

# FOR OUR ENGLISH-SPEAKING READERS

## OVERLOOKED...

### Back to the future Nostalgia as driver of brand resurrection

**Sophie Renault.**

Based on the exemplary case study of the resurrection of the chocolate brand Merveilles du Monde, our article highlights the emotions, expectations, and fears generated by the announcement of the return of a “nostalgic brand”. The aim is to answer the following questions: How can the announcement of a brand’s return create the “Proust’s madeleine” effect? What are consumers’ expectations regarding the resurrection of a “nostalgic” brand? What are the fears and potential obstacles related to the purchase of this type of brand?

### Understanding the empowerment of the responsible health actor. An ethnography of alternative medicine consumption

**Paul Pasquier, Anthony Galluzzo & Laure Ambroise.**

The empowerment of individuals in healthcare is a favored strategy by public health institutions to promote overall improvement in population health. While the effectiveness of health programs is often assessed based on whether a behavior is adopted or abandoned, some unexpected effects of these programs are not sufficiently taken into account. This article presents an ethnographic investigation into the consumption cultures of non-conventional medicines (NCM). It demonstrates that as a result of therapeutic and informational wandering situations, and the integration of a so-called “holistic” approach, consumers of NCM develop health practices that, while falling within the framework of “empowerment”, do not always align with the recommendations of health authorities. Our findings allow us to discuss the results of recent studies on NCM, and to question their understanding within public health policies.

### Patrimonial model and organized crime: The case of Corsica

**Sébastien Dubois & Jean Pralong.**

Despite its socio-economic impact, organized crime has received little attention from management research. Based on the critique of the two dominant models of organized crime (bureaucratic and entrepreneurial) and Weberian sociology, we propose the alternative model of patrimonial organization. Based on the Corsican case, we show how this model sheds light on the way in which criminal organizations resolve the two organizational paradoxes they face: the apparent

contradiction between security and flexibility, and the connection between short and long timeframes. The patrimonial model is based on the personalization of power, contracts, and income, the status of bosses understood as their ability to instill fear, and the (paradoxical) legitimacy enjoyed by criminal organizations strongly anchored in a territory they control. We conclude this article by explaining why Corsican organized crime, as powerful as it is, is not a mafia.

## TRIAL BY FACT

### Employee time tracking: Control or empowerment tool?

**Marc Dumas, Youssef Fahmi & Nikolaz Le Vaillant.**

Time, as a measurement of productivity and performance, is an essential factor in the management of organizations, particularly for accountancy firms, where time management is inextricably linked to their activity. There are many justifications for maintaining the use of time tracking tools, even if critics point to their time-consuming nature and the limited reliability of their data. This study focuses on examining the different levels of use of time tracking tools and changes in practices. A mixed research methodology was employed, comprising 21 semi-structured interviews within accounting firms and 95 questionnaires with accounting staff. Among our results, we observe the presence of four shared conceptions that influence the time tracking methods adopted by chartered accountants: a planning rationale, an economic rationale for the exchange relationship, an economic performance rationale, and a rationale for the prevention of psychosocial risks. These results make it possible to classify and characterize several evolutions in practices, from a traditional approach to going beyond time tracking.

## MOSAICS

**Francis Jutand**

“On Christophe Strobel’s *Le soutien public à l’innovation*” (FR: Presses des Mines) 2023.

**Xavier Léon**

“On Thomas Périlleux’ *Le travail à vif. Souffrances professionnelles, consulter pour quoi ?*” (FR: érès) 2023.

**Michel Villette**

“On François-Xavier Dudouet & Antoine Vion’s *Sociologie des dirigeants de grandes entreprises*” (FR: La Découverte) 2024.