



1, rue Léo Delibes – BP 0535 – 37205 TOURS CEDEX 3
www.atelis.org

CALL FOR PAPERS

ATELIS

In partnership with **ESCEM, CIGREF, ACFCI, CCI Touraine, Professor Gérard Hoffmann, CRRM and Intellecto Consultants**

Is organising

*European Competitive Intelligence Symposium:
Comparative practices approach.*

Venue
Futuroscope, Poitiers

Dates
27th and 28th January 2005



INTRODUCTION

Is competitive intelligence merely a fad or does it offer a new methodological approach to the expansion of companies and countries? Experts' points of view can sometimes seem too theoretical. Experience in France over the last ten years and more has shown that it is a new framework of coherence for all disciplines likely to make the development of new projects and the protection of national heritage easier.

An initial assessment can be carried out regarding all the initiatives that have been taken in France over the last ten years by major companies, small and medium-sized businesses, ministries, public bodies, the consular network, universities and business schools.

However, all of these actions were carried out within a national conceptual framework, with competitive intelligence representing – sometimes excessively – one of the elements of economic Defence. And yet competitive intelligence deals not only with the defence of heritage but also with the development of companies and countries. Consequently, the approach can no longer be limited to France – it must consider the emergence of a European market, which occupies an ever more important place in the life of companies, regions and countries.

CONFERENCE OBJECTIVE

In order to take up this challenge, several important players in the field of competitive intelligence have chosen to come together to organize a **competitive intelligence symposium** and to present a **comparative practices approach**.

The purpose of this event is to enable dialogue among players – both public and private – who have developed original actions in the competitive intelligence field and to have them speak about their gains and their outlook. The aim of this symposium could well be to imagine a European competitive intelligence model which would open up new avenues of experimentation for public and private decision-makers.

SEQUENCE OF EVENTS

The Conference will focus around workshops which will bring together professionals, experts, institutional bodies, academics and players from all sectors who wish to speak about their experiences in competitive intelligence.

TOPICS

As a result, in order to make the exchanges easier and to enhance the collective thought-process, we are interested in your communications and testimonies regarding the following subjects (any other current competitive intelligence subjects may be suggested to the programme committee).

Teaching methods: specialised or complementary training?

- How have universities and business schools integrated competitive intelligence methods and tools?
- Is this tendency developing or is it stable?
- What is the pedagogical position as regards the different sorts of training?
- Is it the right time to create a European school of competitive intelligence? Which European programme could back this plan?
- How could the roles be broken down between the public authorities and private training players?
- What are the principal academic research topics on competitive intelligence?

Methodological benchmarking: a fad or new procedures?

- How can the different methodological approaches to competitive intelligence be compared? How have they evolved over the last ten years?
- Can we imagine a unified method which could be used as a coherence framework for competitive intelligence actions?
- What are the characteristics of the competitive intelligence methodological procedures compared with other methodologies (Quality approach, innovation, marketing, process management, project management, etc.)?
- What standards of evaluation (results / goals) are used to appreciate the economic relevance of a competitive intelligence procedure?

Territorial intelligence: institutional structures' role

- What has been gained from territorial competitive intelligence actions? What are the new views that have to be developed?
- How are roles to be broken down between institutional organisations and private ones in regional competitive intelligence actions?
- How can national competitive intelligence policies be connected to regional policies? How can principles of subsidiarity be implemented between the national, regional and local levels?
- How can competitive intelligence be used by regions to anticipate change and revitalise industrial development and innovation?
- How can institutional organizations use competitive intelligence to modernise their missions and services for the general public (e-government)?

Management of complexity: cross-fertilisation of competitive intelligence and the long-term

- How can competitive intelligence throw new light on the long-term?
- What insights can be gained from the long-term?
- How can competitive intelligence make decision-making in a complex environment easier?

Competitive intelligence and small and medium-sized businesses

- How integrate competitive intelligence into small and medium-sized businesses?
- What kind of competitive intelligence for small and medium-sized businesses?
- What strategy of competitive intelligence can be adopted by small and medium-sized businesses?
- What actions of competitive intelligence are offered by public institutions, parapublic organizations or organizations of industrial corporation to the small and medium-sized businesses?
- What are the factors of success of competitive intelligence for the small and medium-sized businesses? What are the reasons of defeats?
- What are the common practices and the different' ones of competitive intelligence for small and medium-sized businesses in each country of Europe?

Multinational companies: organisational process and information systems

- What are the characteristics of the deployment of a competitive intelligence procedure within a multinational company (constraints / opportunities)?
- How do multinational companies manage the multi-cultural and trans-national aspects of their teams?
- What are the different models of internal competitive intelligence organisation (centralisation / decentralisation)?
- What are the businesses relations with the authorities on these aspects?
- How are the businesses informed on the sensitivity degree of the information?
- What are the legislative frameworks in European countries?
- How do European firms integrate competitive intelligence into their information systems?
- What is the impact of information systems on the development of competitive intelligence tools within firms?
- What are the major achievements in the implementation of competitive intelligence projects in information systems?
- Which firms are the most innovative in this field (structure, size, establishment)?
- What organisational structure could make the insertion of competitive intelligence into information systems easier?
- What are the most innovative technologies which offer new applications?
- How can we deal with the new vulnerabilities of information systems?

DEADLINES

- **June 30th 2004:** Final date for submission of electronic versions of abstracts.
- **September 15th 2004:** Notification of acceptance to the authors.
- **October 30th 2004:** Last date for final texts.
- **January 27th and 28th 2005:** European Competitive Intelligence Symposium: comparative practices approach.

