



FINAL CONFERENCE

*African and Arab Enterprises :
Past experiences, current challenges and
future prospects*

May 2024, Rennes, France

ManaGlobal – The consortium

ManaGlobal is an innovative research project (RISE).

Starting date: 1 January 2019.

Ending date: 30 June 2024.



ManaGlobal – Objectives

This program seeks to explore the type of management approaches that are practiced in selected African and Arab countries.

This program is particularly interested in the processes of interaction, interdependence and articulation between local management practices and those of the globalized economy.

It has thus sought to understand the extent to which hybridization between these modes of management is possible and is organized in practice.

The ultimate aim of this program is therefore to contribute to the development of professional skills in the partner countries and to promote intellectual exchanges between these countries.

ManaGlobal – Events

1. February 2019: Kick-off meeting, Rennes 2 University, France.
2. December 2019: Winter School, University of Manchester, England.
3. December 2020: Dakar Pre-Summer School workshop, online.
4. June 2021 : Dakar Summer School, AFI-UE, Senegal.
5. December 2022 : Winter School, University of Douala, Cameroon.
6. December 2023 : Winter School, University of Liege, Belgium.
7. **May 2024 : Final conference, University of Rennes 2, France.**

ManaGlobal – Final conference

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This conference's aim is to organise a debate on the achievement of the program's three main objectives :

- The first objective was to produce case studies on the experiences of companies before, during and after COVID 19.
- The second objective was to identify the specific features and characteristics of management methods in African and Arab countries.
- The third objective was to identify the specific shortcomings of African/Arab companies.

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The aim of this conference is also to provide a forum for discussion between entrepreneurs, representatives of employers' organisations and the researchers involved in the project.

Mme DIAGNE Alimatou



Carvi Food
Délicieuse viande de boeuf séchée

Mme BLE Simone Kablan



Thanks !