



EAS-Mahdia



Membre de UNIVERSITÉ CÔTE D'AZUR



CALL FOR PAPERS

INTERNATIONAL COLLOQUIUM

GOUVERNANCE AND TERRITORIAL COMMUNICATION

MAHDIA - TUNISIA

7, 8, 9 April 2016

ACADEMICS AND PROFESSIONALS:

TERRITORIES-ADAPTED ACTIONS AND PUBLIC COMMUNICATION

Building on the work of the Franco-Maghreb interdisciplinary program, Languages, Objects, Territories and Hospitalities (LOTH), and pursuing the activities of the International Research Symposium: Communication, Media and Social relations in the Mediterranean, (GDRI-COMMED), this colloquium brings together eminent researchers in management and information and communication sciences. It is also open to other disciplines in the humanities and social sciences with a development-centered approach to territories, built around the idea of participation and consultation involving diverse local stakeholders. These issues are relevant for both research and graduate studies, including master and doctoral studies.

Three international and interdisciplinary colloquia have already laid the groundwork for research on the relationships between governance and communication in the Maghreb: in Djerba in 2012, hosted by the Institute of Arid Regions, on "Territory, Heritage and Tourism Development in Sensitive and Endangered areas"; in Bejaia in 2013 hosted by the Faculty of Human and Social Sciences of the University of A-Mira on "Public Communication and territorial development: promotional issues and stakeholders challenges". Finally, in 2015 a partnership with the Province of Taroudant and the National School of Commerce and Management of Agadir on "Promotion of territories: authenticity and communication". Several publications complement this body of work (cf. <http://loth.hypotheses.org>).

Back in Tunisia, at a key moment of its development, this event, hosted by the University of Monastir, Faculty of Economics and Management of Mahdia and with a large academic partnership, focuses contributions on the educational and research dimensions of the areas of territories management and public communication. Observation, experimentation and dissemination of research results, like the design of training programs, should be used to support practitioners and decision-makers of territories-oriented public policy. On the one hand, this event is an opportunity to discuss issues particular to scientific research and, on the other hand, it will eventually propose various venues to institutional stakeholders to help them lay public development strategies. This colloquium also bears on an MA course under construction with the ambition to train professionals in governance and communication at a local level in North Africa.

Colloquium focus

The development of a territorial promotion dynamic has started to animate the strategic visions of local decision-makers. Citizens, universities, companies and associations begun to propose initiatives supported by efforts aimed at designing and implementing innovative action plans, particularly those with a socio-ecological focus. The plurality and diversity of actions, as approaches, imply the consultation and cooperation of all relevant parties. Plurality and diversity, nevertheless, ultimately had to question governance mechanisms like communication on the development of local or global territorial projects, support of private public partnerships, project management, entrepreneurship, territorial marketing, territorial

intelligence, conservations, rehabilitation and enhancement of natural heritage, both tangible and intangible.

This colloquium, will then aim at:

1. Bringing together scientists (researchers, students, etc.) from different disciplines to present and discuss the results of their research and empirical studies on territorial development and discuss how local actors and practitioners would contribute to it.
2. Identifying interaction patterns between the various public and private territorial actors and the best way for them to participate in the promotion of a territory, especially through public and territorial communication.
3. Reviewing territorial intelligence devices and capitalization instruments among local actors, researchers and development practitioners. How can communication and dialogue between researchers and policymakers contribute to the edification of relevant global projects in the socio-ecological transition that the Maghreb region is currently witnessing?

Specifically, submissions that deal with the following three head-themes are encouraged.

A. Governance and institutional policies for regional development?

Papers may focus their contributions on the analysis of institutional visions and approaches to territorial development and governance by describing current practices and encountered difficulties. What are the directions and institutional policies adopted to improve the quality of public services and the attractiveness of a region? How can actors working under geographical proximity provide high value-added governance? Given the diversity of actors and expectations, what are the most suitable decisions for a territory? How to avoid fragmentation facing a reality of multiplication of governance levels?

B. Entrepreneurship and global projects, what kind of public-private partnerships?

Under this headline, researchers may classify and analyze roles of entrepreneurs, existing companies and institutional players with an eye on public / private partnerships. Are entrepreneurs able to generate innovation and growth? Examining the different political, economic, social or environmental impacts allows for positioning value creation, resources and skills acquisition, and opportunities identification and exploitation. Examining foundation conditions and socio-economic realities is seen in an analysis of public discourse, entrepreneurial support, entrepreneurship financing and global projects.

