

Globalised governance norms and local management and business practices in Africa and on the Arab peninsula



Horizon 2020  
European Union funding  
for Research & Innovation

## Description

MANAGLOBAL will explore the type of local management approaches that are practiced in selected African and Arab countries. It will explain how companies and subsidiaries become profitable and grow in emerging countries in order to highlight the gap between globalized norms and standards of management and the ordinary ways of locally doing business. These processes of adaption are considered as glocalisation or hybridization.

MANAGLOBAL will show how hybrid and innovative forms of private companies' government can be shaped by the mobility of people, capital, goods and knowledge. It will also demonstrate that local business practices (so called "poor" governance, and "insufficient" managerial skills) may become economic opportunities.

The aim is to contribute to research on management through the development of a pioneering collaborative team of 16 African, Arab and European partners, from 8 countries, including researchers, business leaders, and institutional decision-makers.

The project will confront 3 methodologies:

- A collaborative empirical research applying similar research approaches in all participating countries.
- The study of the background, education and careers of business managers of industrial and commercial enterprises of selected countries.
- The collection of ethnographic data and the production of business-related and organization-based case studies

Based on the results, MANAGLOBAL will develop a cutting-edge empirically evidenced theoretical framework on how business is conducted and organizations are managed in African and Arab countries. Moreover, the training of the next generation of managers of the region is planned via online courses and workshops.

A strong training program and 340 months of secondments will assure an efficient and strong knowledge exchange, increasing skills on doing cross-cultural research on how business is conducted and organizations are locally and globally managed, and the career development of all the participants.

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## Project Details:

Type of project: H2020, Actions Marie S. Curia, RISE

Led by: Rennes 2

Research Centre: LiRiS

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Rennes 2 grant: €846,829

Duration: 66 months (end: June 2024)



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### European Partners:

- INSTITUTE FOR LIVING AND ENVIRONMENTAL SCIENCES AND INDUSTRIES - AGRO PARIS TECH , France
- UNIVERSITE DE LIEGE, Belgium
- THE UNIVERSITY OF MANCHESTER, United Kingdom
- THE UNIVERSITY COURT OF ABERTAY DUNDEE, United Kingdom

### Non-European partners:

- UNIVERSITY OF GHANA, Ghana
- DOUALA UNIVERSITY, Cameroon
- UNIVERSITY CHEIKH ANTA DIOP DE DAKAR Senegal
- ZAYED UNIVERSITY United Arab Emirates
- GROUP SUPERIOR INSTITUTE OF COMMERCE AND BUSINESS ADMINISTRATION, ISCAE Morocco
- STE MAGHREB STEEL Morocco
- PHONE ASSISTANCE Morocco
- AFI, L UNIVERSITY OF ENTERPRISE Senegal
- ASSOCIATION OF GHANA INDUSTRIES Ghana
- GROUPEMENT INTER-PATRONAL DU CAMEROUN GICAM Cameroon
- CNES Senegal

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Keywords:

Key Words: Globalization, glocalization, antiglobalism, research and innovation management, corporate governance and management, qualitative methods, ethnography, case studies, social economics, welfare economics, economic sociology, economic anthropology, cultures, localisation, hybridization

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- [Managlobal Project Website](#)
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