Centre de Recherche en Sciences de Gestion (CEREGE)

CEREGE is a Hosting Team 1722 co-accredited University of Poitiers and La Rochelle Université. This multidisciplinary research team in social sciences welcomes, encourages and follows the work carried out, mainly in the field of management sciences.

The team at la Rochelle Université focuses on sustainable development and the digital sector.

Digitalization / Sustainable development
Corporate social responsibility

Societal challenges

Platformization of cities
Study of the impact of the arrival of new actors of the digital economy on cities and large agglomeration. Being in terms of tourism, urban mobility or commercialization, these actors have changed the organization of the cities, urban mobilities and even the housing market.

Digitalization of local products consumption
Study of the changes in practices and usages by consumers, but also the way digitalization modifies commercial strategies of local producers. Insights concern an important diversity of local producers but also socio-economics actors and institutions of the territory.

Urban mobility and sustainable development
Study of urban mobility behavior in the context of sustainable development. Digital tools are used to measure the evolution of these behaviors.

Sustainable development
Interdisciplinary dialogue on issues related to sustainable development.

Companies social responsibilities
Analysis of businesses performance to integrate economic, societal and environmental concerns in order to anticipate the evolution of norms and values associated with the shift towards social responsibility.

Disciplines
Management . Economics . Law science

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Director — Benjamin Dreveton (Poitiers)
Assistant Director — Sylvain Dejean (La Rochelle)
Permanent research staff — 18
Phd students — 12
Staff on research project — 4
Research Network
Due to the nature of its research, CEREGE has a network organization throughout the Nouvelle Aquitaine Region. It collaborates with several research laboratories and universities in some research projects, with the university of Nantes, Bordeaux, Limoges, Paris 3, Institute Mines-Telecom or the Superior School of Agriculture of Angers.

Expertise

Achievements
As part of a partnership with a private company, CEREGE focused on the qualification of the user experience in a digital relationship in BtoB. It was able to propose a recommendation for a service offering based on collaboration between the computer lab and the marketing approach. Recently, the group of researchers has also given recommendations to the French leader of crowdfunding in the context of a project funded by the minister of culture. The expertise of the CEREGE researches was also mobilized by a start-up which proposed an innovative platform for reading. Several conferences were organized, among them the annual summer school of the French association of digital economy.

Training

MASTER BUSINESS ADMINISTRATION AND MANAGEMENT

MASTER SALES MARKETING
- course Digital marketing

MASTER TOURISM
- course Hospitality and Tourism management

MASTER INFORMATION SYSTEMS MANAGEMENT
- course Intelligence of Information Systems

Partnerships

Collaborations
CEREGE is associated with several companies in the Region on research projects of common interest. Its researchers also collaborate regularly with museums in the Poitou-Charentes Region. Their work is carried out with the support of the Ministry of Culture and Communication and the regional Directorate of cultural affairs (DRAC) of ex-Poitou-Charentes Region. Finally, members of the team work with Vigeo, the leading European expert in the societal rating of companies and organizations.