C. Communication practices and territorial promotion

Bearing on research and case studies using critical and original approaches, this topic focuses on communication practices to promote and ensure the attractiveness of a region. Surveying information to citizens in tourism communication and traditional media on the use of digital technologies, what communication and promotion forms within a territory are the most privileged for its promotion on a wider scale?

Dates

July 31, 2015: Call for contributions

October 31, 2015: Deadline to submit proposals

December 30, 2015: Response of the Scientific Board

February 15, 2015: Submission of final papers (30000 words, spaces included)

March 01, 2016: Scientific Board's notifications to the selected authors and publication of the colloquium program. Only papers of participants will be published in a special issue of the *Journal of arid regions*.

TERMS OF SUBMISSION

Participants are invited to submit their abstracts to the following address:

colloquemahdia2016@gmail.com

Proposals will be anonymously evaluated. They should include an abstract of 2500 words, in French or in English, describing the research problem, object of study and methodology, with a title, five keywords and 3-5 references and the head-theme examined. The names of the author (s), function and institutional affiliation and full contact details (email, phone, fax and mailing address) should figure on the first page.

COLLOQUIUM COORDINATING COMMITTEE

Abdeljlile Farhat (Faculté des Sciences Économiques et de Gestion de Mahdia, Tunisie)

Jamel Henchiri (Institut Supérieur de Gestion Gabès, Tunisie)

Mongī Sghaier (Institut des Régions Arides Médenine, Tunisie)

Syrine Ben Slymen (Faculté des Sciences Économiques et de Gestion de Mahdia, Tunisie)

Vincent Meyer (Université Nice Sophia Antipolis, France)

SCIENTIFIC BOARD

Abdellatif Ait Heda (ENCG Agadir, Maroc)

Abderrahmane Amssider (Université Ibn Zohr, Maroc)

Moez Ben Maseoud (Université de la Manouba, Tunisie)

Leila Benlatreche (Université Mentouri Constantine 3, Algérie)

Françoise Bernard (Aix-Marseille université, France)

Hafidha Boulekbache (université de Valenciennes, France)

Pierre-Noël Denieuil (Centre d'anthropologie, Faculté des Lettres de Sousse, Tunisie)

Michel Durampart (Université de Toulon, France)

Mouna El Gaied (Université de Lorraine, France)

AbdeljlileFarhat (FSEGM, Tunisie)
Elizabeth Gardère (Université de Bordeaux, France)
Wahid Gdoura (Institut supérieur de documentation Tunis, Tunisie)
Jameleddine Gharbi (FSJEG Jendouba, Tunisie)
Rym Hachana (ISCAE Manouba, Tunisie)
Jamel Henchiri (Institut Supérieur de Gestion, Gabès)
Maud Loireau (Institut de recherche sur le développement, France)
Catherine Loneux (Université Rennes2, France)
Soumiya Mekkaoui (ENGG Agadir, Maroc)
Aïssa Merah (Université de Béjaïa, Algérie)
Vincent Meyer (Université Nice Sophia Antipolis, France)
Pierre Morelli (Université de Lorraine, France)
Sihem Najar (Université de Tunis El Manar, Tunisie)
Ayoub Nefzi (Institut supérieur de gestion, Sousse)
Chiraz Saidani (ISCC Bizerte, Tunisie)
Paul Rasse (Université Nice Sophia Antipolis, France)
MongiSghaier (Institut des Régions Arides, Tunisie)
Nozha Smati (Université Lille 3, France)
Philippe Viallon (Université de Strasbourg, France)
Hayat Zerouali (École des sciences de l'information, Rabat, Maroc)

ORGANISING COMMITTEE

Nada Allani (FSEGM, Tunisie)
Mohamed Ali Ben Abed (Institut des Régions Arides, Tunisie)
Mehrez Ben Slema (FSEGM, Tunisie)
Houda Ben Mhenni (FSEGM, Tunisie)
Syrine Ben Slymen (FSEGM, Tunisie)
Mouna El Gaied (Université de Lorraine, France)
Nozha Erragcha (FSJEG Jendouba, Tunisie)
Abdeljlile Farhat (FSEGM, Tunisie)
Khaled Jrad (FSEGM, Tunisie)
Hedia Maamri (FSEGM, Tunisie)

Dominique Mégard (CAP'COM, France)

Vincent Meyer (Université Nice Sophia Antipolis, France)

Rabiaa Romdhane (FSEGM, Tunisie)

Mongī Sghaier (Institut des Régions Arides, Tunisie)

Nozha Smati (Université Lille 3, France)