

Arthur Dietrich RANDRIANANTENAINA

Teaching and Research Fellow



Présentation

My research focuses on two main areas :

- Digital transformation: I am specifically interested in its impact on organizations (management software packages, cloud computing, AI, IOT, ...)
- Corporate strategies: I am interested in how companies define their objectives, actions and resources required to achieve them (organization, management, HR, marketing ...)

> **Laboratoire de recherche** : CREM UMR CNRS 6211

Thèmes de recherche

Management instruments

Strategy

Innovation

Activités pédagogiques

IGR-IAE Rennes

- Human and negotiation skills
- Digital Management
- International and digital development
- Tutoring (student-entrepreneur diploma)

Rennes 1 University

- Strategy
- Company awareness

Scientific publications

Handicraft and shadow IT faced with the inflexibility of ERP: the case of companies in Madagascar, 1st ADI conference (Africa Development Innovation), October 6 and 7, 2022, Poitiers 2022

Tool appropriation in the context of ERP implementation: the case of large Malagasy companies, 12th ATLAS AFMI conference, Nice May 2-4, 2022

Strategic analysis tool for ERP appropriation, EDGE Workshop, Nantes, May 19, 2022