

**Conference**  
**« Trust Management on the Internet »**  
**27th June 2008**  
**Aix-en-Provence Graduate School of Management, France**

**BOOKING FORM**

Mrs    Mss    Mr.   Surname : .....   First Name : .....

Doctoral student    Professor    Firm

Research team/Institution/Firm : .....

Invoicing Address: .....

Zip code:.....   City: .....   Country: .....

Phone Nb. : .....   Fax : .....

E-mail : .....

Conference fee

Doctoral Student: 50 euros

Professor: 50 euros

Firm: 100 euros

Hour and day of arrival: .....

Hour and day of departure: .....

- 1) Conference fee includes a copy of the Proceedings, coffe breaks and lunch
- 2) Conference fee also includes Master Class registration proposed by the software editor Sphinx-Development and presented by Pr. Jean Moscarola on 26<sup>th</sup> of June 2008 (details page 3)
- 3) Lodgings and travel are not included in the conference fee

## PAYMENT FORM

**BY BANK TRANSFER**

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(Attn Corinne RAMBAUD – Comptabilité)  
Clos Guiot Puyricard – BP 30063  
13099 AIX EN PROVENCE CEDEX 02  
FRANCE



On the occasion of the launch of its offer SphinxOnLine Research the software editor, Sphinx-Développement, proposes 2 Master Classes presented by Professor Jean Moscarola\*. These Master Classes will take place in Aix en Provence the day before the conference on « Trust Management on the Internet »

**26th June AM**

**Qualitative data analysis with Sphinx Lexica**

**26th June PM**

**Quantitative data analysis and modelisation with**

**Web'Stat**

Methods and statistical tools will be presented and illustrated on doctoral researches. Participants will have a free subscription to SphinxOnline Research (6 months subscription to Lexica and to Web'Stat & Déclit)

**26th June AM: Qualitative data analysis with Sphinx Lexica**

9h- 10h30 Content analysis : the case of public purchase dematerialization

10h30-10h45 Break

10h 45 -12h15 Lexical statistics : the case of franchise network

12h15-12h45 Application on Sphinx Lexica

**26th June PM: Quantitative data analysis and modelisation with Web'Stat**

14h-15h30 Structural Equations Modeling : PLS

15h30-15h45 Break

15h45-17h15 Classification methods : Ascendant hierarchical classification

17h15-17h5 How to use SphinxOnline Research (Web'Stat et Déclit)

18h-20h Individual questions

**Participation conditions** : Free subscription for conference participants. Participant numbers are limited so we ask you to send Sphinx Développement a 50 Euros check which be restituted the day of the conference.

**To Subscribe click [here](#).**

(<http://www.sphinxonline.net/masterclass/aix/inscription.htm>)

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\*Jean Moscarola is Professor in the University of Savoie. He is the author of a book on surveys and data analysis and has presented for several years qualitative data seminars for the CEFAG. He teaches in many doctoral programs. He is also scientific consultant for Sphinx-Développement.

## COMPLEMENTARY INFORMATION

### GETTING TO IAE

By road, plane, bus or train: see more details by clicking on the following link:  
<http://www.iae-aix.com/en/convenient/getting-to-iae/>

### HOTELS

Grand Hôtel Mercure Roi René***	24 bd Roi René 13100 AIX EN PROVENCE	+33(0)4 42 37 61 00
Hôtel Aquabella***	57 cours Sextius 13100 AIX EN PROVENCE	+33(0)4 42 99 15 00
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Arc Hôtel	40 av Henri Malacrida 13100 AIX EN PROVENCE	+33(0)4 42 26 12 12

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