

**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 49 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](http://granem.univ-angers.fr))

Gallen C., PANTIN-SOHER G., PEYRAT-GUILLARD D. « Les mécanismes cognitifs d'adoption d'une innovation alimentaire de discontinuité : le cas des insectes en France ». **Recherche et Applications en Marketing**. Sous presse. [CNRS 2]

Chapain C., EMIN S., Schieb-Bienfait N. « L'entrepreneuriat dans les activités créatives et culturelles : problématiques structurantes d'un champ d'étude encore émergent ». **Revue de l'Entrepreneuriat**. Sous presse. Vol. 18 n°1 [CNRS 3]

MARIE-JEANNE C. « Analyse morale de la spéculation ». **Revue d'Economie Financière**. Sous presse [CNRS 4]

Travers M., APPÉRÉ G., SAGOT-DUVAUROUX D. « Prise en compte de l'hétérogénéité des préférences dans le cadre de la méthode des choix multi-attributs : application à un bien culturel public à vocation non touristique ». **Revue Economique**. 2018. Vol. 69 n°2 p. 267-302 [CNRS 2]

THOMAS F. « The effect of the number of ingredient images on package evaluation and product choice ». **Recherche et Applications en Marketing** (English Edition). 2018. [CNRS 2]

ERRAJAA K., LEGOHEREL P., DAUCE B. « Immersion and emotional reactions to the ambiance of a multiservice space: The role of perceived congruence between odor and brand image ». **Journal of Retailing and Consumer Services**. 2018. Vol. 40 p. 100-108 [CNRS 3]

KURTBEGU E. « Replicating intergenerational longevity risk sharing in collective defined contribution pension plans using financial markets ». **Insurance: Mathematics and Economics**. 2018. Vol. 78 p. 286-300 [CNRS 3]

MEATCHI S., CAMUS S. « L'injustice perçue à l'égard de la tarification par le revenue management : une analyse de ses manifestations affectives ». **Management & Avenir**. 2018. Vol. 1 n°99 p. 143-164 [CNRS 4]

Schieb-Bienfait N., Saives A. -Laure, Charles-Pauvers B., EMIN S., Morteau H. « Grouping or Grounding? Cultural District and Creative Cluster Management in Nantes, France ». **International journal of arts management**. 2018. Vol. 20 n°2 p. 71-84 [CNRS 4]

MAUREL C., Favoreu C., Da A. « Interrelations entre système de contrôle informel et système formel de contrôle dans une organisation complexe : cas d'une université française ». **Finance Contrôle Stratégie**. 2018. Vol. 21 n°1 [HCERES]

Le Lec F., LUMEAU M., Tarrow B. « Le goût des autres ». **Revue Economique**. 2017. Vol. 68 n°5 p. 32-44 [CNRS 2]

BLONDEL S., LEFEBVRE M., et al. « Mise en place d'une expérience avec le grand public: entre recherche, vulgarisation et pédagogie ». **Revue économique**. 2017. Vol. 68 n°5 p. 941-953 [CNRS 2]

NEKKA H., Aribi A. « Gestion des Hommes en situation complexe : l'exemple de la capacité d'absorption des connaissances ». **Revue de Gestion des Ressources Humaines**. 2017. Vol. 4 n°106 p. 19-31 [CNRS 2]

Dekhili S., Coulibaly M., DUFEU I. « Les consommateurs perçoivent-ils le prix des produits du commerce équitable comme étant juste ? ». **Décisions Marketing**. 2017. Vol. 85 p. 81-98 [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.

## Contacts

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