SUBMISSION OF ABSTRACTS

The official symposium languages are **French and English:** all the abstracts must be sent in both languages but the presentations can be made in French or in English.

The propositions of communication (global text) have to be sent under electronic format (Word) **before June 30th 2004** either to sbouteiller@escem.fr (ATELIS Paris) or to pmichel@escem.fr (ATELIS Tours).

The papers must be presented as follows :

- The author presentation : name and surname, company, address, phone, fax, electronic address and a brief author biography.
- A summary of approximately 500 words and 7 key words (maximum) referring to the topics and central concepts developed in the article.
- The title and the plan of the article.
- An article written in Times New Roman 12, justified and in a A4 format. It should not exceed 25 pages with a line space of one and half (1½), appendices and bibliography included. The tables and the figures must be inserted in the text and be numbered. The bottom, top and side margins should be 2,5 cm.

All papers will be published in the proceedings on CD-Rom format and also in specialized revues. The best articles and synthesis will be published in international revues.

The Scientific Committee and the Programme Committee members will judge the relevance of each proposal and suggest any modifications, if necessary.

Scientific Committee

NAME	COMPANY / BODY	FUNCTION
CHAIGNEAU Pascal	HEC	Directeur du mastère spécialisé Intelligence Economique
DOU Henri	Université Aix-Marseille III	Directeur du CRRM – Professeur en Sciences de l'Information et de la Communication
FRANCOIS Ludovic	HEC	Responsable des mastères spécialisés Intelligence Economique
GONCALVES Amilcar	Université Aberta (Portugal)	Directeur du département Gestion
GUTAVSSON Peter	Université Linköping (Sweden)	Professeur associé en Economie (PhD)
HARBULOT Christian	Ecole de Guerre Economique	Directeur
HETZEL Patrick	Université Paris II	Professeur en Sciences de Gestion
HOFFMANN Gérard	Université Lyon III	Professeur associé en Science Politique
JACKSON Mike	Université Hull (GB)	Doyen, business school
KLEIN Paul	Université de Berlin (Germany)	Spécialiste en Défense Economique et Stratégie
LAFAY Jean-Dominique	Université Paris I	Professeur en Economie Publique Directeur du laboratoire LAEP
LARRAT Pierre	ATELIS Groupe ESCEM	Directeur Professeur en Systèmes d'Information
MAC DONALD Stuart	Université Sheffield (GB)	Professeur en Systèmes d'Information
MASPONS Ramon	Université Aberta de Catalunya (Espagne)	Professeur Directeur de IALE Technologia
MOINET Nicolas	Université de Poitiers	Directeur du DESS Intelligence Economique
NICOLAOU Litsa	Université du Pirée (Greece)	Professeur Honoraire
OSSADNIK Wolfgang	Université Osnabrueck (Germany)	Doyen
QUAZZOTTI Serge	Centre de Recherche Publique Henri Tudor (Luxembourg)	Responsable de la cellule Veille Technologique
ROCHET Claude	ESCP-EAP	Professeur de Stratégie
ROUACH Daniel	ESCP-EAP	Professeur en Management de l'Innovation, Transferts de Technologies et Intelligence Economique Directeur de GTI Lab
WITTE Thomas	Université Osnabrueck (Germany)	Directeur du département Systèmes d'Information

Programme Committee

NAME	COMPANY / BODY	FUNCTION
AUMONIER Alain	IHESI	Chargé de mission Intelligence Economique
BALLOT Alain	GDF – Direction de la Stratégie	Chef du service « Veille stratégique »
BINOT Christophe	Total	Responsable du département Gestion et Valorisation de l'Information – Directeur Systèmes d'Information
BOURGOGNE Pierre	Conseil Régional de Lorraine	Directeur de l'Innovation et de l'Intelligence stratégique
CLERC Philippe	ACFCI	Directeur Intelligence Economique et Technologies de l'Information et des Communications
CORNIOU Jean-Pierre	CIGREF	Président
DE CHATELLUS Guillaume	Gras Savoy	Responsable Nouveaux Risques
DRUAIS Serge	Thalès Groupe	Directeur Systèmes d'Information
FIRMIN Jean-Luc	ARANTIS Poitou-Charentes	Directeur Général
FULGERAS Anne-José	Ernst & Young	Magistrate – Spécialiste du risque pénal des dirigeants
GUILLAUMOT Robert	IDEE	Président
HASSID Laurent	Intelleco Consultants	Directeur Général
MARTY Yves-Michel	EGIDERIA	Président
MUSSEAU Dominique	IHEDN	Chargé des séminaires Intelligence Economique
TARDIVO Antoine	MINEFI DiGITIP / STSI / SDRM	Chef du bureau « Société de l'information »

TOPICS DURING THE CONFERENCE

Topic sessions will last 90 minutes and will be moderated by a chairman.

The **European Competitive Intelligence Symposium: compared practice approach** is aimed at all Managers (Managing Director, Chairman, Human Resources Managers), telecom and network specialists, project managers, Internet / Intranet and Extranet specialists, consultants, auditors...

CONTACTS

ATELIS Paris: Sophie BOUTEILLER – Chargée de mission « Grands Evénements »
 CIGREF
 21, avenue de Messine
 75008 PARIS
 Tel.: 01.56.59.70.19
 Fax: 01.56.59.70.01
 E-mail: sbouteiller@escem.fr, www.atelis.org

ATELIS Tours: Patricia MICHEL - Assistante
 Groupe ESCEM
 1, rue Léo Delibes
 BP 0535
 37205 TOURS CEDEX 3
 Tel.: 02.47.71.73.05
 Fax: 02.47.71.72.35
 E-mail: pmichel@escem.fr, www.atelis.org