

NEWS RELEASE



Thanks to a \$500,000 contribution from Createch

Launch of Createch research centre on intelligent organizations at the Université de Sherbrooke

Sherbrooke, November 3, 2021 – The School of Management at the Université de Sherbrooke (UdeS) has announced the creation of the new [Centre de recherche Createch sur les organisations intelligentes](#), a research centre on intelligent organizations that has been made possible thanks to a major contribution from Createch. Dedicated to optimizing corporate data, the centre will advance knowledge about intelligent organizations in the digital age.

“Organizations will be able to stand out using data analytics from research on digital transformation and smart operations, business intelligence and analytics, sensory marketing, and human-machine interactions. This area of research is experiencing great momentum. The centre’s team members, who carry out applied research, work with their students and with organizations to ensure results can be applied immediately,” explained Professor Jean Roy, Dean of the School of Management at UdeS.

Supporting the digital transformation of business

The centre will conduct research and provide training and services for partners in the entrepreneurial ecosystem to help them make the shift to becoming smart organizations. This new research community will help them leverage the technological advances of the digital age.

The centre will draw from multidisciplinary expertise to carry out its mission and will call on researchers from the School of Management, the Faculty of Science, and the School of Applied Politics at UdeS as well as from other Quebec and international university institutions. These members research the digital transformation of organizations, supply chain management, and task-assistance powered by augmented reality.

According to Professor Jean-Pierre Perreault, Vice-President, Research and Graduate Studies at UdeS, the donations announced today will make a significant impact on research.

“The commitment and generosity of the organizations that are supporting this centre will make a remarkable contribution to the entire university community and society. These gifts are extremely important to the success of so many university projects that are currently underway.

As the UdeS Fondation embarks on its upcoming major campaign, this support will play a vital role. La Fondation is proud to support the development and expertise of the Université de Sherbrooke and its human-focused mission. It soundly and transparently manages the donations it raises and allocates this money according to the goals of its partners to promote the qualities of innovation and creativity that characterize UdeS,” said Vice-President Perreault.

Createch, a company that specializes in optimizing processes and implementing tech solutions for businesses, has made a major gift by donating \$500,000 to the centre. For this donor, cutting-edge research into the mechanisms that let companies and organizations perform better represents a very promising avenue.

“Through our commitment to helping Canadian businesses accelerate their digital transformation and improve their competitiveness, we are proud to support the research community on intelligent organizations. We are convinced that the fields of applied research selected by UdeS researchers will help Quebec's leaders make the competitive gains they need to raise the international profiles of their companies,” said Hélène Kyriakakis, President of Createch.

In addition to this gift from [Createch](#), the centre is also receiving support from [Léger](#), [TFI](#), [Wiptec](#) and [Camsco](#) through the new Normand Carpentier Scholarship, for a total of \$630,000 in philanthropic donations.

A breadth of expertise to benefit the student community

This research centre, which has received institutional recognition from the Université de Sherbrooke, will also enrich the academic environment for master's students studying business intelligence strategies, e-commerce management and marketing, as well as for students in the innovation management program.

[School of Management at the Université de Sherbrooke](#)
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