



# **MASTER MAST**

# « MANAGEENT AND SUSTAINABLE TRANSITION »

# Research on Responsible Global Value Chains

Florence PALPACUER Co-founder of the Responsible Global Value Chain Initiative https://responsibleglobalvaluechains.org/



- How can alternative value chains scale up to gain a broader reach beyond their local territories?
- How can enterprise, civil society and public actors team up to promote hegemonic changes in global value chains?

# Research on Entrepreneurial Business Support



### Interest for research :

### Collaboration and coopetition strategies for green innovation?

From Grand Challenges to green innovations

 Companies need to address Grand Challenges (i.e., climate change) by developing green innovations Alliances and coopetition to develop green innovations



- To develop green innovations, firms can't succeed alone. They need to access resources, competencies and knowle from other firms including competitors. These collaborative and coopetitive strategies are particularly relevant to develop green innovations and meet the challenges associated to climate change

- However, these strategies raise important managerial issues:
  Dilemmas between sharing and protecting core knowledge and between value creation and value appropriation
  Managing human resources involved in these collaborative projects
  Collaborations between multiple partners, between small and large firms etc.
  These questions worth being investigated in high-tech industries (aerospace, digital platforms, pharmaceutics) but also in low-tech industries (agri-food, wine, construction etc.)



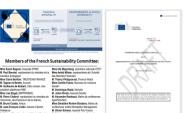
https://scholar.google.com/citations?user=NLsnXU0AAAAJ&hl=fr&oi=sra https://www.linkedin.com/in/anne-sophie-fernandez-8129174a/

# Research in Management of Circular Economy



### European Sustainability Reporting Standards: the new sustainability reporting issues companies have to face

**Geraldine Rivière-Giordano**Member of the Sustainability Committee of the French Accounting Sandards Authority Member of the Sustainability Committee of the French Account http://www.linkedin.com/in/geraldine-riviere-giordano/



Context: from 11 000 to 49 000 European companies concerned by the sustainability reporting on the 2024 data

### Some Research Issues:

- The double materiality concept: from
- How and why the sustainability issue involves controlling the upstream and downstream value chain?
- sustainability reporting?

## Other research topics at Montpellier reserach in management and LabEx Entreprendre

- Responsiblemarketing and well-being (Marie-Christine Lichtlé)
   Extreme climate and weather events (lrène Georgescu)
   Corporate social responsibility, circular economy and SMEs' strategies (Jean-Marie Courrent)
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