

# Mundiapolis University

Research area

# Plan

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- \* Research axes at Mundiapolis University
- \* Research by training

# Commitment & Introduction

# Research commitment

- \* We are anxious to promote the academic radiation of our institution and our professors by research and innovation
- \* To serve this objective, we made a commitment to take important measures over the coming 5 years
- \* We wish that a majority of our professors will be involved in the research and the innovation process, to make a concrete and relevant contribution in favor of the civil society and to the business world

# Research for Mundiapolis University : challenges

- \*The Mundiapolis university is a young university with a small size, while a "classic" performing system of scientific research requires a mobilization in times of a critical mass of teachers-researchers
- \*It's known that some research structures stop their activities because of financing problems, that we realize that we are in a delicate equation (researches- resources)
- \*Our objective is to develop a research model susceptible to bring sustainable solutions able to answer this question

# Research Policy

- ❖ Our policies allows us to set up 2 principals research basis:
- ❖ The first one consists in promoting an applied research, directed to the needs for the socioeconomic organizations (clusters, banks, administrations, local authorities, etc.)
- ❖ The second is to open on the national and international environment, by strengthening partnerships set up with a number of foreign and Moroccan university establishments

# Research axes at Mundiapolis University

# 4 Research Axes

1. Engineering, Complexes systems and information technologies for the Development
2. Competitively and innovation
3. Sustainable development and social responsibility of companies
4. Decision, risk and finance



# Axe 1 Engineering, Complexes systems and information technologies for the Development

- \* Establishments:
  - \* Engineering school
  - \* Political, legal and social sciences Institute
  - \* Business school
- \* This axis, based on complex systems, focus on Moroccan development challenges with an accent on the human development
- \* More specially, we look for then innovative solutions which draw from methods of engineering, organizational systems and information technologies

# Axe 1 Engineering, Complexes systems and information technologies for the Development

- \* The researches developed in this axis carry on:
  - \* Access to the information, the regulations, the DB problems and/or information researches
  - \* Citizen participation
  - \* Employability and entrepreneurship
  - \* Cooperative and interdisciplinary processes of problems resolution
  - \* IS modelling, methodological and maintenance design, IS integration processes, safety problems
  - \* Logistic researches : pull flows, supply optimization , inventory management, purchases management, etc.

# Axe 2 Competitively and innovation

- \* Establishments:

- \* Engineering school

- \* Business school

- \* This axis focus on the new political view of Morocco : competitiveness based on clusters. It seems to bring answers to the new stakes in economic growth, in particular in term of knowledge economy in general, and innovation, in particular

# Axe 2 Competitively and innovation

\*Two dimensions are considered in this axis:

1. The first one focus on the economy evolution of the knowledge in connection with the new stakes in economic growth
2. The second one concerns the Moroccan analysis of the competitiveness poles. Three reflections will be led within the framework of this dimension

# Axe 3 Sustainable development and social responsibility of companies

- \* Establishments:

- \* Engineering school

- \* Political, legal and social sciences Institute

- \* Business school

- \* This axis focus on the set up of strong relations between Mundiapolis University with the socio-economic environment

# Axe 3 Sustainable development and social responsibility of companies

\*Researches defined in this axis :

1. The historic evolution, the definition and the set up of a conceptual model of RSE concept. The model must be general and integer the legal, the economic and the ethics aspect in business
2. The performance management of companies committed in an RSE approach. In this context, this question concerns the development of evaluation tools set up in a experimental way within the socioeconomic organizations. These tools will be used to develop a synthesis indicator built from a multicriterion decision method.

# Axe 4 Decision, risk and finance

- \* Establishments:

- \* Political, legal and social sciences Institute

- \* Business school

- \* This axis focus on the decision problems in the Moroccan context for companies evolving on turbulent market

# Axe 4 Decision, risk and finance

- \* Researches defined in this axis :
- \* Reviewing the classic models by testing it in the Moroccan reality
- \* Reviewing the alternative methods developed in the field of the finance, such the theory of the real options, the methods of multicriterion decision, etc.



# Research by training

# Research by training

- \* We believe that by developing research in our university, we can offer a training devoted to scientific research
- \* As we are not able to open an accreted doctoral program, we set up a partnership with Sophia Antipolis University of Nice to offer an Master 2 in Science Management research and a DBA (Finance, Strategy, HR, public management and organization)
- \* This partnership will promote our doctoral program and attract more students who are interested in doing applied research in companies

# Research by training

- \* Our objective is to create a research center made up of independent entities, but well connected between them and with the scientific world. This pole consists of following entities:
  - \* The doctoral training in partnership with Sophia Antipolis university
  - \* The research center: ICT4Dev
  - \* The implementation of a research group in the Campus of our university grouping all colleagues interested in the research