

## Congrès de l'Association Française Droit et Management

12-13 June 2017 – NEOMA Business School - Paris Campus

CALL FOR COMMUNICATIONS

### **“Agility: at the meeting point between law and management”**

The success of digital platforms is so well established that it is expressed in everyday vocabulary using new terms such as ‘the uberisation of the economy.’ This trend is part of a broader dynamic in which the growth of other players, such as Amazon, has made the technological sector, in the broadest sense, the world’s largest stock market capitalisation. This success is largely based on agile organisations that focus on anticipating trends, alongside a culture of change and of adjusting operating models. All of these innovations are drastically changing not only more traditional firms but also the organisational, managerial and legal environment, whose very principles are being called into question.

Firms like Uber, Airbnb, and BlaBlaCar rely on innovative technological platforms and agile organisation, sources of value creation that their consumers perceive very clearly. By making services available at lower prices than those charged by traditional players, these firms have gained the loyal support of the public whilst raising new questions for both legislators and other firms:

- What type of contracts and legal framework are appropriate for the collaborative economy? What challenges does it raise for insurance cover?
- Is the disruption more a result of new business models or of innovation?
- How can the disrupter completely change a market? What new value propositions are generated by these new models?
- What are these new disruptive business models?
- To what extent do disruptive business models break the law on competition? How can competition regulators and legislators prevent this?
- What impact do these agile, disruptive models have on organisations, the economy, management, HRM, finance, accounting and management control?

- How is agility rendered in the firm's value chain?
- Alternatives to salaried work: how should the law change to take account of these new forms of work? How can firms adapt working life to the wishes of their staff (neo-nomads, co-working, etc.)?
- What tax arrangements should apply to digital platforms? How should we set the boundary between fraud and fiscal agility?
- What legal strategy should traditional firms adopt?
- Talent management in the legal profession: how can we develop agility in legal experts? How can they contribute to new corporate needs (double competences, internationalisation, executive education)? How can training courses develop the skill of legal agility? How will the law market in general and the lawyer's profession in particular, be transformed? What is the impact of the emergence of LegalTech?

### **Timetable:**

Communication (draft): 30 March 2017

Scientific committee report: 30 April 2017

### **Presentation norms:**

The draft of the **communication** must respect the following submission format:

- The first page will contain the name and position of the author(s), and the title of the communication.
- The second page will only contain the title of the communication, an abstract in French and in English, and 4 or 5 keywords.
- The text will be written in Word format, Times New Roman 12, A4 format, 2.5 cm margins, single-spaced, 2 to 15 pages to be sent by email to Valérie Louvet [valerie.louvet@neoma-bs.fr](mailto:valerie.louvet@neoma-bs.fr)

### **Organising Committee:**

- Anne-Sophie Courtier, Associate Professor, NEOMA Business School
- Sandrine Henneron, Associate Professor, Associate Dean for Faculty, NEOMA Business School
- Valérie Louvet, Department Assistant, NEOMA Business School

### **Scientific Coordination:**

- Anne-Sophie Courtier, Associate Professor, NEOMA Business School
- Sandrine Henneron, Associate Professor, Associate Dean for Faculty, NEOMA Business School

### **Scientific committee:**

- Gerlinde BERGER-WALLISER – Assistant Professor of Business Law, School of Business, University of Connecticut
- Annick BERTRAND-MELHEM – Senior Lecturer of Private Law, Université Lille 2
- Isabelle BEYNEIX – Professor of Private Law, NOVENCIA Paris
- Hugues BOUTHINON-DUMAS – Professor of Law, ESSEC Business School
- Jean-Pierre BROUILLAUD – Senior Lecturer of Private Law, Université Paris Est Créteil
- Ana COLOVIC – Associate Professor of Strategy, NEOMA Business School
- Anne-Sophie COURTIER – Associate Professor of Business Law, NEOMA Business School
- Diane DE SAINT-AFFRIQUE – Professor of Law, SKEMA Business School
- Gaëlle DEHARO – Professor of Law, ESCE Nicolas DISSAUX – University Professor of Private Law, Université Lille 2
- Florence DUVIVIER – Assistant Professor of Strategy, NEOMA Business School
- Julien FOUQUAU – Associate Professor of Economics, ESCP Europe
- Héléna GONZALEZ – Assistant Professor of Management, NEOMA Business School
- Olivier LAMOTTE – Associate Professor of International Business, Paris Business School
- Bernard LECA – Professor, ESSEC Business School
- Allane MADANAMOOHOO – Professor of Law, Groupe ESC Troyes
- François MANGIN – Associate Professor, NEOMA Business School
- Ulrike MAYRHOFER – University Professor, IAE Lyon – Université Jean Moulin
- Vincent REBEYROL – Associate Professor of Law, EM Lyon
- Cristiana SAPPA – Assistant Professor of Law, IESEG Paris
- Xavier STRUBEL – Professor of Law, Télécom Ecole de Management
- Philippe TOURON – University Professor of Management Sciences, Université François Rabelais – Tours
- Grégory VOSS – Professor of Business Law, Toulouse Business School