



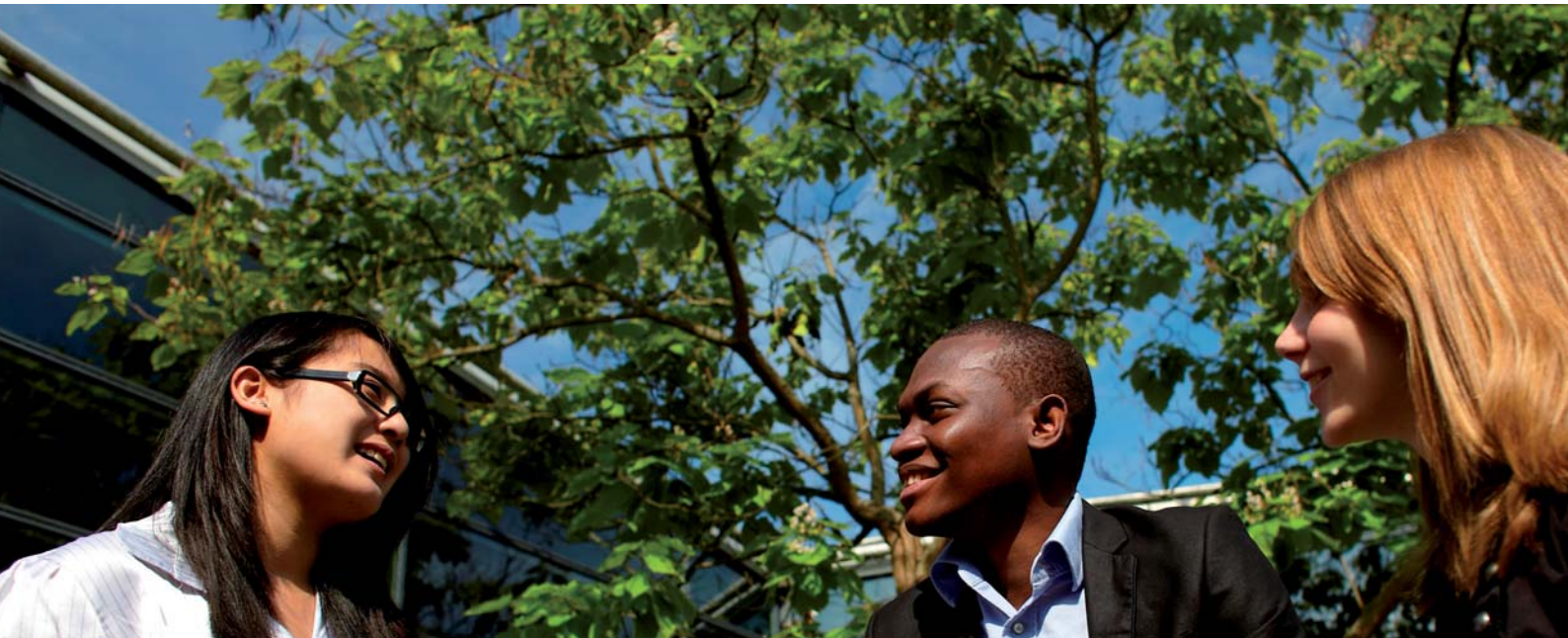
TELECOM  
Ecole de  
Management



MANAGING THROUGH TECHNOLOGY

# TELECOM ECOLE DE MANAGEMENT

## Principles for Responsible Management Education



Accredited by  
Association  
of MBAs





# Summary

<i>A word from the Dean</i>	5
<i>Our Mission</i>	7
<i>International Accreditations</i>	9
<i>The city of Evry</i>	11
<i>The institut Mines-Telecom</i>	13
<i>The Mines-Telecom Foundation</i>	15
<i>Purpose</i>	17
<i>Values</i>	19
<i>Method</i>	21
<i>Research</i>	23
<i>Partnership</i>	31
<i>Dialogue</i>	33
<i>Addendum Principle</i>	37
<i>Conclusion</i>	39
<i>Appendices</i>	41





# A word from the Dean



*Télécom Ecole de Management long ago embraced sustainable development, social responsibility and diversity as essential to its strategy.*

*As part of its mission, Télécom Ecole de Management ensures its graduates have both fundamental management skills to succeed in the information age but also to develop values to lead people and organizations in an interconnected world.*

*The School strives to make all its shareholders aware of interdependence among people, their actions, social organizations and the environment in which they operate and influence.*

*Faculty confront all students with Issues in sustainable development and corporate social responsibility in the first semester of their program, and the School prides itself in having a well respected and active research pole focused on ethics, technology, organizations and society known as ETOS.*

*I have great pride in participating in PRME's initiative in sharing information on the progress we are making in sustainable development and corporate social responsibility and I hope this initiative will result in new and fruitful collaborations among schools and with the business community.*

**Denis Lapert, Dean of Telecom Ecole De Management**





# Our Mission

The School's Mission Statement stresses the importance of information and communication technologies in both research and student learning. The School seeks to be a leading business school in the world of information and communication technology while contributing to the economic development of a knowledge-based society internationally, nationally and locally.

