

STRATEGIES OF INFLUENCE: THE SPECIFICATIONS OF MOROCCAN COMPANIES LISTED

Amine ELHARTI

PHD Student at the National School of
Management/ Abdelmalek Essaâdi
University-Tangier
MOROCCO

Bouchra EL ABBADI

PHD at the National School of
Management/ Abdelmalek Essaâdi
University-Tangier
MOROCCO

ABSTRACT

Lobbying can be defined as a strategic process aiming at improving the perspectives of the company. It aims at altering decisions towards an expected outcome impacting positively the productivity and the results of the company. This paper highlights the different strategies and a technique of lobbying used by Moroccan companies traded in Casablanca Stock Exchange, and measures their effectiveness. To do so, a database of lobbying actions used between 2010 and 2013 is prepared. Based on multiple exchanges and facts, these actions are described, analyzed, and classified into five main strategies. Nevertheless, and given the changes in the expectations and behaviors of stakeholders in the financial market, lobbying strategies seem to be of limited impact. Outcomes are usually outdated and misleading. They are not powerful in front of the high expectations of investors, looking to incorporate the ethical and social dimensions into the financial aspects. Hence, it is extremely important to include the ethical dimension into lobbying strategies.

Keywords: Lobbying strategies, ethics, social responsibility, trading companies, corporate governance.