Miracles & Management

The International Association of Management, Spirituality & Religion and the Journal of Management, Spirituality & Religion (Routledge), in association with The Arts, Culture & Management in Europe Chair of BEM-Bordeaux Management School are pleased to host The 3rd Conference of Management, Spirituality & Religion, in Lourdes, France 2013 May 16th-19th

KEDGE BUSINESS SCHOOL

Write your story
CREATED BY BEM & EUROMED MANAGEMENT
Creative Miracles - Friday 17th
La Solitude Hotel
Exceptionally located at the entrance to the Shrines on the bank of the river Gave, 4-star La Solitude Hotel welcomes our conference in its meeting rooms.

8:45-9:15 Registration & Coffee corner

9:15-10:00 Welcoming
Studying Miracle Metaphors in Lourdes, a Postmodern Pilgrimage City
Anne Gombault & Yochanan Altman, BEM-Kedge Business School

10:00-10:45 Introductory session - The Show Business of Religion at Lourdes
The Human Rosary Bead: Heresy or Heraldng? A Discussion into the Show Business of Religion at Lourdes
Leighanne Higgins, Strathclyde Business School

10:45-12:00 Parallel sessions I & 2 - Miracles & Places

Session 1 - Miracles & Tourism
Chair: Diego Rinallo Room: Béout
Marketing Mary. A Study of the Attempts to Create New Religious Sites in 1930s Belgium
Tine Van Osselaer, University of Leuven

Spiritual Pilgrimage and Tourism. The Value of Writing Home
Linda Jones, University of Arkansas

Poster - Spiritual Tourism like Creative industries? The European Marian Route
Patrice Ballester, Université de Toulouse II - Le Mirail

Session 2 - Miracles & Religious Sites Management
Chair: Gilles Paché Room: Château Fort
Gardens and Sacred Site Management in Christianity: The Case of the Mt. of Beatitudes and the Garden Tomb
Amos S. Ron, Kinneret College on the Sea of Galilee

Pilgrimage and economic miracle: when business competes with God. A case study of La Meca city, spiritual center of the Muslim world
Sébastien Preulí, Université de Versaille Saint-Quentin, CEMOTEV

12:00 - 14:00 Lunch at La Cascade Terrace, a few feet above the river Gave with an amazing view of Lourdes’ fortified castle. Enjoy the landscape, regional cuisine and wines.

14:00-16:00 Parallel Sessions 3 & 4 - Miracles & Artifacts

Session 3 - Miracles & Design
Chair: Anne Gombault Room: Béout
Between Sacred and Profane: Fashion Rosaries from Prayer Instruments to Fashion Accessory
Diego Rinallo, Euromed-Kedge Business School
Stephanie Borghini, Bocconi University
Gary Bamossy, McDonough School of Business
Robert V. Kozinets, Schulich School of Business

Silent Form - the 'Spirituality Useful Object’ Emerging from Practice-based Research in Design for Sustainability
Stuart Walker, Lancaster University

Sacred Services: The Sacred and the Ritual as a Material in Service Design
Ted Matthews, The Oslo School of Architecture & Design
Managerial Miracles - Saturday 18th
La Solitude Hotel
13:45 - 14:45 Plenary Session
Invisible Muslim Places in France
Special Guest: Arnaud Théval, Artist, France

14:45 - 16:45 Session 9 - Miracles & Consulting
Chair: Erna Oldenboom Room: Château Fort
Joy as a Source of Miracles for Managers
Paul-Hervé Vinrou, Media Consulting Group & International Coaching Group

Creating Miracles
Kathy Garland, Kathy Garland International

Synchronicity & Miracles “In Search of Magical Leadership”
Philip Merry, CEO - Global Leadership Academy
16:45-17:00 Coffee break. Discover regional pastries and juices.
17:00-18:30 Parallel Sessions 10 & 11: Miracles & Society

Session 10 - Miracles & Consumption
Chair: Olivier Badot Room: Château Fort
Including consumers in the management, spirituality and religion scholarship: Exploring the distinct influence of spirituality vs. religiosity on consumer-brand relationships
Diego Rinallo, Euromed-Kedge Business School
Simone Messina, Euromed-Kedge Business School

