



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



Write your story

KEDGE
BUSINESS SCHOOL

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

10:00-10h45 Introductory session - **The Show Business of Religion at Lourdes**

The Human Rosary Bead: Heresy or Heralding? 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 I - **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 of 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 Preuil, 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 Vintrou, 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 Utriainen, University of Helsinki

Kari Mikko Vesala, University of Helsinki

Poster - Spirits of Capitalism: The Catholic Consumption Ethic in Mexican Transnational Families?

Lisa Penaloza, BEM-Kedge Business School

Judith Cavazos-Arroyo, UPAEP, Mexico

Session 11 - **Miracles & People**

Chair : Yochanan Altman Room : Béout

Edgewalkers as Miracles workers : Creating Transformative Workplaces

Judi Neal, Edgewalkers International

Linda Hoopes, Resilience Alliance

The Miracle of Self-Realization

Ramnath 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 Saá 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 Todarello, 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.