EA 4332

Research Center for Enterprise, Organizations and Heritage

Law and Business Management
Law and Sustainable Development Management
Business Strategy
Marketing
Sustainability of Business Assets
Business and Organization Dynamism

Keywords:
Law
Management
Business
Organizations
Assets
Sustainable
Development
Bankruptcy
Strategy
Notary Law
Expertise

2012
The CREOP is a transdisciplinary research centre created to allow business managers and jurists from the University of Limoges to carry out joint research on the theme of business and, more broadly, organizations and assets. Assets refers to that of economic players.

Research focuses on two areas:

The dynamism of businesses and organizations:
- Governance
- Management of human resources and labour law
- Industrial property
- Distribution law and changes in marketing
- Competition law and strategic competitive management
- Health law and management
- Environmental law and business strategy

The sustainability of private business assets:
- Fighting in-business vulnerabilities that may result from events such as the death, the retirement or the divorce of the entrepreneur.
- Fighting external business vulnerabilities, which primarily concerns attempts to prevent difficulties and receivership.

SERVICES PROVIDED
Studies, training

TECHNICAL RESOURCES
Specialized documentary collection
KEY FIGURES
(at 1st January 2012)

Teacher-researchers: 17
Other researchers: 9
HDR (accredited to direct research): 8
Doctoral students (2011-2012): 19
Dissertations defended (2008-2011): 9
Others: Partnership with Mauritius on auditing the local Civil Code and auditing training for the legal professions.

ECONOMIC ADDED VALUE

Conferences, seminars organized: 4

PARTNERSHIPS

Active National University Partnerships:
University of Poitiers training was partially attached to the CREOP in 2009

Current International University Partnerships:
Professors from Romania (Cluj-Napoca) and from Cameroon (Yaounde II) invited to Limoges. Plans are currently underway to invite a Spanish professor.

National Industrial Partnerships:
Research agreement with an insurance company

Research Federation:
Gaston Berger Federation (FR 4221)1)
SCIENTIFIC PRODUCTION
OF RESEARCH TEAM
(2008-2011)

Website publication: hal-unilim.archives-ouvertes.fr/CREOP
Articles: 12 international and 68 in peer-reviewed journals
Number of works: 11
Book chapters: 36
Conference presentations: 21
Others: 43

Major publications and/or patents over the last 5 years
• Chamoulaud-Trapiers Annie: V° “Usufruit”, Répertoire civil Dalloz, 2012 (394,000 characters).
• Dumas Romain, work titled: “Intelligence économique d’entreprise”, Ed. Lefebvre 2011 (287 pages).
• Gouteron Joël : “L’intégration d’une mesure de l’attachement à la marque dans les études de satisfaction”, La Revue des Sciences de Gestion (Direction & Gestion des entreprises), No. 252, November-December 2011, pages 109 to 117.
• Mathé Jean-Charles : “Sphères d’influence et croissance conjointe : le ca des quatre mousquetaires de l’hygiène”, La Revue des Sciences de Gestion (Direction & Gestion des entreprises), No. 252, November-December 2011, pages 27 to 35.