



**The 2nd International Conference on  
Socio-Economic Approach to Management  
at the  
University of St. Thomas, Minneapolis, MN, USA,  
April 30 – May 1, 2014**

SEAM International Institute is a collaboration between the University of St. Thomas and the Institute of Socio-Economic Organizations Research (ISEOR), of Lyon, France. The SEAM International Institute was established in 2013 to promote the concepts and values about organizations that are at the core of the SEAM philosophy, to foster the use of SEAM in organizations of all kinds in North America, and to educate consultants and leaders in the Socio-Economic Approach to Management (SEAM).

[www.stthomas.edu/seam](http://www.stthomas.edu/seam)

## Wednesday April 30, 2014

- 8:00 Registration 4<sup>th</sup> floor Terrence Murphy Hall, room 446
- 9:00 Welcome, Susan Huber, Provost
- 9:30 Presentations & discussion
- Henri Savall, Michel Péron & Véronique Zardet : *Human potential at the core of Socio-Economic Theory (SEAM)*
  - Susan Quint: *SEAM values, beliefs and conceptualization of costs*
  - *SEAM: a systemic approach to transform organizational systems.* Vincent Cristallini, John Conbere & Alla Heorhiadi
- 10:45 break
- 11:00 Presentations & discussion
- *SEAM Change Management: How to use it to support your strategy and to create added value,* Philippe Lacroix
  - *Socio-Economic Management Consulting in America: A Diffusion of Innovation Study,* Mark Hillon, Y. C. Hillon, & C. Bunch
  - *Case study: What is needed for SEAM to work in Ukraine?* Sergiy Ivakhnenkov, Alla Heorhiadi, John Conbere
- 12:15 Lunch - Opus Hall room 202
- 1:30 Presentations & discussion
- *An example of a laboratory in the field of management intervention-research: the Iseor research center.* Michel Péron & Marc Bonnet
  - *Rethinking Lean. Combining Lean and SEAM for Improved Profitability and the Support of Cultures of Continuous Improvement in Organizations.* Alanna Kennedy
  - *The Convergence of Lean Six Sigma and SEAM to Maximize Performance in Organizations.* Leslie L. McKnight
- 2:45 Break
- 3:00 Presentations & discussion
- *An American understanding of the TFW Virus.* John Conbere, Alla, Heorhiadi, Vincent Cristallini
  - *Looking for Evidence of the TFW Virus: A Case Study.* Chato Hazelbaker
  - *Enhancing Organizational Agility Through Socio-Economic Management Consulting: A Case Study,* Marc Bonnet, Véronique Zardet, Christopher Worley
- 4:30 Closing discussion
- 5:00 End

## Thursday May 1, 2014

9:00 Welcome

9:15 Presentations & discussion

- *Applying socio-economic approach to management in Lebanon: Challenges, design and results.* Patrick Tabchoury
- *Implementation of SEAM model to seek economic resources: A Belgian case of Human Resource Solutions Group, listed on the NYSE.* Frantz Datry & Amandine Savall
- *Case study on the SEAM Outcomes at the Bloomington Transportation Department.* Tom Oestreich, John Conbere, Alla Heorhiadi

10:30 Break

10:45 Presentations & discussion

- *Improvements from intraorganizational synchronization to interorganizational monitoring of stakeholders – Intervention-research in a Store Layout Consulting and Engineering Company.* Thibault Ruat
- *Using SEAM to Analyze Faith and Futuring™ within an Organization.* Debra Hockenberry
- *Management Control Practices in Foreign Subsidiaries of a Family MNC: Socio-economic Intervention-research findings.* Laurent Cappelletti & Amandine Savall

12:15 Lunch - Opus Hall room 202

1:30 Presentations & discussion

- *Is Intervention-research a research methodology or scientific-based consulting?* Henri Savall & Véronique Zardet
- *SEAM sustainability in companies and organizations. 35 case studies.* Gérard Desmaison
- *Strengthening the SEAM Community in North America: A Case Study in Group Dynamics.* Eric Sanders & Lachlan Whatley
- *SEAM and the Third Industrial Revolution.* Alanna Kennedy

3:00 Break

3:15 Closing discussion

4:00 End

## Presenters

Marc Bonnet, PhD, ISEOR, IAE Lyon, Université Jean Moulin, Lyon, France  
John Conbere, EdD, University of St. Thomas, Minneapolis, MN, USA  
Vincent Cristallini, PhD, ISEOR, Université Jean Moulin Lyons 3, Lyon, France  
Gerard Desmaisons, PhD, ISEOR, Lyon, France  
Chato Hazelbaker, University of St. Thomas, Clark College, Vancouver WA, USA  
Alla Heorhiadi, PhD, EdD, University of St. Thomas, Minneapolis, MN, USA  
Mark Hillon, PhD, Lafayette Institute, Warrensburg, MO, USA  
Debra Hockenberry, PhD, Elizabethtown College, Orefield, PA, USA  
Sergiy Ivakhnenkov, PhD, National University Kyiv-Mohyla Academy, Kiev, Ukraine  
Alanna Kennedy, EdD, University of St. Thomas, Minneapolis, MN, USA  
Philippe Lacroix, Manpower, Belgium  
Leslie McKnight, PhD, Benedictine University, Peoria, IL, USA  
Tom Oestreich, Bloomington Public Schools Transportation Center, Bloomington, MN, USA  
Thibault Ruat, ISEOR, Lyon, France  
Susan Quint, EdD, University of St. Thomas, Minneapolis, MN, USA  
Eric Sanders, Benedictine University, Lisle, IL, USA  
Patrick Tabchoury, PhD, CSMST & U. of Balamand, Ajaltoun – Keserouan, Lebanon  
Amandine Savall, ISEOR, CNAM Paris, Lyon, France  
Henri Savall, PhD, ISEOR, IAE Lyon, Université Jean Moulin, Lyon, France  
Veronique Zardet, PhD, ISEOR, IAE Lyon, Université Jean Moulin, Lyon, France