**NOM et Prénom du doctorant : ATM 2023**

**Institution /Université :**

**Laboratoire :**

**Année d'inscription en thèse :**

**Adresse mail :**

**Titre de la thèse**

**(Caractère New Times Romain, caractère 14)**

Nom et Prénom du directeur de thèse

**(New Times Romain, caractère 12)**

Institution d'affiliation du directeur de thèse

Adresse mail du directeur de thèse

Le document en format Word obligatoirement doit comprendre 8 pages maximum, interligne simple, y compris la page de garde et la bibliographie. Le texte est en New Times Romain, caractère 12, marge 2.5 cm. Numérotation des pages en bas à gauche.

Le document doit être envoyé à l'adresse mail suivante

atmcolloque2023@gmail.com

**Titre de la thèse**

**((New Times Romain, caractère 12)**

1. Présentation du sujet de thèse / question(s) de recherche

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1. **Justification de l’intérêt du sujet : importance académique et managériale**

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1. **Cadre théorique et concepts principaux**

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1. **Principaux choix méthodologiques envisagés et leur justification**

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1. **Modèle conceptuel de recherche (si cela s’applique).**

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1. **État d’avancement**
* **Date de début de thèse : …./…./….**
* **Date de soutenance prévue : …./…./….**
* **Principaux résultats déjà obtenus :**

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1. **Questions principales à résoudre et difficultés majeures à surmonter**

**(*Citez*** *les difficultés rencontrées et posez une à deux questions importantes sur lesquelles vous souhaitez une réaction de la part des professeurs présents dans l'atelier doctoral)*

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**Bibliographie**

Les références seront présentées selon le standard suivant :

**- Pour un article:**

Wedel, M., Bigne, E., & Zhang, J. (2020), Virtual and augmented reality: Advancing research in consumer marketing, *International Journal of Research in Marketing*, 37(3), 443-465

**- Pour un chapitre dans un ouvrage** :

Chin, W.W. (1998), The partial least squares approach to structural equation modelling, in *Modern Methods for Business Research*, George A. Marcoulides, ed. Mahwah, NJ: Lawrence Erlbaum Associates, 295-358.

**- Pour un livre** :

Bryman, A. (2016), *Social research methods*, Oxford University Press, U. K.

**- Pour une communication**:

Dwyer, F.R. et LaGace, R.R. (1986), On the nature and role of buyer-seller trust, *AMA Summer Educators Conference Proceedings*, Chicago (August, 3-6), USA.