



Balamand's First International Conference on Socio-Economic Approach to Management (SEAM)

University of Balamand
Faculty of Business and Management

November 2014

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In collaboration with ISEOR (research center affiliated with University Jean Moulin), the Faculty of Business and Management at the University of Balamand hosted a conference organized on the 10th and the 11th of November 2014 and centered on the "Socio-Economic Approach to Management (SEAM)". In addition, this event – which aims to become an annual milestone – also acts as a platform for exchange of ideas between experts, researchers and students, especially in terms of implementation of research methodologies stemming from the SEAM.

Opening Session:

Dr. Georges Nahas – Vice-President for Planning and Educational Relations, welcomed the audience at the University.

In their opening speeches, Dr. Karim Nasr – Dean of the FOBM and Professor Henri Savall – Director of the ISEOR research center affiliated with Lyon 3 University – emphasized the professional, cultural and academic enrichment.

One of the main objectives of this conference is to expose corporate strategists as well as experts in accompanying transformations within organizations. This endeavor will also act as an important catalyst for research and experience-sharing between the two institutions.



Session 1: Introduction to SEAM

- Karim Nasr, *FOBM*: Impactful Management Education.
- Henri Savall, Veronique Zardet, *ISEOR*: What is SEAM and Why?
- Hala Kheir, *UOB*: SEAM and the Arab World.



Session 2: World-wide Applications of SEAM

- Patrick Tabchoury, *CST – St Therese Hospital*: SEAM Management Consulting in the Middle-East.
- Patrick Mardini, *UOB*: SEAM Added Value to Students.
- Henri Savall, Marc Bonnet, *ISEOR*: SEAM Experience in the US.
- Jean Caghassi, *ISEOR*: Contribution of SEAM to the Evolution of Management Practices in the Middle East.



Session 3: SEAM Tools

- Patrick Tabchoury, *Lebanese University*: Managerial Competencies through SEAM intervention.
- Véronique Zardet, Frantz Datry, Pierre François and Andry Rasolofoarisoa, *ISEOR*: Accompaniment of SEAM Experiments through the ISEOR Laboratory.
- Edward Wardan, Joseph Abi Fadel, *St Georges Ajaltoun Hospital*: Socio-economic Management Control.



Session 4: SEAM Applications

- Hikmat Husseini, Toni Kheirallah, Toufic Samaha, *St Therese Hospital*: Transforming the Role of Medical Doctors through the Socio-economic Approach to Management.
- Egnar Abou Haidar, *St Therese Hospital*: Socio-economic Balance of Investments in Costly Technological Equipment.
- Peggy Abi Zeid, Suzanne Nasr, Avdokia Noujeim, Aline Richa, *St Therese Hospital*: SEAM Impact on Patient Satisfaction in Health-Care.
- Ryad Mekdessi, *Lebanese University*: The Change Implementation in the Banks Work's Organizations by SEAM.



Session 5: A Step Forward

- Dora Najjar, *UOB*: SEAM and Educational Methodologies.
- Selim Mekdessi, *Lebanese University*: SEAM and Durable Performance.
- Ziad El Sayegh, *CIH – CEO*: Federative Economy - Social Cohesion and Economic Prosperity – From Politics to Policies.
- Emile Kanaan, *University of Balamand*: Executive Education at Balamand.



Session 6: SEAM Disciplinary Interdependencies

- Charbel Nassim, *St Therese Hospital*: SEAM Contribution to Successful Strategic Turn-Around.
- Georges Trad, *St Louis Hospital*: SEAM Cross-Functional Change Management.
- Roula al Daia, Patrick Mardini, *UOB*: SEAM and Economic Theory.



Session 7: SEAM Applications

Melik Maroun, *CSMST School*: SEAM in Elder Care Organizations.

Viviane Jneid, Loubnan Rahme, Edgard Lozom, Joe Karam, *CSMST School*: SEAM Experience in Lebanese Schools.

Amar Damaj, *Lebanese University*: Transformation of Public Organizations in Lebanon.

Marie Therese Abi Ghanem, Leina Katrib, Nayla Mourani, *CSMST School*: SEAM Internal Interventions.