This overlying principle unites both students and faculty alike and determines in particular the School's relations with its external stakeholders and constituencies, particularly its corporate and academic alliances.

The School's vision stems from its context as the only management school in a group of engineering schools. This context guarantees the School's link to both the private and public sectors of the world of information and communication technologies (ICT). As a result of this vision, the School:

*« Through quality in research and teaching, Telecom Ecole de Management develops fundamental skills, while training managers of the future to be open, pro-active, and capable of integrating technological fields into their management decision-making, giving companies in which they work the ability to initiate, support and steer their innovation, development and change in a competitive global environment »*

- ▶ **Optimizes** its position as the Management School within Institut Mines-Télécom, a national group of engineering schools.
- ▶ **Orients** its teaching and research activities to modernize management methods through the progress in information and communications technologies and sciences that:
  - ▶ *promote* the positive impact of information and communication technologies on business and society;
  - ▶ *explore* the full potential that these technologies bring to the various fields of business, be it marketing, logistics, organizational behavior, or finance.



- ▶ **Integrates** its corporate partners at all levels of the institution, governing boards, teaching, funding, advising, among others, to ensure the corporate relevance of both its programs and research.
- ▶ **Guarantees** access of all qualified candidates, regardless of their socio-economic background, to the Integrated Master's in Management (Grande Ecole) Program consistent with its role as the only public Grande Ecole among French business schools.
- ▶ **Globalizes**
  - ▶ student learning through established *assurance of learning goals*;
  - ▶ intellectual contributions through *recruitment, faculty development and research incentives*.
- ▶ **Ensures** student learning includes *responsible and innovative leadership in a global environment* with projects in sustainable development, corporate social responsibility, project management, entrepreneurship, required studies / internships abroad and foreign language acquisition.





# International Accreditations

Télécom Ecole de Management is AACSB accredited. Moreover, the School's Integrated Master's in Management (Grande Ecole) Program is accredited by AMBA. In France, Télécom Ecole de Management is the first public institution of higher education to obtain these two major international accreditations.







# The City of Evry

The home to Télécom Ecole de Management, Évry, is a Green, Young, Academic City:

- ▶ A top level scientific and economic center: Génopole, Arianespace, Paris School of Mines, University, TEM & TSP, CNES, largest Hospital center in the Paris area...
- ▶ A green city: 220 hectares of vegetation, 6 large urban parks
- ▶ 2 RER stations, 23 sports facilities, commercial center, cinema, theaters, swimming pool, ice skating rink, theater...
- ▶ A young city: 13.2% students
- ▶ Close to Paris (35 km), its cultural life and economic activities



## The Campus

- ▶ Paris is 40 min by train and 30 min by car
- ▶ Train station 5 min away, by foot
- ▶ RER station: 35 km from Paris (20 min by car)
- ▶ Beautiful and safe campus
- ▶ Shared with a school of engineering
- ▶ With numerous facilities, sports activities and a highly developed student life





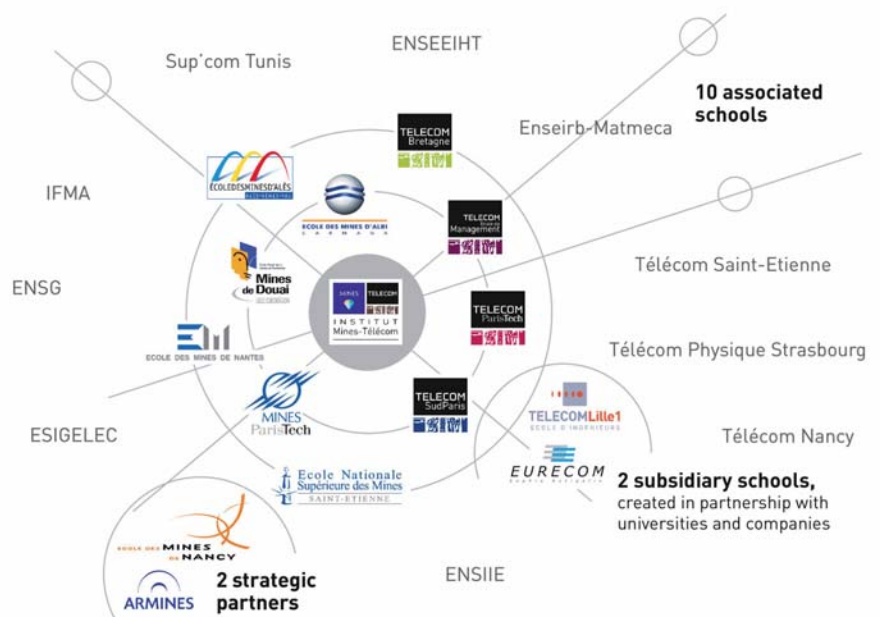


# The institut Mines-Telecom

Télécom Ecole de Management is part of the Institut Mines-Télécom: one of the leading higher education and research forces in engineering in France.

