

26 & 27

APRIL

2019

ENTREPRENEURSHIP AND SME'S

PERFORMANCE

RESEARCH CENTER

1st International Congress

**DIGITAL
ECONOMY
AND SME
IN
AFRICA**

In Africa, as everywhere else in the world, the SME plays a central role in the employment situation and the creation of added value. While some of the African countries have realised the importance of these organisations by implementing structures devoted to their support and upgrading, some others have adopted quantitative and qualitative criteria for defining the SME-object. The OECD notes, in its N° 7, (2005) that the SME is the missing link in Africa. In addition to the scarcity of data because of the predominance of the informal sector, they cannot be the subject of a cross-country analysis. For example, in the Congo, nearly 80% of enterprises employ less than five people, and for 2,100 enterprises registered in the formal sector the number of informal structures rises to 10,000. In Senegal, the contribution of SMEs to the creation of national added value approaches 20%.

The globalization and the digitalization of the economy refer not only to the opportunities but also to the threats resulting from the opening of borders and the deregulation of international trade. They also refer to the various business models enabled by digital technology, smartphones, big data and virtual platforms that characterize what has been commonly called in recent years the collaborative economy or the sharing economy. Digitalization, one of the most obvious aspects of globalization, affects all businesses, regardless of their size and line. It transforms the way in which organizations operate, both at the organizational but also the strategic level. It generates tremendous opportunities for growth and job creation at low competitive and time-based costs; but at the same time, it threatens many endangered traditional sectors. The example of collaborative platforms such as Uber, Booking, AirBnB, BlaBlaCar, are destroying some traditional economic activities, but generating thousands of direct and indirect jobs. These examples illustrate the process of "creative destruction" in the digital era and present a new face of economic growth.

Also known as uberisation, the digitalization of the economy can generate considerable productivity gain and renew the job stock by the emergence of new trades and the disappearance of others. Seen as Fordism of the 21st century, uberisation disrupts existing actors, institutions and legislation. This economy of digital platforms connects suppliers and users and transforms traditional business models. It also affects some principles of neoclassical economic theory, such as marginal productivity and marginal cost.

The globalization phenomenon, amplified by the digital revolution, marks the transition from a world in international competition to one that is interconnected and interdependent in global hyper-competition.

In the light of this, the following question arises:

Where does the African Continent fit into these developments?

According to the World Report on Information Technologies (2015), published by the World Economic Forum, developing and emerging countries are failing to exploit the potential of information and communication technologies to promote social and economic transformation that is necessary to catch up with more advanced countries. Thus, despite the considerable economic performance of African countries over the last 15 years, competitiveness challenges are needed at all levels: micro (enterprise), meso (sector) and macro (nation). Economic prosperity will certainly be fostered through corporate participation and positioning on global value chains and digital inclusion. The latter offers huge opportunities upstream (research and development, design, innovation, production, logistics) and downstream (delivery, support customer services).

Other opportunities are offered by support, service activities and in the digital sector. Networking strategies and capacity issues (organizational and financial) are ever more acute. The debate surrounding the African SME in the era of globalization is interdisciplinary because it supposes an exchange of transversal knowledge specific to several disciplines in order to understand the African-SME object in a complex scientific and technical environment, uniting the following domains: strategy (BtoB, BtoC), marketing, finance, HRM, taxation, law, audit, sociology, ICT, etc. The SME is currently at the heart of this debate because it is fragile and different from large corporations. It is a debate between economists, strategists, marketers, financiers, jurists, socio-anthropologists, computer developers, and many others.

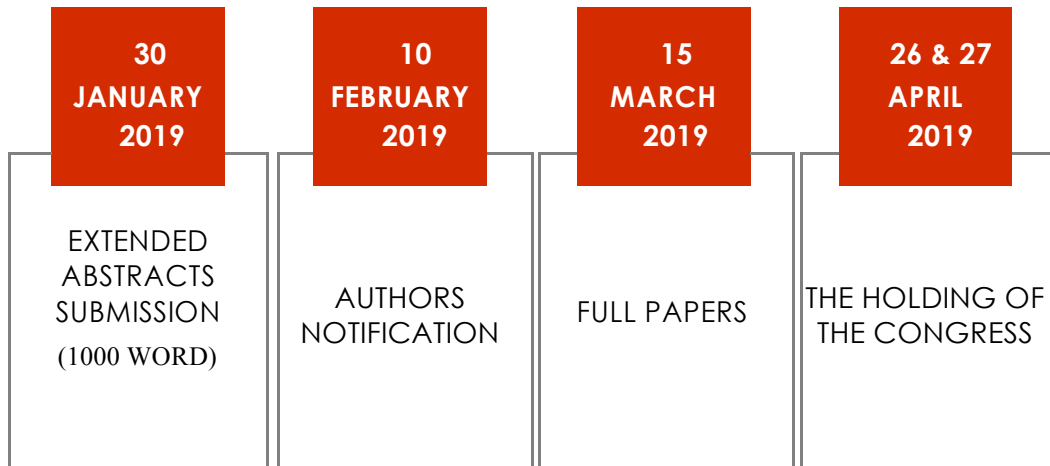
Overlapping perspectives would be an opportunity to discuss the real problems of SMEs but also the different opportunities offered by this digital transformation.

