

The Angers Economics and Management Research Group (GRANEM) is an interdisciplinary research group at the University of Angers and a member of a CNRS research federation on "work, employment, and public policies" (TEPP). Members include 51 professors, 48 doctoral students, 1 post-doc, and 3 administrative and technical staff.

Three Main Research Areas

Environment, Health, Work and Food (ESTA)

The ESTA sub-group studies the influence of current societal questions on the behaviour of various economic agents, as well as their implications in terms of public policies. This research is organised around four main themes. The first one deals with the degradation of the environment and global warming. The second focuses on issues of public health and on the aging of the population. Research related to these two themes deals with the monetary assessment of non-market assets such as the environment or health, modelling behaviour and analysing decision-making in the face of environmental and health risks. The third theme analyses changes in the labour market and the functioning of firms. It focuses on labour-market adjustments, organisational changes and innovations, human resource policies, and their impact on the employment relationship (involvement, workplace emotions, well-being). The fourth theme addresses consumer concerns about food practices and questions consumer trends (sensory marketing, brand management).

Tourism, Territories and Culture (TTC)

The research of this sub-group is structured around three themes. The paradox of "glocalisation" leads us to question the stakes of territorial specialisations in a globalised exchange context (clusters, networks), especially in the tourism and culture sectors (theme 1). We also study questions of authenticity and values in the fields of tourism and culture, and the challenges of co-production of experiences that they induce (theme 2). Finally, we analyse the dynamics of cultural and tourism-sector transformation driven by new technologies, and the evolution of public policies, taking into account the tension between tradition and innovation that these transformations cause (theme 3).

Finance, Regulation and Governance (FRG)

The research carried out within the FRG sub-group takes issue with the implications of recent economic and political events. It studies financial activities and regulations within the context of globalisation, technological innovation, and accelerated bank disintermediation. It analyses the long-run impact of these activities and regulations on the real sector. Theme 1 deals with the interactions between traditional and new agents involved in the long-term financing of European firms. In particular, it studies governance issues pertaining to the contractual relations between firms and their lenders. Theme 2 deals with changes in financial-agent behaviour (savers, investors, financial intermediaries) and financial innovation, as well as with regulatory challenges and institutions.

All GRANEM Research focuses on two cross-cutting issues:

- The behaviour of agents and the transformation of organisations,
- The evaluation of public policies, standards, and institutions.

Recent Publications

(The complete list can be found on the Granem website – granem.univ-angers.fr)

Travers M., APPÉRE G., SAGOT-DUVAUROUX D., « Le recours au Choice Experiments en présence de préférences hétérogènes: une application à une politique culturelle locale ». **Revue Economique**. In Press [CNRS 2]

LEFEBVRE M., Biguzzi C., Ginon E., Gomez-Y-Paloma S., Langrell S. R. H., Marette S., Mateu G., Sutan A. « Mandatory Integrated Pest Management in the European Union: Experimental insights on consumers' reactions ». **Review of Agricultural, Food and Environmental Studies**. In Press [CNRS 2]

Aliouat B., NEKKA H., Yanat Z. « Stratégie de réseau : une source de développement et de performance pour les entreprises en situation de risques prohibitifs ». **Revue française de gestion industrielle**. In Press [CNRS 4]

Girard C., DEFFAINS-CRAPSKY C. « Les mécanismes de gouvernance disciplinaires et cognitifs en Equity Crowdfunding : Le cas de la France ». **Finance Contrôle Stratégie**. 2016. Vol. 19 n°3 [CNRS 3]

Colen L., Gomez Y Paloma S., Latacz-Lohmann U., LEFEBVRE M., Préget R., Thoyer S. « Economic Experiments as a Tool for Agricultural Policy Evaluation: Insights from the European CAP ». **Canadian Journal of Agricultural Economics/Revue canadienne d'agroeconomie**. 2016. Vol. 64 n°4 p. 667-694 [CNRS 3]

DUCROQUET A. « University: a collaborative platform for knowledge? The example of ESTHUA ». **Memorias**. 2016. Vol. 14 n°26

DANIEL C., Lavigne A., Mottet S., NZE OBAME J., SÉJOURNÉ B., Tagne C. « L'équivalent patrimonial des droits à la retraite en France : Méthodologie et Mesure à partir de l'Echantillon Inter-Régime de Retraités ». **Revue de l'OFCE**. 2016. n°149 [HCERES]

Mathieu-Bolh N., PAUTREL X. « Reassessing the effects of environmental taxation when pollution affects health over the life-cycle ». **Economic Modelling**. 2016. Vol. 52 p. 310-321 [CNRS 2]

LANGÉARD C., Minguet G. « Standardisation des mesures du risque pathologique et individualisation de la prise en charge. Les effets paradoxaux du dépistage néonatal systématique de la mucoviscidose ». **Terrains & Travaux**. 2016. n°28 p. 109-130 [HCERES]

DANIEL C., DUMOULIN R., Gauzente C. « Conformisme à la norme et performance : la franchise dans le mix organisationnel ». **Finance Contrôle Stratégie**. 2016. n°19-1 p. 1-23 [CNRS 3]

MORENO GALBIS E., Tritah A. « The effects of immigration in frictional labor markets: theory and empirical evidence from EU countries ». **European Economic Review**. 2016. Vol. 84 p. 76-98 [CNRS 1]

Miltgen C., PANTIN-SOHIÉ G., Grohman B. « The Communication of Product Sensory Attributes and Innovation through Labeling ». **Journal of Food Products Marketing**. 2016. Vol. 22 n°2 p. 219-239

EMIN S., SAGOT-DUVAUROUX D. « L'émergence de dynamiques coopératives : l'exemple d'un réseau d'entreprises créatives co-localisées, Une approche par l'économie des proximités ». **Géographie Economie Société**. 2016. Vol. 18 n°4 p. 525-550 [CNRS 3]

Degrees Supported by the Group

> **MASTER IN ECONOMICS** | specialisations:

Development Officer in creative companies and territories; Economic intelligence and international competitive strategies; Economic engineering and public policy evaluation; Economic and social education and training professions.

> **MASTER IN BANKING, FINANCE AND INSURANCE** | specialisations:

Commercial Financial services; Asset Management; Law and Finance

> **MASTER IN MANAGEMENT** | specialisations:

Consulting and research professions; Human resources and innovative organizations; Digital Marketing; Pricing and revenue management; Accounting Audit Control, Preparation for the Certificate of Aptitude for Statutory Auditors (CAFCAC), International Financial Management and Control; International Management and Marketing; International Management of Human Resources; Management and Administration of companies.

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