## Institut Mines-Télécom's key figures

- ▶ 12,000 students of which 1,600 are PhD students
- ▶ 3,500 graduates per year (over 2,000 engineers with 17% of engineers and managers graduate after a training course with employee status)
- ▶ 11 Grandes Ecoles
- ▶ Over €84 million of own resources per year on research
- ▶ 2 Carnot Institutes
- ▶ Grant-holder rate > 30%
- ▶ Self-financing for global activity at over 35%
- ▶ 80 business start-ups supported in 2009







# The Mines-Telecom Foundation

## Scholarships

- ▶ Eiffel scholarships (for foreign students): for Masters of Science and Grande Ecole Program, based on academic excellence.
- ▶ Institut TELECOM's scholarships:
  - ▶ Up to 40 scholarships for all MSc programs within the Institute,
  - ▶ Up to 5 scholarships for the Integrated Master's in Management's Program (Grande Ecole),
  - ▶ Up to 5 scholarships for PhD's candidates given by the TELECOM Foundation.
- ▶ Scholarships awarded by the Embassy of France in foreign countries: depends on each Embassy and awarded on a case-by-case basis.







# Purpose

We will develop the students' abilities to be the future generation managers working on sustainable values for business and society at large and for an inclusive and sustainable global economy.

## Strategy and Objectives

- ▶ Educating future managers to exercise their social and environmental responsibilities: raising their awareness of sustainable development issues and the impact of their managerial practices.
- ▶ Encouraging environmental responsibility practices via student associations, internships and student projects.

## Achievements

### Curriculum

The School has embedded courses in corporate social responsibility and sustainable development in its Integrated Master's in Management (Grande Ecole) Program.

Sustainable development, corporate social responsibility, ethics, project management, entrepreneurship, international business, multicultural management, required studies / internships abroad and foreign language acquisitions: all make up part of Télécom Ecole de Management's core curriculum, ensuring students have a quality education to become responsible and innovative leaders in a global environment.

The program's general education component has a course em-



bedded curriculum covering leadership, diversity, sustainable development, global social responsibility and intercultural communication / management. For all modules in sustainable development and humanities, students in management are mixed with their classmates in engineering, a unique synergy.

Humanities and foreign language instruction constitutes approximately 25 % of their academic program in the first year.

### Student Internships for Humanitarian Purposes

Students may validate a part of their academic program, as well as their obligation to work or study abroad, through humanitarian activities. A common example is a housing project in which students help build low-income housing in Guatemala and Nicaragua.

### Student Association Equiterre

As its name suggests, Equiterre is a student charity that introduces on campus the idea of fair business. Students work as volunteers, selling various products from either local suppliers or missions abroad (Nepal, Burkina Faso and India for example).

Students also sensitize the entire campus on the purpose and value of equitable commerce through events, communal meals, theatre, fashion shows and other activities. The Association has successfully put students in contact with local business in developing countries, creating sustainable partnerships for their products on the French market.

### Future Perspectives

- ▶ Develop short-term executive programs on specific issues in sustainable development.
- ▶ Extend courses in sustainable development to all programs.



# Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

## Strategy and Objectives

- ▶ Adapting program learning goals and objectives that include ethical reasoning and acquiring key values in corporate social responsibility.
- ▶ Ensuring program and individual course delivery meets set learning goals and objectives.

## Achievements

Full-time faculty specialized in sustainable development, ethics and organizational behavior/development provide over 90% of student contact hours in sustainable development curriculum.

PhD faculty specialized in sustainable development, ethics and organizational behavior/development provide 100% of student contact hours in sustainable development curriculum.

Courses in sustainable development embedded in program and issues in sustainable development integrated in key subject matters (accounting, finance, law, management, marketing, new technologies, etc.).

## Mandatory Courses in global responsibility

- ▶ Required course “The Information Society and the Challenges of Sustainable Development”



## Electives in Sustainable Development

- ▶ From progress to technological risks and the major environmental factors incurred
- ▶ Ecological impact of ICT
- ▶ What is an ecologically friendly policy?

## Electives in ethics and critical thinking

- ▶ Feminine/Masculine: Stereotypes and freedom
- ▶ Gender and Society
- ▶ The permanent state exception: An answer to the crisis?
- ▶ A World at High Speed
- ▶ Myths and Images in Modern Society
- ▶ Knowledge technologies and epistemology
- ▶ The majors demographic stakes facing the 21<sup>st</sup> century
- ▶ The humanitarian crisis in today's society
- ▶ Critical perspectives on Images in a Digital Age
- ▶ Acting in an uncertain digital age: What role should policy holders play?
- ▶ Critical perspectives on Images in a Digital Age
- ▶ What ethic-political questions to ask in the interconnected age?
- ▶ Logic or absurdity in contemporary society
- ▶ Globalization in Europe

## Future Perspectives

- ▶ Opening either an independent program or a major in sustainable development and information and communication technologies (ICT).
- ▶ Hiring additional faculty with expertise in sustainable development and ICT.



# Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership

## Strategy and Objectives

- ▶ Creating an environmentally friendly, “green” campus.
- ▶ Supporting financially and academically student activities (associations, internships, entrepreneurship projects in the area of sustainable development.
- ▶ Encouraging students to present start-up projects in sustainable development during the annual, week-long Challenge Project, in which students work together on a business plan they present before an academic and professional jury.
- ▶ Motivating faculty to use case studies and other materials incorporating issues in sustainable development.

## Achievements

The School participated in a campus-wide working group to reflect upon a sustainable development/corporate social responsibility policy.

- ▶ One sub-group looked at governance, institutional commitment, social policy and local context.
- ▶ Another sub-group examined educational programs and research.
- ▶ A third sub-group worked on ecological programs to reinforce or initiate on campus (examples: recycling, energy-use reduction,



paper reduction, car-sharing, increase video-conference to reduce carbon footprint, etc.).

As a result of the above working groups, the School:

- ▶ Promotes digital technology and affirms the school's commitment to sustainable development by encouraging both students and faculty to use e-learning platform Moodle to disseminate and exchange information.
- ▶ Implemented general recycling campus wide (residence halls, faculty/administrative offices, common areas, etc.), including batteries, ink cartridges, etc..
- ▶ Implemented campaign to reduce printing and general use of paper.
- ▶ Established a carbon footprint balance sheet to reduce emissions.
- ▶ Sensitized the campus to various inequities: Handimangement, Women's Day, Aid Awareness Day, etc.

## Future Perspectives

- ▶ Put in place on-campus seminars for staff and students that address issues in sustainable development.
- ▶ Improve heating and ventilation systems on campus and reduce electricity use campus-wide (improve elevators, install water reduction equipment, etc.).
- ▶ Encourage greater use of public transportation and carpooling
- ▶ Ensure handicap access to all building and other facilities.
- ▶ Welcome students from all social backgrounds.



# Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economical value.

## Strategy and Objectives

Pursuing research in sustainable development, corporate social responsibility and ethics.

## Achievements : the ETOS research group

The aim of the research group “Ethics, Technologies, Organizations, Society” is a transdisciplinary one. It seeks to articulate the various approaches used in philosophy, social sciences (law, sociology, and economy), political sciences and engineering sciences to question the development of the information and communication society in the light of its ethical, legal, socio-political and ecological challenges. ETOS focuses on three main research points:

- ▶ Ethics, hermeneutics and technological mediation,
- ▶ Ecology of digital infrastructure and sustainable development,
- ▶ Liberties, security and ownership in digital society.

*« Our individual and collective lives are increasingly shaped by networked computers, mass media and “nomad” technologies. However, the apparent fluidity enabled by “informational machines” entails some ethical risks relating to the sense of responsibility, the quality of inter-subjective exchanges and the respect of individual freedom. Network*



*communication should be evaluated according to political, socio-economical and cultural contexts, in which technical mediation lies, taking into account the reasoning that supports them and gives them a symbolic expression. »*

## Télécom Ecole de Management Faculty

Loréa BAÏADA-HIRECHE; Annie BLANDIN; Annabelle BOUTET; Pierre-Antoine CHARDEL (team leader); Laura DRAETTA; Pierre DUMESNIL; Charles EGERT; Fabrice FLIPO; Claude GIMENES; Cédric GOSSART; Claudine GUERRIER; Brigitte MUNIER-TEMIME, Telecom Ecole de Management / Télécom ParisTech; Gabriel PERIES ; Xavier STRUBEL; Thibault DE SWARTE, Télécom Ecole de Management / Télécom Bretagne; Robert VOYER.

## Other researchers

Manola ANTIONIOLI, Université de Paris Ouest Nanterre La Défense; Michel ATTEN, France Télécom; Michel FAUCHEUX, INSA – Lyon; Patricia RIBAUULT, ESAD Reims; Jean-Marc SALMON, Ministère de l'Ecologie et du Développement Durable.

## List of publications, conferences and other academic activities over the last 18 months

### Sustainable Development

#### Peer Reviewed Articles

DELTOUR, F., DOBRÉ, M., FLIPO, F. et GOSSART, C. Technologies numériques « vertes » : Représentations et stratégies d'acteurs, Paris : Terminal n°106-107 spécial TIC et Développement durable. Mars 11, 41-56. ISSN: 0997-5551

FLIPO, F. A quoi tenons-nous ? Pragmatisme et écologie, ContreTemps. Novembre 2011

FLIPO, F. La raison écologique peut-elle se passer d'une analyse de la domination ? Mouvements n°68. Avril 2011, p. 162-164





GOSSART, C. Information Technology and Sustainability: Essays on the Relationship between Information Technology and Sustainable Development: Revue de l'ouvrage de L. Hilty paru en 2008 chez Books, On Demand, Paris: Terminal n°106-107. Janvier 2011, p. 170-175

