from audit to inauguration
- continuity or rupture in the management of the social network during the takeover?
- etc.

Scientific Committee

André Abraham (HEC Liège)
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Submission

- deadline for submitting proposals (2 pages): 15 November 2005

The two pages should give details of the problem, the theoretical orientation, the methodology, the type of results expected.

- reply to proposals: 30 November 2005

- deadline for submission of final versions: 15 February 2006

Information

The scientific committee will make a selection of the best contributions which will be published in a special edition of the review "Economies et Sociétés – Série K "Economie de l'entreprise".

Guidelines for proposals

Suggestion:

Word RTF format

2 pages maximum

Times New Roman

Character size 12

Single spacing

5 essential bibliographical references

On a separate page, you should indicate your family name(s), first name(s), full institutional details, phone number, fax number, e-mail address of author(s).

Your proposals should be sent by e-mail to the following addresses:

doriot2006@ecole-management-normandie.fr

bloch@cnam.fr

francois@hec.fr