

## LE CONSORTIUM

**Rennes 2 University** specialises in the humanities and the social sciences. It is the ManaGlobal coordinator. -

**The Paris Institute of technology for life, food and environmental sciences** offers its students agriculture and agribusiness training. -

**The University of Manchester** has three faculties: Faculty of Biology, Medicine and Health, Faculty of Humanities, and Faculty of Science and Engineering. -

**The University of Liège** is a public and pluralist university. It has eleven faculties and offers a large panel of training courses (partner since 2020). -

**The Bielefeld University** has fourteen faculties and offers a wide range of courses in humanities, natural sciences, technology and medicine (partner until 2020). -

**The Scottish Abertay University** is well known for its Computer Games Technology, Design, and Cybersecurity degrees. It also offers social and applied sciences degrees. -

**The University of Cheikh Anta Diop** of Dakar is an important institution in West Africa's higher education and research environment. -

**AFI-UE** is one of the main business schools in Senegal and offers courses in entrepreneurship and management. -

**Groupe ISCAE** is a public higher education institution in Morocco. It is specialised in management training. -

**The University of Ghana** is a public university and is the main academic institution in the country. Its courses include applied sciences, social sciences and medicine, among others. -

**Zayed University** is a national and regional leader in research and academic innovation. -

**The Douala University** is one of the seven main universities in Cameroon. It offers courses in economics, humanities, law, politics and natural sciences. -

The aim of **the National Confederation of Senegalese employers (CNES)** is to defend Senegalese companies' interests and to maintain their key actor position in Senegal's economic development.

**The Association of Ghana Industries (AGI)** is a voluntary business association made up of manufacturing and service industries in key sectors of Ghana's economy. Its aim is to contribute to the growth and development of industries in Ghana. -

**GICAM** is an association made up of companies, trade unions, and professional organisations. It represents the private sector regarding economic matters. -

**Maghreb Steel** is the only flat steel manufacturer in Morocco. Through a policy of large investments, it has become a key player in the Moroccan steel industry. -

**Majorel** is a major international actor in customer relationship management. Bertelsmann and Saham Groups went into partnership and created Majorel.



<https://managlobal.hypotheses.org>



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Commission européenne

# ManaGlobal

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°823744 - ManaGlobal

ManaGlobal is an innovative research project (RISE). It seeks to explore the type of management approaches that are practiced in selected African and Arab countries.

The aim of ManaGlobal is to contribute to a top-level North-South cooperation through the development of a pioneering collaborative and networking team of African, Arab and European scholars and practitioners including business leaders, managers and institutional decision-makers.

## A pluridisciplinary and intersectional scientific project whose aim is to:

- **Explain** the development of companies and their subsidiaries in the countries under study.
- **Explain** the gap between globalized norms and standards of management and the everyday way of doing business locally.
- **Show** how hybrid and innovative forms of private company governance can be shaped by the mobility of people, capital, goods, and knowledge.
- **Compare** the different organisation management theories with local practices in African and Arab countries.

**Final objective:** engage in the development of professional skills in partner countries and promote intellectual exchanges.

## MANAGLOBAL IN A FEW DATES

- Starting date: 1 January 2019.
- Ending date: 30 June 2024.

### Key events

- February 2019: Kick-off meeting, Rennes 2 University, France.
- December 2019: Winter School, University of Manchester, England.
- December 2020: Dakar Pre-Summer School workshop, online.
- June 2021: Dakar Summer School, AFI-UE, Senegal.

## MANAGLOBAL IN FEW FIGURES

- 1.5 million euros: European Commission funding.
- 326: months of research secondment funded.
- 17 international partners
  - o 11 public universities and schools
  - o 1 private business school
  - o 3 private professional organisations
  - o 2 companies.



ManaGlobal partners' representatives  
Kick-off meeting in February 2019

## OUTCOMES

- **Publishing comparative books and studies about North and South Management.** One of ManaGlobal's goals is to produce books and articles that try to understand management methods in African and Arab countries, as well as the economic environment in which companies evolve in the countries under study.
- **Promoting European-African-Arab co-studies and mobility.** The secondments of scholars, PhD students and managerial staff in partner organisations reflect the rising interest in international exchanges and promote interculturality and local immersion.
- **Strengthening ties with partners.** This research project allows researchers and managers to strengthen existing ties but also to create new ones, as it aims to cross-reference data in multidisciplinary and intersectoral studies.
- **Engaging in the development of professional skills for company leaders in Africa.** ManaGlobal offers online training courses for African and Arab entrepreneurs to facilitate understanding of the local and international economic environment in which they evolve. The students can choose their own training programme by selecting the courses they are interested in.

