In partnership with the association ‘Humanisme et Gestion’, KEDGE Business School is hosting the 15th Journées Humanisme et Gestion (Humanism and Management Days) focusing on the theme of “responsible management or ‘humanism’s new clothes’ within organisations” on 5 and 6 April.

Each year, this event brings together around a hundred researchers and management professionals during workshops and round table sessions, with discussions focusing on the theoretical and practical aspects of CSR.

“In the race for short-term profit, modern companies are not built on a humanist model but on a mechanistic vision”, explains Zahir Yanat, President of Humanisme et Gestion and professor at KEDGE. “To the extent that today, faced with globalisation and increasingly complex markets, companies are finding it necessary to profoundly change their organisational and operational methods to maximise creativity. We are seeing the emergence of a new paradigm: it’s no longer the company which has to deal with society, it’s society which has to deal with the company.

And Zahir Yanat concludes: “To make corporate social responsibility a reality, we need to raise the profile of the human system, which is complementary to the management system, in order that organisation and procedures also serve this objective rather than being its masters”.

The 15th Journées Humanisme et Gestion Congress seeks to re-examine this long-standing question of responsible management and to consider management styles in an age of CSR.

About KEDGE Business School:
KEDGE is a leading French business school with four campuses in France (Paris, Bordeaux, Marseilles and Toulon), three abroad (Shanghai, Suzhou and Dakar) and three partner campuses (Avignon, Bastia and Bayonne). The KEDGE community is made up of 12,600 students (including 25% coming from abroad), 183 professors (including 44% coming from abroad), 275 international academic partners and 57,000 alumni around the world. KEDGE offers 36 programmes in management, designed for students and industry professionals. It also provides tailor made educational programmes for businesses at national and international levels. KEDGE Business School is AACSB, EQUIS and AMBA-accredited, and is a member of the Conférence des Grandes Écoles. It is also recognised by the French government, with labelised programmes, and has obtained the EESPIG label. KEDGE was ranked 40th by the Financial Times in the European Business School ranking and
37th globally in its Executive MBA ranking.

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