Buying monastic products, a gift in disguise?
Marie-Catherine Paquier
NOVANCIA-CCIP

Spirituality, communication and agency: Reflections on the production of credibility in traditional accounts of Mary’s annunciation and in angel practices among women in present-day Finland
Terhi Utirainen, University of Helsinki
Kari Mikko Vesala, University of Helsinki

Poster - Spirits of Capitalism: The Catholic Consumption Ethic in Mexican Transnational Families?
Lisa Penalzoza, BEM-Kedge Business School
Judith Cavazos-Arroyo, UPAEP, Mexico

Session 11 - Miracles & People
Chair: Yochanan Altman Room: Béout
Edgewalkers as Miracle workers: Creating Transformative Workplaces
Judi Neal, Edgewalkers International
Linda Hoopes, Resilience Alliance

The Miracle of Self-Realization
Ramath Narayanswami, Indian Institute of Management, Bangalore

Values and Self-assessment of Competences in Management Education in the EHEA: a proposed research framework
Lidia Hernandez Lopez, University of Las Palmas de Gran Canaria, Faculty of Economy, Enterprise and Tourism
Petra De Sá Pérez, University of Las Palmas de Gran Canaria, Faculty of Economy, Enterprise and Tourism

Poster - Miracle on B. Schools’ Avenue: Responsible Management has become the 1st commandment for their sound governance and credibility
Bernard Sionneau, BEM –Kedge Business School

Poster - The WOW of research: Introducing ‘the fifth element’ of authentic spiritual hermeneutic inquiry (AUSHI) – a research journey
Ekaterina Todrello, Macquarie Graduate School of Management

18:30- 20:30 Talk & Dine session
Moving to the Bar of Grand Hôtel Gallia & Londres

18:30-19:15 Getting Published - Meet the Editors
Round table with editors of refereed journals

Simon Dolan, Editor-in-Chief. Cross-Cultural Management - an International Journal

Olivier Badot, Editor-in-Chief, Perspectives Culturelles de la Consommation (published by the Presses Universitaires de Caen)

Yochanan Altman, European Editor, HR People & Strategy and Founding Editor Journal of Management, Spirituality & Religion
19:15-20:30 Cocktail Dinner - Regional Food
Moving to the Candle light Procession of Lourdes on your own
Lourdes focus - Sunday 19th

Sunday Morning Visit Options:

1 / Lourdes Sanctuaries

The Sanctuaries of Our Lady of Lourdes cover a surface area of 52 hectares with 22 places of worship. From the famous Grotto of Massabielle to Saint Bernadette’s church, the Basilica of the Rosary or the Baths, discover the Sanctuaries and their history. The Sanctuaries of Our Lady of Lourdes are open all year round, 24 hours a day. The entry is free.

2/ Pic du Jer

At the top of the Pic du Jer, enjoy astounding views of the town of Lourdes, its region and the Pyrenean mountain range. To get there you can ride in a funicular, which will quickly take you to the top.

3/ Château Fort & Musée Pyrénéen

This thousand-year-old fortress, which has never been conquered, is a listed historical monument and a museum of France. This site offers exceptional views of the city, the Sanctuaries and the Pyrenees. Within its walls there is also a botanical garden at the foot of the 14th-century keep, and the Pyrenean Museum. Visit the most important collections about the history of the French and Spanish Pyrenees: ceramics and furniture from the 18th century, a shepherd’s hut, traditional costumes, miniature, Pyreneism...

Lunch on your own in Lourdes city
We’ll recommend places to eat at various budgets, tastes and restaurants.

15:00-17:00 - Final Session & Closing Cocktail Reception

Bar & Garden of the Grand Hotel Gallia & Londres

Lourdes, Management of a Sacred Destination : The Hospitality Side

Lourdes is a small town of only 17,000 inhabitants which receives more than 5 million pilgrims and tourists visiting the Sanctuary of Our Lady of Lourdes. How to welcome these people? This round table will host various guests around this topic.