ESCE International Careers

HEM Research Center

Member of LCI Education

LEM Lille Économie Management

ulco Université Littoral Côte d'Opale

ATLAS AFMI Association Francophone de Management International



7TH WORKSHOP ON EXPORT MANAGEMENT

HEM BUSINESS & ENGINEERING SCHOOL

RABAT, MOROCCO

NAVIGATING THE NEW LANDSCAPE OF EXPORT: CHALLENGES AND OPPORTUNITIES AMIDST CRISES, CONFLICTS, AND DIGITAL TRANSFORMATION

CALL FOR PAPERS

Abstract Submission Deadline:
January 31, 2025



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KEYNOTE SPEAKER

Professor **Ghasem Zaefarian**
University of Leeds

The 7th Workshop on Export Management invites researchers, practitioners, and scholars to submit papers that address the diverse challenges and opportunities shaping the field of export management. In today's interconnected world, exporters face complex issues, including geopolitical tensions, economic crises, and the rapid digitalization of trade. This year, the workshop will focus on *Digital Transformation and Supply Chain Optimization.*

As global trade increasingly relies on digital infrastructure and efficient supply chains, organizations are compelled to adopt innovative technologies to remain competitive. Digital transformation reshapes traditional export strategies by enabling more agile, resilient, and transparent supply chains. The workshop aims to spark dialogue on these advancements, fostering a deeper understanding of how digital solutions can help exporters adapt to a rapidly evolving landscape and sustain their growth in the global market.

This year's workshop will feature Professor Ghasem Zaefarian, Associate Professor of Marketing at Leeds University Business School, who will deliver a keynote address on the topic, drawing on his expertise in business marketing and international marketing research. Professor Zaefarian's insights will be invaluable for participants seeking to deepen their understanding of these critical issues in export management.

Unlike previous editions, which were organized in Paris, other cities in France, and Switzerland, this year's workshop marks the first time it is held outside Europe, in an African country. The event will take place in Rabat, the capital of Morocco, a nation experiencing remarkable growth due to its industrial evolution, digitalization, and increasingly diversified export offerings. It will be hosted at the research center of HEM Business & Engineering School, providing an inspiring setting for discussions on the future of export management and reflecting Morocco's dynamic role in global trade.

TOPICS OF INTEREST:

We welcome contributions that address, but are not limited to, the following topics in export:

- **Impact of Global Crises:** Analysis of how recent global crises (e.g., health and economic crises) affect export strategies and market access.
- **Geopolitical Tensions:** Examination of the impact of wars and conflicts on export policies, supply chain management, and international trade agreements.
- **Digitalization and Export:** Exploration of how digital technologies (e.g., e-commerce, AI, blockchain) transform export practices and management.
- **Sustainability in Export:** Study of the role of sustainability in shaping export strategies and influencing consumer preferences.
- **Trade Policies and Regulations:** Review of evolving trade agreements, tariffs, and regulations affecting exporters.
- **Risk Management in Exports:** Development of frameworks for managing risks in volatile export markets, including political, economic, and environmental risks.
- **Cultural Challenges:** Analysis of the cultural dimensions in exporting and their impact on negotiations, market entry, and customer relationships.

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TYPES OF CONTRIBUTIONS AND GUIDELINES:

- **Poster Submissions:** Extended abstracts (up to 1,000 words, including references and appendices). Posters should include:
    1. Paper title and author(s) details.
    2. Summary of the research problem or motivation.
    3. Research aims and objectives.
    4. Conceptual model (if applicable).
    5. Methodology.
    6. Preliminary results (if available).
    7. Contributions and implications.
- **Conference Paper Submissions:** Extended abstracts with a maximum length of 1,000 words (all inclusive).
- **Doctoral Consortium Submissions**: Designed for doctoral students to present their research or work-in-progress. Submission requirements:
    1. A CV and a 5-page dissertation proposal abstract, including: Title, author information, abstract, keywords, and dissertation summary ; Pages 2-5 should contain the research question, theoretical framework, methodology, and intended contribution. References and tables are included within the 5-page limit.

IMPORTANT DATES:

- **Abstract Submission Deadline**: January 31, 2025
- **Notification of Acceptance:** February 10, 2025
- **Event Date:** April 4, 2025 (Program details to follow)

SCIENTIFIC COMMITTEE:

- **Oumaima Chamchati**, HEM Business & Engineering School, LCI Education
- **Mohamed Nabil El Mabrouki**, Full Professor, Cadi Ayyad University and HEM Research Center, LCI Education
- **Caroline Minialai**, Researcher, HEM Research Center, LCI Education
- **Raluca Mogos Descotes**, Full Professor, LEM, ULCO Dunkerque
- **Dora Triki**, Professor of international business, ESCE Paris, OMNES Education
- **Alfredo Valentino**, Professor of international business, ESCE Paris, OMNES Education
- **Oksana Kantaruk Pierre**, Assistant Professor, ICN Business School

REGISTRATION:

Registration Form:

Karima Guenich (HEM Business and Engineering School, LCI Education)
You can submit your application by sending it to the following email address:
exportmanagement.workshop2025@gmail.com

CONFERENCE VENUE:

HEM Business and Engineering School, Rabat, Morocco
Intersection Mohammed VI - Akrache, Lot. Mouline N° 3, Souissi

CONTACT INFORMATION:

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ABOUT OUR KEYNOTE SPEAKER :

Dr. **Ghasem Zaefarian** is an Associate Professor of Marketing at Leeds University Business School. He earned his PhD at Manchester Business School. His research interests focus on services, business marketing and international marketing fields of research. His research has been published or currently is under review in many journals of international repute including Industrial Marketing Management, Long Range Planning, and International Journal of Operations and Product Management. His works are also regularly presented at leading academic conferences across the world.

Dr. **Zaefarian** currently serves as an Associate Editor of the Industrial Marketing Management and on the review panel of several leading Journals as an ad hoc reviewer. His classroom teaching and doctoral supervision work spans several areas of services marketing and B2B marketing.

ABOUT THE PARTNER INSTITUTIONS:

HEM Business & Engineering School: Founded in 1988, HEM offers a wide range of programs across campuses in Casablanca, Rabat, Marrakech, and Tangier. Recognized by the Moroccan state, HEM is part of the global LCI Education network, expanding its international reach and providing students with worldwide academic and professional exchange opportunities. HEM was the first private higher education institution in Morocco to establish its own research center, the HEM Research Center. This multidisciplinary center (social, economic, and managerial) engages in applied research that creates value and meaning in collaboration with organizations, economic and societal actors, and students.

ESCE – École Supérieure du Commerce Extérieur: Founded in 1968 by the French Foreign Trade Center, now known as Business France, ESCE is a prestigious international business school. It conducts multidisciplinary research in management and economics through a team of faculty researchers who contribute to the school's academic reputation. With its extensive network, ESCE has organized six prior editions of the Workshop on Export Management, in collaboration with various French and international partners.

LEM (Lille Economie Management): LEM is a Mixed Research Unit (UMR 9221) affiliated with the CNRS, the University of Lille, and the IESEG School of Management, with partner institutions including the University of Artois and the University of Littoral-Côte d'Opale. The research at LEM is inherently multidisciplinary, both theoretical and applied, and its members address economic and social inquiries. LEM's collaborations include notable partners such as the French National Cancer Institute, the French Court of Auditors, and the European Metropolis of Lille.


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