GOSSART, C. TIC et développement durable : Les conditions du succès – Revue de l'ouvrage de S. Faucheux et al. paru en 2010 chez De Boeck, Paris : Terminal n°106-107. Janvier 2011, p. 163-169

GOSSART, C. Enjeux environnementaux des technologies RFID - Entretien avec Laura Draetta, Paris : Terminal n°106-107. Janvier 2011, p. 57-61

### **Peer-reviewed Proceedings**

FLIPO, F. La deep ecology, un intégrisme menaçant ou un libéralisme non-moderne ? Jules Verne - science, technique et société: de quoi sommes-nous responsables ?, Evry : Bibliothèque TELECOM & Management SudParis. 2011, p. 153-162. hal-00553757 version 1

FLIPO, F. La décroissance : une pensée anti-moderne ? Colloque International d'Ecosophie, Paris. Mars 2011

GOSSART, C. An Introduction to the E-waste Solutions Index, StEP General Assembly. Mai 2011

### **Books and books chapters**

FLIPO, F. Le développement durable (2ème ed.), Paris : Bréal. Avril 2011, ISBN : 978-2-7495-3010-9

FLIPO, F. Arne Naess et la deep ecology : aux sources de l'inquiétude écologiste, Penser à gauche – figures de la pensée critique aujourd'hui, Paris : Editions Amsterdam. Janvier 2011, p. 91-11. ISBN 978-2-35480-084-0

## **Corporate Social Responsibility**

### **Peer Reviewed Articles**

FREEMAN, I., HASNAOUI, A et AMMI, C. Diffusion and Implementation of Corporate Social Responsibility (CSR): The Role of Information and Communication Technologies (ICT), Revue Management & Avenir, n° 39. Décembre 2010, p. 386-406

FREEMAN, I., HASNAOUI, A. et AMMI, C. The Meaning of Corporate Social Responsibility: The Vision of Four Nations, Journal of Business Ethics, vol. 100, n° 3. 2011, p. 419-443



### Peer-reviewed Proceedings

BESSON, M. et LAVORATA, L. Systèmes de contrôle, comportement des vendeurs et crise économique : enseignements d'une étude exploratoire, Congrès international de l'AFM, Paris, mai 2011

BIA FIGUEIREDO, M. L'usage du courrier électronique dans les organisations, controverses et paradoxes, Prendre soin de l'homme, de l'organisation et des territoires, Saint-Denis : 16<sup>e</sup> Colloque International de l'AIM, mai 2011

CASTELNAU, P. Mécanisme de développement propre et catch-up technologique : quel rôle attribuer aux politiques de renforcement des droits de la propriété industrielle ?, alence : ADERSE, mars 2011

CECERE, G. and CORROCHER, N. Interregional Cooperation in ICT: a Gravity Model, St Petersburg: DEGIT XVI. sept.-11

BALAGUE, C. Réseaux sociaux et entreprises: les bonnes pratiques. Entretien avec P-A Chardel, Evry : Télécom Ecole de Management, octobre 2011, p. 177 – 180

DUBEY, G. L'oubli de la technique, Sciences technique et société: de quoi sommes-nous responsables? Nantes : Coiffard Editeurs. Novembre 2011, p. 110-120. ISBN : 978-2-919339-08-02

MORICEAU, J.L. Performance et écriture de la critique, Communications, Organisations et Pensées Critiques, Roubaix : Université de Lille 3/Infocom & Archives Nationales du Monde du Travail (ANMT). Juillet 2011, p. 3-15

VOYER, R. Sphère privée numérique et entreprise ou la collision des éthiques individuelles, Journée de recherche Éthique et Management, Evry : Télécom Ecole de Management, mai 2011 et à Valence : ADERSE, mars 2011

### Books and books chapters

ASSAR, S., BOUGHZALA, I., and BOYDENS, I. Back to Practice, a Decade of Research in E-Government, pp. 1-12 in ASSAR, S., BOUGHZALA, I., and BOYDENS, I. (eds) Practical studies in e-government : best practices from around the world, New York : Springer Science+ Business Media. Décembre 2010, 281 p. ISBN: 978-1441975324

BALAGUE, C. et FAYON, D. Réseaux sociaux et entreprise : les bonnes pratiques Facebook, Twitter, Google +, LinkedIn, YouTube, etc.! Paris : Pearson. 2011. 228 p. ISBN : 978-2-7440-6481-4

CASTELNAU, P. Blanchiment et risques financiers, in Recherches en gestion, Paris : L'Harmattan. Juin 2011, p. 90-213. ISBN : 978-1-61350-195-5



## Ethics and Humanities

### Peer Reviewed Articles

CHARDEL, P.A. et REBER, B. Risques éthiques, in Cultures du numérique, vol. 88. Mai 2011, p. 149-156

CRAIPEAU, S. et METZGER, J.L. La gestionnarisation de la société : de la volonté de maîtrise à la déréalisation, Mana n° 17/18. 2011, 23-40. ISSN: 1271-0377

