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SCIENCES DE GESTION ET DU MANAGEMENT

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L'organisation et la coordination de cette journée de recherche sont réalisées par trois enseignants-chercheurs du CRISS :

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Présentation 1

“ Organizational challenges of open source business models a customer and ecosystem business model approach ”

Auteur : Mme Sanguinetti Véronique (MCF)

Open Source has become mainstream in the software industry and is now spreading to others industrial sectors. Open source products thrive on heterogeneous ecosystems, where customers can mix with retired specialists, teenage geniuses, volunteer employees, or even simply competitors plainly copying the project for their own benefits. This article aims at understanding how to address paying customers and the open source ecosystems at the same time. Through a qualitative exploration, we were able to analyze that, in order to establish an effective open source business model, organizations actually need to implement a double-sided business model, the back-end-side business model towards the technical ecosystem nourishing the front-end-side facing customers.

Présentation 2

“ Supply Chain Performance Measurement using SCOR Model: a Case Study of the Coffee Supply Chain in Vietnam ”

Auteur : Mme Nguyen Thi Thuy Hanh (doctorant)

Coffee is one of the national agricultural commodities in Vietnam. Several problems have existed in the coffee supply chain that threatened Vietnamese coffee's competitiveness. Using the latest version of the Supply Chain Operations Reference (SCOR) model, the study proposes a standard coffee supply chain model with the process elements' detailed level. This proposal model facilitates the investigation of external and internal problems that decrease the coffee supply chain's efficiency in Kontum province, Vietnam. The article also applies the SCOR model for performance measurement in the coffee supply chain. The achieved performance for the whole coffee SC is 68.28 with an average category. Most processes, including Source, Make, Deliver, and Return, have a small performance value with an inferior class. Costs and Agility have the lowest score. The study proposes some recommendations to improve the coffee supply chain's efficiency in Kontum of Vietnam.

Présentation 3

“ La socialisation des personnels soignants : une analyse des pratiques d'intégration ”

Auteur : M. Masingue Antoine (MCF)