

**The 13th Edition of the international days of Marketing**

**Cadi Ayyad University**

**Faculty of Legal, Economic and Social Sciences, Marrakech**

**National School of Management and Trade, Marrakech**

**Regional economic positioning and sustainable development, what role for the university:**

**witnesses and teachings from five continents**

**Morocco, Marrakech, from the** *20Thto 25th March 2016*

**Call for Papers**

**L-QUALIMAT Research laboratory**

(Laboratory of research and study in Quality, Marketing, Management of the SME and Technology transfer)

**Event organiser :**

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Nowadays, we are face to a multiple definitions of the region, but the most usual correspond to a coherent and relevant territory at the geographical, cultural, economic or social level. The objective is to establish synergy, dialogue and coordination between the local actors, in order to promote the regional development on the long term.

Therefore, the necessity of resorting to Marketing, to serve better the territory and emphasize its comparative advantages, becomes essential (Benko, on 1999). In fact, the managers of the region have to take into account the purpose of generating an economic prosperity to fight the unemployment, avoid the desertion of the industrial spaces and the exodus of the population.

However, the implication of the researchers to adapt the modern techniques of marketing to territories is a new phenomenon. Kotler widened the concept of traditional marketing to include the uncommercial exchanges as charity work, the politics, the ideas and territories (Kotler and Levy on 1969, Kotler on 1972). This vision is generally accepted in the literature (Nickels 1974, Graham 1993) although it received researchers' critics whom perceived it as a diversion of the real purpose of marketing (Laczniak and Michie on 1979, Luck on 1969, Bartels on 1974, Tucker on 1974).

**I- global Frame of JIM 2017: key concepts definitions**

1. The territory project as strategic process:

We can consider the territory project as being a formal frame in which we refer to develop new reflections or estimate the led projects (then to make arbitrations). It is into these territories, that the governance is going to adopt a logic of global intersectorialcoherence which is appropriate to the approach of sustainable and well-balanced development.

In addition, the structuring character of territory project depends on the preservation of a dynamic collective reflection inter and between communities and socioeconomic actors of the territory. In most of the territories, from the starting up of the common strategic reflections, the territory project is investedas a tool of gathering and mobilization around a coherent collective action.

1. Analysis of the territorial economic positioning

The realization of any strategy implies the capacity of a regional organization to operate practices of territorial marketing. It is a question of mobilizing skills and organizational capacities to obtain satisfying results with regard to the fixed objectives.

However, to reach there, it is necessary to consider the interactions between contextual elements and the will of the regional managers in charge.

At first, the latter have to master the context (institutional, socioeconomic, demographic, geographical, etc.) in which they intervene. Sometimes, they also share them with other public organizations (tourism, economic, social development, transport, etc.). In addition, these managers in charge do not decide either on the choice of the territory, or of their legal skills, or their status. Those constraintsare most of the time fixed most to an upper institutional level, in this particular case by the State.

Then, let us note the influence of the stakeholders on the strategies and the territorial marketing. Any strategy concerns inevitably many actors. It may arouse different reactions from interested, friendly, to indifferent or hostile. Yet, the regional public organizations do not possess real means of pressure on the local actors. The stakeholders indeed seem to have an increasing grip on the decisions of the local authorities (Lafaye, on 2001). These are even encouraged, and forced sometimes, to consider them.

1. The University, actress of the sustainable development

Universities participate actively since a few years in an approach of sustainable development by integrating the economic, social dimensions (particularly dynamic: respect of the diversity and of the parity, the improvement of the working conditions, the cultural policy) and environmental.

Universities also contribute to make the actors aware of the various regions of sustainable development; by proposing special training dedicated to this aspect, in particular, the participative governance, the social policy and the environmental management.

Besides, Universities include numerous laboratories working on research projects in connection with the sustainable development.

Actually, Universities distinguish themselves by their commitment to the sustainable development of their territory, and to the collaboration with the local actors, by:

· Thinking about the necessary political, administrative, budgetary ways for a global implementation of the sustainable development within institutions of higher education.

· Asserting a certain method of governance of the sustainable development that is considered as a partnership of all the stakeholders whom are professors, staffs and students whohave an essential role but also a social and territorial anchoring.

· Discussing new modes of governance to create in universities and important levers, which can be the ones of the sustainable development and the corporate social responsibility of organizations within territories.

