



EA 4332

Research Center for Enterprise, Organizations, and Heritage

PRINCIPAL
RESEARCH
TOPICS >

Law
and business management
Law and sustainable
development management
Business strategy
Marketing
Patrimonial business perennality
Business
and organizational activity

KEYWORDS >

Law
Management
Business
Organisations
Patrimony /
heritage

Sustainable
development
Bankruptcy
Strategy
Notary law
Expertise

CREOP

Research Center for Enterprise, Organizations, and Heritage

STUDIES PROVIDED

Studies, training



CREOP is a multidisciplinary research center created to allow business managers and jurists from the University of Limoges to conduct joint research on the theme of business and, more broadly, organizations and heritage. Patrimony is part of these economic agents.

The field of investigation concerns two axes: firstly, the dynamism of businesses and organizations, and secondly, the perennial heritage of private enterprise.

The research on business and organizations is divided into:

- Government
- Management of human resources and labour law
- Patent rights
- Distribution law and the evolution of marketing
- Competition law and competitive strategic management
- Health management and law
- Environmental law and business strategy

The theme of perennial heritage of private enterprise itself is directed towards:

The struggle against internal vulnerabilities of a business, which may result from events such as death, retirement, or divorce of the entrepreneur.

The struggle against external vulnerabilities of a business, which primarily concerns attempts to prevent difficulties and receivership.



OVERVIEW

(as of 30 October 2008)

Instructor-researchers: 18

HDR: 9

Doctoral students in 2008-2009: 23
of which three are under joint
sponsorship

Doctorates obtained in 2008: 3

PARTNERSHIPS

Active national university collaboration:

University of Poitiers

Current international university collaboration:

Uruguay and Argentina: Regional Program France-Latin
America-Caribbean (PREFALC) of the MSH Foundation Paris
guided by CREOP for the University of Limoges.

Three dissertations under joint sponsorship
(Egypt, Cameroon, and Côte d'Ivoire)

Professors invited to Limoges from Romania (Cluj-Napoca)
and from Cameroon (Yaounde II).

National industrial partners:

research contract with an insurance company.

**Research Center
for Enterprise,
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and Heritage
(CREOP)**

www.creop.unilim.fr

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**SCIENTIFIC PRODUCTION
OF RESEARCH TEAM
(2004-2008)**

International articles: 81
Conference/congress presentations: 22
Other (published works, chapters, etc.): 8 publications and chapters

Publications and/or major patents over the last 5 years:

- Marcel Bayle, Andrew Tetley. « World insolvency ». Carswell, Canada, 2009.
- Marcel Bayle. "La responsabilité du bailleur de fonds pour préjudice environnemental". Recueil Dalloz 2007-Chronique, 2398-2407.
- Annie Chamoulaud-Trapiers. "Droit des biens". Editions Bréal, 2007, 223p.
- Gulsen Yildirim. Ouvrage de Droit des obligations. Editions Bréal, Collection Lexifac droit, 2008, 272 p.
- Bernard Vareille. « Renonciation anticipée à l'action et réduction : attention, danger ! ». Répertoire Defrénois, 2008, 12 pages.
- Vincent Lagarde « Le profil du dirigeant comme variable explicative des choix de diversification en agriculture. Portée et limites des typologies entrepreneuriales classiques ». La Revue des Sciences de Gestion, 2007.
- Alain Rivet « TPE en difficulté, TPE saines : Quelles différences ». Revue des Sciences de gestion, 2008.
- J-Ch. Mathé. « Capacités dynamiques et reconfiguration stratégique des groupes pharmaceutiques ». Revue des Sciences de Gestion n° 218 - 2006.
- Joël Gouteron. « L'impact de la personnalité de la marque sur la relation marque-consommateur, application au marché du prêt-à-porter féminin ». Revue Française du Marketing 2006, N°207, pages 43-59.
- JF Barbieri. « Professions libérales », éd. F. Lefebvre, coll. Mémentos, 2006-2007.