



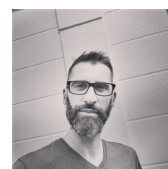
Academic collaboration proposal

www.cercap.fr

What is CERCAP and what are its missions?

CERCAP is the leading center for study and research on local shops and craftsmanship. Founded in 2024 in Paris, the center aims to explore the issues at stake in the success of local businesses, namely (1) the strategic dimension of technological investment, (2) their impact on the attractiveness of towns and (3) entrepreneurial issues (from creation to transmission).

This translates into (1) carrying out research missions to support the thinking of private and institutional partners, and (2) disseminating research results to academic, institutional, and professional circles.



The founder in a few words

Vincent DUTOT is Professor of Information Systems Management at EM Normandie (France) and the founder of CERCAP. He holds an MBA and PhD from Université Laval (Canada) and an HDR from IAE Poitiers (France), and conducts research and consulting activities on technology adoption, strategic alignment, and digital transformation for SMEs. In addition to his five books on digital issues, he has published in leading journals such as *Journal of Business Research*, *Technological Forecasting and Social Change*, *Systèmes d'Information et Management* or *International Journal of Information Management*, *The Journal of Technology Transfer*, *Psychology & Marketing* or *European Journal of Innovation Management*.

What academics collaborations is CERCAP proposing?

The main topics investigated by the center today are:

- **Digitalization** of businesses (qualitative, quantitative, etc.)
 - How the use of technology can impact convenience stores' performance and perennity.
 - How intention to use and actual use of technology (going from social media to more complex IT solutions) are evolving in different contexts
 - Variations based on industry, size, gender or owner's characteristics
- Technological audit and **IT maturity** of local businesses / convenience stores
 - What is the level of technological maturity of local businesses?
 - Can we define an IT maturity model specifically for local business?
 - Clusters analyses, barometer could be produced.
- **Entrepreneurial challenges** facing local businesses (from intention to create to transfer)
 - What are the behavioral intentions factors to launch such business?
 - How can differentiate innate and acquired skills?
 - How to transfer local businesses?
- Local businesses and **attractivity** of the city
 - What is the impact of local business on the economy?
 - From a social point of view, do local business increase attractivity?
 - Do they help combat urban depopulation?
- **Social and environmental impact** of local businesses
 - How can we rethink urban geography?
 - Which local business for which cities (rethinking the development)
 - What is the future of local businesses?
- **Performance/survival** analysis
 - How business models of convenience stores should evolve?
 - How to turn a local store into a business over time?
- **Customer experience** and impact on loyalty
 - Why convenience stores are different?
 - How can explore Customer eXperience (and define it)?
 - Empathy, openness, ... what makes them unique?

Of course additional topics could be covered based on partners expertise.

What can CERCAP offer?

The center has defined 6 academic collaborations.

1.Exchange of resources and access to research fields: Both research centers can share resources to complement the ones available in each center, and also facilitate access to specific field for conducting research in various environments.

- In the specific case of CERCAP, we may provide the partner with research topics, surveys, or models to test in their specific context.

2.Co-supervision of theses and field-based research projects: Researchers from both centers can co-supervise students in theses or research projects that require access to specific fields, thereby offering complementary expertise and an interdisciplinary perspective in collecting field data.

3.Collaboration on publications: Researchers can collaborate on writing and publishing scientific articles, combining their areas of expertise to produce innovative and in-depth research, using data collected from their respective context.

4.Organization of joint field missions: Both partners can organize joint field missions to conduct research or surveys in specific regions, thereby fostering the exchange of ideas and sharing costs related to logistics and access.

5.Collaborative funding applications: Researchers can work together to submit specific funding proposals for field studies to national or international research agencies, enabling them to access additional resources to conduct research projects.

6.Exchange of personnel for field interventions: Researchers, students, and administrative staff can participate in field missions organized by both centers, thereby promoting inter-institutional collaboration and sharing of skills and experiences in real-world environments.

For more information on the center, its achievements, and its members, please visit:

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