



BUSINESS SCIENCE INSTITUTE

Newsletter #26 - 03/2015

NEWS FROM THE BUSINESS SCIENCE INSTITUTE

GENEVA

In April of 2015, a new **Executive Doctorate in Business Administration** of the Business Science Institute will open its doors in Geneva

Download the booklet [Executive Doctorate in Business Administration 2015](#)
[Sign up now!](#)



DAKAR

Program 2015-2017

Seminar 2: Thematic Paradigm I

- February 26, 27, 28 and 1st of March 2015



LUXEMBOURG



Professor Michel Kalika, “[Le ‘DBA’ : faire une thèse sur une expérience managériale](#)”(video in French) XERFI Canal TV February 17th 2015.

Precepta Stratégiques received [Michel Kalika](#), Professor and member of the Business Science Institute Scientific Council, to talk about the DBA (Doctorate in Business Administration).

In this video, Michel Kalika explains the differences between the DBA and the traditional doctoral program, which he explains in terms of purpose, and the content and choice of subject matter.



[Read more](#) (in French)

BUSINESS SCIENCE INSTITUTE VIDEOS

The videos offered on this platform make up an academic resource, available to doctorate-managers:

- The videos with the BSI logo were created by the Business Science Institute;
- The videos mentioning the CS, have been authored by a member of the [Scientific Council](#) of BSI;
- The other videos were put together for the benefit of site visitors.

In order to receive a monthly summary of the videos added to this platform, please subscribe to:

<http://www.business-science-institute.com/videos/>

NOMINATION

Professor [Sébastien Point](#), member of the Scientific Council of the Business Science Institute has been named at the [Haut Conseil à L'Egalité entre Femmes et Hommes \(HCEfh\)](#) (High Council for the Equality Between Women and Men).

The High Council for the Equality Between Women and Men was created by [decree](#) of the President of the French Republic François Hollande on January 2013, and has been set up under the Prime Minister.

The High Council “has the missions to engage in dialogue with civil society and to facilitate public debate on policy issues of women's rights and political equality” (translated from French).



PUBLICATIONS

[Jean-François Casta](#), Hamza Bahaji, “Employee Stock Option-Implied Risk Attitude Under Rank-Dependent Expected Utility”, *Economic Modeling*, 2015, Elsevier.

Probability weighting is one of the cornerstones of decision-making theories accommodating gambling preferences. This paper examines its relevance to explaining employee stock option exercise behavior. We characterized the optimal exercise policy for a representative employee with Rank-Dependent Expected Utility (RDEU) preferences. We find that the RDEU framework leads to improved predictions of empirical exercise patterns. The implications from our findings are twofold: (1) probability weighting implies an increase in stock option cost to shareholders; (2) employee exercise behavior-implied sentiment is affected by the firm's stock market risk and performance.

[Jean-François Casta](#) and O. Ramond, "La sécurisation de la juste valeur en fiscalité : essai sur la notion de 'valeur vénale'", S. Schiller, J-M Moulin and Y. Picod (eds), *in Mélanges en l'honneur du Pr. Jean Prieur*, Lexis Nexis, Paris, 2014, p. 525-540.



[Claire Gauzente](#), "Digging into the Subjectivity of Mobile App's Non-Users – A Single-Case Study Approach", *Operant Subjectivity*, 37(4), 2014.

Géraldine de La Rupelle, Cameron Guthrie and [Michel Kalika](#), « La relation entre l'intensité perçue d'utilisation de la messagerie électronique et la qualité de la relation hiérarchique », *relations inDustrielles / inDustrial relations* 70-1, 2015, pp. 149-177.

The rapid and widespread introduction of email in organizations, as well as its apparent simplicity of use, has prevented managers to pose questions, *a priori*, about its organizational and cultural adaptation. While being undeniably known today for facilitating rapid communication, enabling the strong capacity to react and the ability to overcome space and time barriers, it has also produced unexpected effects. E-mail has notably led to a profound change in the relationship between hierarchical superiors and subordinates. In this context, is email then to be used as a staff-monitoring tool, or a means of better motivating teams? Does it offer opportunities to make individuals more accessible? And finally, does the use of media promote a better quality of hierarchical relationship?

[Gabriel Tremblay](#), Patrick Haines, Andrew Briggs, "A Criterion-based Approach for the Systematic and Transparent Extrapolation of Clinical Trial Survival Data", *Journal of Health Economics and Outcomes Research* 2(2), 2015, pp. 147-160. [Gabriel Tremblay](#) is doctorate-manager BSI-North America group. He will defend his Executive DBA Thesis in the end of August 2015.

This paper looks at different techniques that can be used to extrapolate trial data, as well as criteria that should be used to select the most appropriate technique. Using these insights a formal decision-making criteria will be established, allowing users to follow a systematic approach to extrapolating survival estimates. The techniques are then applied to a metastatic breast cancer (MBC) example.

ONLINE

[WikiSG\(K\)](#), Collaborative Research Project in Management, CASE Société Générale – Kerviel. This project is coordinated by Professors J.P. Denis, A.C. Martinet, M. Kalika, members of the Scientific Council of the Business Science Institute.

The case Société Générale – Kerviel is a significant and current management case, involving a number of managerial problematics (strategic, control, governance, information systems, finance, marketing, human resources, etc.).

In light of the singular epistemological "project" of management sciences, the objective of this project is to provide the new perspectives of Management experts.

SURVEY

World IT Project

Thank you for taking the time to participate in this international survey, focusing on the role of information technology in organizations: the role of stakeholders, and the technical and organizational problematics in the strategy of the firm. This survey is being conducted in over 40 countries.

To access the French version of the survey, please click on the following link:

<http://goo.gl/forms/imXUgGDbnB>

If you would prefer the original version (in English), it is available hereunder:

<http://goo.gl/forms/gZ101smBcm>

World IT Project Team France is made up of Hajer Kefi, University of Paris Descartes; Alya Mlaiki, ESDDES, Catholic University of Lyon; and [Michel Kalika](#), Scientific Councilmember of the Business Science Institute.



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