CRAIPEAU, S., KOSTER, R., ROCHER, B. et VENISSE, J.L. Le jeu « excessif » comme analyseur des pratiques vidéo-ludiques, Revue des Sciences Sociales, n° 45. 2011, 86-93. ISSN: 1623-6572

FLIPO, F. Démocratie et humanisme, ContreTemps, 2011

FLIPO, F. L'émancipation aujourd'hui, Revue du Mauss n°38. 2011, p. 251-268

FLIPO, F. et BOURDEAU, V. Une gauche à défricher. Mouvements n°68. Avril 2011, p. 7-13, ISBN : 9782707170170

GOSSART, C. De l'usage des TIC dans les quartiers défavorisés : De Paris à Rio - Entretien avec Hélène Pétry, Paris : CECIL. Janvier 2011, p. 157-161.

GOSSART, C. Republic 2.0 – Revue de l'ouvrage de C. Sunstein paru en 2007 chez Princeton University Press, Paris : Terminal n°106-107. janv.-11, 176-182

GUERRIER, C. Captation de données et vie privée en 2011, Juriscom.net : Droit des Technologies de l'Information. Mars 2011, p. 1-14. ISSN : 1111-1111

GUERRIER, C. La « Loppsi 2 » en 2011, Revue Lamy Droit de l'Immatériel : Informatique Médias Communication, n° 70. Avril 2011, p. 92-101. ISSN : 1772-6646

GUERRIER, C. La problématique juridique du scanner corporel, Revue Lamy Droit de l'immatériel n° 75. Octobre 2011, p. 76-85

ISCKIA, T. et LESCOP, D. Une analyse critique des fondements de l'innovation ouverte, Revue Française de Gestion, vol. 37, n° 210. Janvier 2011, p. 87-98. ISSN : 0338-4551

OZMAN, M. Modularity, Industry Life Cycle and Open Innovation, Journal of Technology Management & Innovation, volume 6, n°1. 2011, p. 26-37. doi: 10.4067/S0718-27242011000100003

### Peer-reviewed Proceedings

BAIADA-HIRECHE, L. La négociation : une dimension négligée du jugement éthique en contexte, XXème Conférence de l'AIMS, Paris : AIMS, Juin 2011

CHARDEL, P.A. Ecosophie et éco-éthique : lecture croisée de Félix Guattari et de Tomonobu Imamichi, Colloque International d'Ecosophie, Paris, mars 2011



LANG, D. Information and Communications Technology Threats: Personal Data and User Behaviour, Communications of the IBIMA, 2011, Article ID 130212, 15 p. DOI: 10.5171/2011.130212

FRONDA, Y., LE THEULE, M.A., et MORICEAU, J.L. Les chemins de traverse et le gestionnaire : une gestion des possibles, IVème congrès de L'Association Française de Sociologie : Création et innovation, Grenoble : AFS. Juillet 2011, 103

GUPTA, G., and DZEVER, S. Factors Influencing Employees Participation in Training and Development: The Case of BPO Industry in India, 17th Euro-Asia International Research Conference : Global Networking and its Implications for Euro-Asia Business Management and Research, Lucknow : Indian Institute of Management. Octobre 2011

MORICEAU, J.L. I thought I only had to have an idea, The Ethics and Aesthetics of Power, Warder : University for humanist studies Utrecht. juin-11, 94-95

OZMAN, M. Towards Youngsters' Acceptance of Electronic Identification Systems, 40th EMAC Conference, Ljubljana: University of Ljubljana, mai 2011

### Books and books chapters

DUBEY, G. Agir ou être agi : la question de la présence dans les grands systèmes techniques, in GAUDEZ, F. Techniques et Altérité, Paris : Editions l'Harmattan, mars 2011

FLIPO, F. Face aux menaces pesant sur les libertés, revenir à la question de l'émancipation, in ARIES, P. Décroissance ou barbarie : contre l'adaptation de la planète aux besoins du productivisme, Lyon : Golias. 2011, p. 85-92

### Research Reports

DUBEY, G. La gérontechnologie en question, ANR TecSan 019/QuoVaDis. 2011. 70 p.

BROCA, S., CRAIPEAU, S., DUBEY, G., KOSTER R Enjeux et développement des logiciels sociaux dans le domaine de la santé, CGIET/Ministère de l'Industrie. mai-11, 120 p.

GOSSART, C., CECERE, G. et ÖZMAN, M. ECOPATENTS, Livrables n°1-4. déc.-11

GUERRIER, C. La vidéoprotection, Methodeo. déc.-11. hal-00652748, version 1.