4- The brand and the territory

Since 1970s, many researchers were interested in the concept of “territoriesimage, cities and destinations”. Crampton (1979) defines image as "the sum of beliefs, ideas, impressions that a person holds on a destination" (p.18).

Destinations images have the peculiarity of being simplistic, even caricatured by inhabitants, products or lifestyles and based on impressions rather than facts, often by individuals who have never visited the place. The associations with the territory (city, country, and region) represent two kinds: functional (climate, transport, attractions, etc.) and experiential (lifestyle, fantasy atmosphere, pleasure (Barikowski et al., 2009; Skinner, 2011, Hankinson, 2009). These associations to the territory’s concept are the result of what constitutes the territory literally -its identity, its history, geography, topography, products, etc. - but also the voluntarist actions taken by public actors to modify, transform and rectify the perceived image of their territory.

To support their branding, several levers can be activated by politicians; regarding massive promotion through sports and cultural events (festivals, museums, theaters, etc.) (Meyronin, 2012).

5- Sustainable development of territories

The promotion and valorization of a region and its image goes through territorial marketing with a huge challenge: attract people and capital to strengthen their growth and thus increase competitiveness. These marketing techniques include "all territorial promotional practices which involve relying on existing space materials or under construction in order to enhance them, make them exist, make them attractive and encourage people to practice them and invest in time, leisure or capital ". Strong notoriety or fame is an important criterion, but probably insufficient, condition of the radiance of a region, as the public must show an interest or a certain curiosity about it.

Thus, any appreciation of the geographical coverage requires a multidimensional analysis that is both regional and temporal, making it possible to distinguish precisely the boundaries of the region at the origin of this reputation. The measure must be based on external observation of radiation range and not only on the descriptive analysis of territory characteristics in terms of infrastructure or equipment.

**The most important question to emphasize while adopting a territorial positioning is “how to enhance a territory?”**

The answer to be brought by the territorial positioning: “territories have a soul”. This metaphor explains the motivation, the action and the decision ...”The meeting of souls”

This approach actually consists on:

* Recognizing the real soul of the territory and enhance it , in terms of image, hospitality and relations prospects ...
* Wanting to share the soul of the territory means building a promise, offering it, maintaining it and respecting it on the ground

As such, the 13th edition of the International Conference on Marketing is structured around many axes, which are:

**1. Promotion of the territory and regional development**

**2. University role in the development of scientific research, innovation, skills development and entrepreneurship**

**3. Relationship between regional development and performance**

**4. Territorial attractiveness and opportunities for regional development,**

**5. Regional marketing and governance**

**II- The axes of the 13th edition**

1. Shared decision-making bodies and local co-construction: collegial decision rules

2. The attractiveness of territories

3. Constructions and representations of regional territories

4. Territorial diversity and socio-institutional dynamics of sustainable development

5. Role of the University in the regional development

6. Territorial marketing and positioning

7. Regional development, innovation and competitiveness cluster

8. The operationalization of sustainable development principles

9. Territorial marketing and regional development

10. Sustainable marketing in Small and Mid-sized Enterprises

11. Role of responsible consumption

12. Institutional role in sectoral management: renewable energies, local products, ...

13. Social and solidarity economy and sustainable development

14. Regional positioning and sustainable development

Expected communications will:

• Discuss the understanding and conceptualization of these terms in their articulations

• Make regional or national comparisons of positioning experiences and their role in the sustainable development of the region,

• Provide evidence of the involvement of regional actors in regional development,

Proposals must be submitted before 20 January 2017 to the attention of Mr Mohamed Ben Moussa (jim.marrakech.2017@gmail.com) in two pages maximum (6,000 characters, Word format).

General Drafting Standards

- Character 12, Times New Roman or Arial

- Interlining 1.15

- 2.5 margins on each side

- The sequence of the presentation according to the following plan:

* **Title page containing the following information (the university you represent, Country, Region, Title of the presentation, students who have done the work with their e-mails, the teacher's name framing with his / her e-mail)**
* **Summary**
* **Introduction**
* **The axes**
* **Conclusion**
* **References**
* **Appendices**

**Eventresponsibles:**

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**Calendar of the event**

**-** Launch of the call for papers: 15 December 2016

- Deadline for receipt of communications intentions: 5 January 2017

- Reply to the authors: 8 January 2017

- Deadline for receipt of communications: 25 January 2017

- Reply to the authors: 31 January 2017

- Conduct of the symposium: from 20 to 25 February 2017