

Territories and management practices

At the heart of this second area of research are the territories that mobilize the different management practices specifically analyzed in the previous area of research. With this in mind, three different territories are mobilized, namely:

- **The management of local authorities and their satellites.** In this specific field of application, research investigates the influence of the current territorial reform on local management practices and their innovations. It is particularly interested in the evolution of performance and local public governance in response to a restrictive context brought about by the deterioration of public finances. Innovation is currently the main lever in the modernization of local public actions and is addressed by studying its history, its different forms, impacts and results, and how it is developed and disseminated. Some of the studies conducted include the territorialization of public actions, the emergence of territorial projects, the analysis of participatory management including the population, the transferability of management tools in the local public sector and the specification of local management practices. To reflect the specificities of management science disciplines, territorial marketing plays an important role in these studies in order to measure and improve the brand equity of local authorities and to improve territorial attractiveness/hospitality. They are also based on management control, so that local policy steering tools can be studied and proposed. Human resources management is also broached in order to improve the management of psychosocial risks. Finally, research concentrates on information systems in order to work towards a broad numerical management ecosystem. The aim is to understand how public players can master part of the numerical resources on which the relationships between organizations and territories are being rebuilt (data, numerical identities, user relationships solutions, management of internet access solutions, etc.). The OPTIMA chair created and developed since March 2014 supports this research. Its objective is to reinforce the relationships between local authorities, their partner companies and researchers in management sciences, and provide them with fresh perspectives.

Study leader: David CARASSUS

- **Cross-border management.** In this specific field of application, the objective of research is to analyze businesses' international strategies, how they are implemented (choice of organization, HRM, activity monitoring, intercultural management, CSR) and the influence of location on the management practices of a cross-border company. It therefore involves a range of science management disciplines. In the case of marketing for example, studies analyze the impact of cultural aspects on consumers' behavior. Research mainly concerns French-Spanish companies due to the location of the EEI (European and international studies) college. Comparative approaches are frequently undertaken in this respect.

Study leader: Karim MACHAT

- **Management of organizations in the health and social sector.** In this specific field of application, the aim of research is to analyze the influence of the context and structure of hospitals, clinics and other health and social organizations on their management practices in terms of strategy, HRM and management control. In this respect, research first examines the repercussions of hospital and clinic funding mechanisms on their choice of management control tools and practices and on the production of risk monitoring indicators for the health insurance fund of the Nouvelle Aquitaine region (in partnership with the CATT). The GCS (health cooperation groups), both public and private, that pool personnel and equipment are also an interesting area of study as they are built with a view to optimizing the use of resources. In this context, research combining management and territory aspects looks at the conditions for deploying human resources management with personnel with different statuses (public and private) in a single organization. The creation of GHT (territorial hospital groups) enables the deployment of new methods of cooperation between the public establishments of a single territory, the aim being equal access to health care. Analysis of these new methods of cooperation and the resulting new management methods represents innovative avenues of research. In the same vein, the management rationale underpinning the reforms of autism care in the medical-social sector is also studied.

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