



BMM EMAC

Event organised by
Excelia Business School
22-24 May 2025

PROGRAM

PARIS



PROGRAM

THURSDAY MAY 22, 2025

- 2 - 4 p.m.: Registration and welcome coffee
- 4 - 5 p.m.: Roundtable with our guest speaker
- 5 - 6.30 p.m.: Double tracks of paper presentation (Track 1: 3 papers ; Track 2 : 3 papers)
- 6.30 p.m. - 8 p.m.: Buffet at Excelia Paris campus

FRIDAY MAY 23, 2025

MORNING: PAPER DEVELOPMENT WORKSHOP WITH PRACTITIONERS

- 9 - 9.30 a.m.: Morning coffee
- 9.30 - 10.30 a.m.: Practitioners share with researchers their primary concerns in implementing sustainable strategies
- 10.30 - 11.30 a.m.: Breakout sessions where practitioners and researchers collaborate and discuss these debates
- 11.30 a.m. - 12.30: Plenary session to present potential research ideas and outline for future research projects
- 12.30 - 2 p.m.: Lunch buffet at Excelia Paris campus

AFTERNOON: PAPER PRESENTATION SESSIONS

- 2 - 3.30 p.m.: Track 3 (3 papers) and Track 4 (3 papers)
- 3.30 - 4 p.m.: Coffee break
- 4 - 5.30 p.m.: Track 5 (3 papers) and Track 6 (3 papers)

EVENING IN PARIS CITY CENTRE

- 6.30 p.m.: Departure to Paris city centre

PROGRAM

SATURDAY MAY 24, 2025

MORNING: PAPER PRESENTATION SESSIONS

8.30 a.m.: Morning coffee

9-11 a.m.: Track 7 (4 papers) and Track 8 (4 papers)

11 - 11.30 a.m.: Coffee break

11.30 a.m. - 1 p.m.: Track 9 (3 papers) and Track 10 (3 papers)

1 p.m.: Lunch with sandwiches

More info:

<https://www.excelia-group.com/events/11th-bmm-emas>



PARIS REGION

Paris Campus:

57 Avenue du Président Wilson
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[excelia-group.com](https://www.excelia-group.com)