MARCHANDISE, J.F., KAPLAN, D., BESSON, M., CHARTRON, G., MOREAU, F., *et al.* Société et économie numériques, prospective des ruptures et innovations dans la société et l'économie, Paris : Télécom Paris Tech. Nov. 2011. 107 p. (hors annexes)

PUEL, G., DELANOE, A., DRAETTE, L., JEANBLANC, C., MEREU, G. et NEGRI, A.L. Ecosystèmes de l'Eco-conception. L'éco-conception dans le secteur des Technologies de l'information et de la communication, ADEME et ECO2, Toulouse : Université Toulouse1 Capitole. avr.-nov.-11, 249 p.



PUEL, G., DELANOE, A., DRAETTE, L., JEANBLANC, C., MEREU, G. et NEGRI, A.L. Les écosystèmes de l'éco-conception dans le secteur des TIC : Ecosystème de la production de connaissances, écosystème sectoriel, écosystème institutionnel, écosystème institutionnel et industriel en Chine, CDC/ECO 2, Toulouse : Université Toulouse1 Capitole. sept.-11, 250 p.

### **Other activities**

Cédric Gossart has advised both national and international organizations in sustainable development.

## **Future Perspectives**

- ▶ Continued pursuit of research in sustainable development, corporate social responsibility and ethics: identify the various scientific and technical components/trends/development that will impact the future.
- ▶ Reinforce the School's specify in the area of information systems, their environment and their impact on sustainability, ethics, corporate governance and business in general.





# Partnership

We will interact with business corporations managers to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore together effective approaches in order to meet these challenges.

## Strategy and Objectives

We will identify best practices with our corporate and institutional partners to identify best practices in sustainable and incorporate such practices into the daily management of the School.

## Achievements

- ▶ Creation of a Corporate Advisory Board which addresses strategic issues, including sustainable development.
- ▶ Creation of Corporate Steering Committees for majors and special programs with experts in sustainable development.

## Future Perspectives

- ▶ Create specific subcommittees within the Advisory Board, Steering Committees and Board of Trustees to address issues in sustainable development.
- ▶ Identify student internships in sustainable development and promote such internships to students.







# Dialogue

We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability

## Strategy and Objectives

- ▶ Initiate, organize and lead events, both on and off campus, on issues in sustainable development to increase awareness among all stakeholders.
- ▶ Encourage all stakeholders to commit to taking concrete actions to better the environment and society.

## Achievements

### Events Organization

GOSSART C. and CECERE, G. Research Insights and Challenges on Eco-Innovation Dynamics, Evry : Télécom Ecole de Management, 2011

CHARDEL, P.A. Société des réseaux et réseaux sociaux : histoire, enjeux et perspectives critiques, Ecole doctorale d'été EHESS / Ecoles de l'Institut Télécom, Evry : Télécom Ecole de Management. sept.-11



## Contributions to Knowledge Dissemination

CHARDEL, P.A. Confiance et défiance dans la société numérique, Paris : Electronique Ambiante & Identité Numérique. mai-11

GUERILLOT, G. et MORICEAU, J.L. Visages de la solidarité numérique, VIIIème Congrès International, Paris : ADERSE. mars-11

## Research Seminar's Presentation

CHARDEL, P.A. Corps et santé dans les réseaux sociaux : quelle éthique? Séminaire d'Ars Industrialis, atelier sur les technologies relationnelles, Paris : Maison des Associations. Avril 2011

CHARDEL, P.A. L'agir communicationnel en question dans la société en réseau. Enjeux éthiques et politiques, Séminaire de Master 2, Evry : Télécom Ecole de Management. Avril 2011

CHARDEL, P.A. Eléments pour une éthique dans la société en réseau, Séminaire du CERSES, UMR 8137 CNRS, Paris : CERSES. Feb.-11

CHARDEL, P.A. Puissance et pouvoir de la technique, Séminaire doctoral de la Faculté des Lettres et Sciences Humaines, Université Catholique de Lille. May-11

CHARDEL, P.A. Enjeux éthiques de la recherche sur la sociabilité en ligne, Séminaire de formation doctorale, Evry : Télécom Ecole de Management. March-11.

DUBEY, G. 2ème appel à projets e-santé, Paris : Ministère de l'Economie, des Finances et de l'Industrie. 2011

FLIPO, F. Les trois paradigmes du développement durable, Paris : MSH. Dec.-11

FLIPO, F. La société-monde : de l'organisation du travail à l'habiter socio-politique. L'émancipation aujourd'hui, Comberouger : Anthropologie de la société-monde (Geo-Anthropology). June-11

GOSSART, C. An introduction to socio-technical transition studies, Télécom Ecole de Management and ADEME. Dec.-11

GOSSART, C. Improving e-waste policies: The role of post-normal indicators, Bebek: Boğaziçi University. June-11

GOSSART, C. Les technologies vertes : un état des lieux d'écoinnovations de rupture, Lyon. June-11

GOSSART, C. Technologies vertes, Nantes : Ecole Centrale de Nantes. May-11

GOSSART, C., CECERE, G., OZMAN, M., CORROCHER, N. et MALERBA, F. ECO-PATENTS : Une analyse quantitative et qualitative des stratégies d'écoinnovation pour réduire les DEEE, Paris : ADEME. March-11