Main lines of reflection:

A few examples of the areas that are relevant to this congress are offered. This is not an exhaustive list of the issues that can be tackled by the participants. Any contribution related to the SME, digital, innovation, etc. may be chosen regardless of the scientific field of the participant.

- The digital and competitiveness of African economies.
- Economic emergence and digital.
 - The uberisation of the economy and the formal vs informal sector.
- Models and opportunities for the internationalization of African SMEs in the digital era.
- The social cost of digitalisation of some traditional sectors such as urban transport and agriculture.
- Trust and the economy of the platforms.
- The digital and innovative capabilities of SMEs and VSEs.
- National policies and digital entrepreneurship.
- New trades and business models in the digital era.
- The digital and models of the economic growth.
- Human capital and opportunities of the digital economy.
- Legal in the era of digital and digital piracy.
- Emerging companies and protectionism in the digital economy.
- The metamorphosis of value chains and digital.
- The digitalization of the economy and the regulation of digital platforms.
- The digital economy and the status of the self-entrepreneur.
 - The digital economy and new work and management situations.
- Audit in the digital age: from new challenges to new methods.
- The image and corporate social responsibility in the context of omni- digitization.
- The digital in the service of the economic intelligence.
- Digital and pedagogical and administrative management of private schools in Africa.

KEY DATES:



Papers should be sent to eppme.2018@gmail.com and CC salah.koubaa@etude.univcasa.ma
Any inquiries related to the call of paper or any other queries should be directed to eppme.2018@gmail.com

ORGANIZING COMMITTEE

- Abdellatif KOMAT, Director of the research centre for entrepreneurship and SMEs performance. Hassan II University of Casablanca (Morocco).
- Abdlewahed ALAOUI MDAGHRI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Abdelmajid BENRISSOUL, ENCG (national school of business and management) - Hassan II University of Casablanca (Morocco)
- Ismail KABBAJ, ENCG (national school of business and management) - Hassan II University of Casablanca (Morocco)
- Khalid ELOUAZZANI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Rachida JALLAL, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Karim GASSEMI, ENCG (national school of business and management) - Hassan II University of Casablanca (Morocco)
- Yasmina BENNIS BENANNI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Fatima Zahra ALAMI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Fatem BOUTALEB, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Sara YASSINE, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)

SCIENTIFIC COMMITTEE

- Abdellatif KOMAT, FSJES- Hassan II University of Casablanca (Morocco)
- Mohammed BERRADA, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Belkassem AMAMAMOU, ENCG (national school of business and management) - Mohammed 1st University of Oujda (Morocco)
- Abdlewahed ALAOUI MDAGHRI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Abdelmajid, BENRISSOUL, ENCG (national school of business and management) - Hassan II University of Casablanca (Morocco)
- Bertin Leopold KOUAYEP- ESCG (higher school of business and management) of Yaoundé and ISTECS (higher school of business and marketing) -Paris (Cameroon and France)
- Elias Perrier NGUEULIEU- ESCG (higher school of business and management) of Yaoundé and CERESC-UYI (cameroon laboratory for studies and research on contemporary societies-university of Yaoundé) (Cameroon)
- Christophe SCHMITT, IAE (institute of business administration) of Metz - University of Lorraine (France)
- Rachida JALLAL, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Mounia BENABDALLAH - IDRAC BUSINESS SCHOOL - (France)
- Walid HADHRI - CENTRALE DG (central school of law and management) (Tunisia)
- Said CHAHI, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Raouf JAZIRI, University of Sousse (Tunisia)
- Salem ABEIDNA, Faculty of law and Economic Sciences of Nouakchott (Mauritania)
- Serge Francis FRANCISSIMEN NANA, higher polytechnic school, Cheikh University Anta DIOP of DAKAR (Senegal)
- Etienne ST-JEAN, University of Quebec à Trois-Rivières (Canada)
- Mohammed LEGSSYER, FSJES (faculty of law, economics and social sciences) - Mohammed 1st University of Oujda (Morocco)
- Florent SONG-NABA, UFR/SEG, University of Ouaga II, (Burkina Faso)
- Saida AMANSOU, ENCG (national school of business and management) - Mohammed 1st University of Oujda (Morocco)
- Aziz CHERABI, University of Constantine 2 (Algeria)
- Mamboundou JEAN PAUL, national institute of management sciences, Libreville (Gabon)
- Ghizlane BERREZOUK, ENCG (national school of business and management) - Abdelmalek Essaadi University of Tangier (Morocco)
- Majda ALAOUI, ENCG (national school of business and management) - Mohammed 1st University of Oujda (Morocco)
- NGOK Evina FSEGA (faculty of economic sciences and applied management) University of Douala (Cameroon)
- Lhacen BELHCEN, FSJES (faculty of law, economics and social sciences) - Hassan II University of Casablanca (Morocco)
- Philippe REIGNIER, University of Ottawa (Canada)
- Abderrahime BENLEKOUIRI, EAST - Hassan II University of Casablanca (Morocco)
- Abdelhak SAHIBEDDINE, ENCG (national school of business and management) - University of Chouaib Doukkali - El Jadida (Morocco)
- Ibtissam ABARAR, EST (higher school of technology)- Hassan II University of Casablanca (Morocco)
- Taoufik YAHYAOU, FSJES (faculty of law, economics and social sciences) - Mohammed V University of Rabat (Morocco)