GOSSART, C., CECERE, G., OZMAN, M., CORROCHER, N. et MALERBA, F. La place de l'éco-innovation dans le cadre de pensée néo-schumpetérien, Innovation, environnement et politiques publiques, Paris : ADEME. Sept.-11



MORICEAU, J.L. (Re-)présentation, Humanisation of Organization, Utrecht: University for Humanist Studies. feb.-11

MORICEAU, J.L. Performance et performativité, Enseigner Transmettre Encadrer, Evry : Université d'Evry. mai-11

## Participation in Research Groups or Programs (out of IMT)

GOSSART, C. ÉcoInfo : Impacts écologiques des TIC, éco-TIC , bonnes pratiques écologiques pour les DSI, Grenoble : Ecoinfo

## Future Perspectives

- ▶ Increase the number of publicity and social campaigns on campus to raise awareness of the issues involved in sustainable development.
- ▶ Increase the number of conferences on and off campus involving issues in sustainable development.
- ▶ Contact local government officials to coordinate actions and develop new ones involving sustainable development.





# Addendum Principle

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

## Strategy and Objectives

- ▶ Ensure the administration, faculty and students understand the issues in sustainable development.
- ▶ Encourage the administration, faculty and students to be actors in making the local environment eco friendly.
- ▶ Ensure the administration, faculty and students understand their responsibility to society as a whole.
- ▶ Encourage the administration, faculty and students to be involved in socially responsible activities.

## Achievements

- ▶ Creation of a Committee for on-campus Health, Safety and Security.
- ▶ Regular meetings with union representatives to discuss work-life issues and environment.
- ▶ Monthly meetings with staff, student delegates and others to discuss best practices and progress in obtaining stated goals.



## Future Perspectives

- ▶ Reconstitute the committee on sustainable development to assess the progress being made and establish new goals and policies.
- ▶ Develop carpooling to reduce the campus' carbon footprint.
- ▶ Provide rental bikes.
- ▶ Take used material such as batteries, lamps, papers, plastics, etc., and recycle them to create jobs in sustainable development.



# Conclusion

Télécom Ecole de Management proudly renews its subscription to PRME. Télécom Ecole de Management has long been involved in the issues which sustainable development and corporate social responsibility raise. It is a chance to enjoy a green environment to study, work and live in, creating an excellent environment for people to come together in the right and next to nature.

Be it through intellectual contributions, such as the research pole ETOS, or curriculum, such as required and inserted course content, Télécom Ecole de Management strives to be exemplary in its actions.

The School gladly shares its practices with all, stakeholder and non-stakeholders alike, and has the openness and willingness to learn from the best practices of others, wherever they may be.







# Appendices

## Contribution to Knowledge Dissemination

BALAGUE, C. Le web participatif est une chance pour les PME, 01 Informatique. juin-11. 33

BAUDOIN, E. L'environnement social constitue la clé de l'individualisation des parcours e-learning, Entreprise & Carrières, n° 1039. mars-11

CHARDEL, P.A. Révolutions arabes : laisser du temps à la démocratie, Paris : Marianne 2. mars-11

CHARDEL, P.A. Les réseaux sociaux, in Questions d'éthique, Paris : France Culture, avril 2011

ERMINE, J.L. Le risque majeur de la sortie du nucléaire réside dans sa «désinvention», Paris : Le Monde. juin-11

ERMINE, J.L. Sagesse collective : Le « crowdsourcing » ou comment créer de la valeur grâce à l'expertise de la foule, Paris : Le Nouvel Economiste. oct.-11

GOSSART, C. Informatique verte: un nouveau réseau, Enviescope. juin-11

## Contribution to Research Visibility

### Series Editorship

AMMI, C. Mondialisation Hommes et Sociétés, Londres : Hermès Lavoisier. 2011. 408 p. ISBN : 978-2-7462-1790-4

### Thesis Jury Membership

AKOKA, J. Rapporteur de AKRAM M.S. : E-government adoption: An empirical evaluation of citizen's perspective, Evry : Télécom Ecole de Management



AKOKA, J. Rapporteur de BHATTT Z.A. : Success of Corporate Wiki Systems : an End User Perspective, Evry : Télécom Ecole de Management

AMMI, C. Présidente du Jury de GOMEZ, J. : Economie Durable et Mobilité, Evry : Télécom Ecole de Management

## Contribution to Knowledge Transfer

### Industrial or Public Research Contracts and other Fundings

GOSSART, C. StEP - TF1 coordination, Bonn: UNU-ISP SCYCLE Operating Unit. 2011

### Professional Conferences

BALAGUE, C. L'entreprise sociale, Théma Réseaux Sociaux, Paris : L'Atelier. févr.-11



**Telecom Ecole de Management**

9 rue Charles Fourier  
91011 Evry Cedex France

**Contact**

Chris Wert  
Dean for International Accreditations  
[chris.wert@telecom-em.eu](mailto:chris.wert@telecom-em.eu)

