



**BUSINESS
SCIENCE
INSTITUTE**

Newsletter #28 May 2015



AGENDA

DAKAR

Class of 2015-2017

Seminar 3: Thematic Paradigm II – 21, 22, 23, 24
of May 2015



GENEVA

Class of 2015-2017

Seminar 2: Thematic Paradigm I - 28, 29, 30 of
May 2015



NEWS FROM THE BUSINESS SCIENCE INSTITUTE

GENEVA

In April of 2015, a new **Executive Doctorate in Business Administration** of the Business Science

Institute welcomed a new group of students in Geneva.

The students are of 8 different nationalities. They are from Europe (Switzerland, France, the Netherlands, and Belgium), Asia (Thailand), and the Middle East or Africa (North and West). The youngest of this new class is 35, and the eldest 56.

These 8 members constitute a solid group, with its own dynamics, a space for mutual enrichment and exchange. Especially in the case of the "Executive Doctorate," as each participant comes in search of the possibility for deeper analysis of his/her professional practices, having taken a step back, and looking to share experience with "benevolent peers." They are looking for a time and space to write, to conceptualize, and give a meaning to what they have experienced in their careers, whether as head of HR, consultant, or CFO.

There are as many career tracks and sectors of activity as they are members to this class (from aerospace to civil engineering, from non-profit organizations to sustainable development, from telecommunications to banking, from public service to academia), but they all share the same motivation: join a very demanding program of study (five 3-days seminars in 2015), and, under the supervision of a professor recruited from a prestigious university or business school, produce a doctoral thesis, that is, a high-quality written project all the while pursuing their professional activity.

We wish the best to the 8 doctorate students in Geneva. If they catch a glimpse of Lake Geneva, this will certainly be from the plane taking them back to their home airport, since the team of professors will surely leave little room for tourism!

PRESS

[HR Today, April-May 2015, Launching of an Executive DBA in Geneva](#)

VIDEOS (in French)

[Pr Michel Kalika "La surcharge informationnelle, qu'est ce que c'est?"](#)

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/>

NEW MEMBERS OF THE SCIENTIFIC COUNCIL

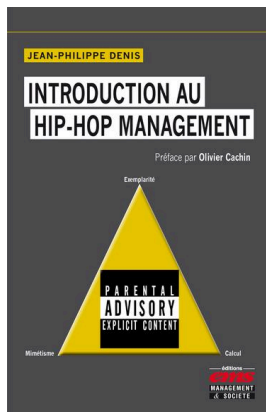


Marie-Josée Avenier is Honorary CNRS Research Director. Graduate of Normale Sup Fontenay-aux-Roses, she holds a Ph.D. in applied mathematics from the University of Berkeley (California) and a French doctorate in economics. Her two main areas of interest are strategic management of organizations in complexity and research methodology in different epistemological frameworks. Of the six books and twenty articles she has published in highly-ranked academic journals, several texts deal with the development of knowledge for the academic community as well as their importance and relevance to practice of management, drawing on the experience of managers.

Frédéric Bertrand is a university lecturer at IAE Grenoble – University Pierre Mendès France. He holds a PhD in Finance from the IAE of Aix-en-Provence –University Aix-Marseille, and a graduate degree in Accounting and Political Science (IEP Aix-en-Provence). He teaches management control and performance management at IAE Grenoble as well as at several universities and Business Schools in Europe, Asia, and Latin America. His research focuses on measurement and performance management and intellectual capital. He is the director of International Relations at IAE Grenoble and is in charge of international executive programs. He has extensive experience in international education with nearly 15 years of teaching experience within MBA and master programs worldwide, and over 10 years of experience in business and consulting.



AWARD



On the 9th of April, six winners were recognized for their work on the 7th edition of the Academic prize for research in management.

The award for the best research work in applied management was awarded in partnership with the SFM (French Society of Management), to **Jean-Philippe Denis, a member of the Scientific Council of the Business Science Institute**, for his work *Introduction au hip-hop management*, published in 2015 by EMS publishing.

“In the Hip-Hop industry, there are no lies. Calculations are omnipresent. Because without the pursuit of passion, there is no chance of starting from scratch and getting out of the vacant lot where we hang. There is no chance of surviving in a world where the right to exist, still, is won in the power of tags, rhymes, and flows. Here, we know what investing means and that it is never without risk.

In the hip-hop industry, we know that alone, we won’t make it far. That’s why the “crew” is the mesh of strategic management. Mimicry becomes omnipresent, since it is necessary to choose a family, become integrated, and stay in it. Understanding and having respect for the rules of the mimetic collective is thus a matter of survival in order not to risk exclusion, which would otherwise be guaranteed.

In the hip-hop industry, heroic pioneers have paved the way. Not those constantly promoted on television. Instead, the authentic ones. The *peace, unity, love and having fun...* a far cry from the practices of depressed entertainers who wallow luxuriously in their *sex, drugs and rock'n roll*. No, this is not it here. Here, drugs are dealt, not taken. The business is in our hands. But it is only a step.

Three important words can be learned from hip-hop: **calculation, mimicry, exemplarity**. Because what hip-hop teaches, like the blues that came before it, is that the times have always been difficult for these guys. And their only strength—and oh so powerful it is—has always been: hoods up to withstand the stormy weather outside, be it in vacant lots of reality or in stairwells, expecting nothing; gradually learning to believe in oneself and one’s own group; and then organizing with nothing but passion, step by step, how to conquer the world.”

[Video: Interview with Jean-Philippe Denis](#) (in French)

NEWS IN MANAGEMENT RESEARCH



5th Sphinx Meeting for Education regarding surveys and statistics,

November 24th 2015, in Paris

Over the years, the community of software users and users of Sphinx has expanded, and now covers a very broad range of industries, dealing with various issues of field surveys and studies. Foremost among these sectors is the field of education, which has historically held a privileged relation with society. To federate the Sphinx community in a spirit of innovation and friendliness, the Sphinx Meeting for Education has been organized since 2009, to provide an opportunity for exchange and sharing between practitioners and experts in the field of surveys and studies. In 2015, the 5th Sphinx Meeting will take place in Paris. This day is an opportunity for communication among experts in the field. These meetings are open to all in the education sector, oriented towards innovative methods and data collection and analysis.

[Download the file](#)

<http://www.lesphinx-developpement.fr/societe/actualite-logiciel/#5394>

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RESSOURCES

ONLINE

Academy of Management Journal, Vol. 58, No. 2, April 2015

[AM2015, vol 58, 2 Table of contents](#)

Academy of Management Learning Education, Vol. 14, No. 1, March 2015

[AMLE 2015, vol 14, 1 Table of contents](#)

Management international, Vol. 19, N. 2, Winter 2015

[MI vol 19,2, 2015](#)



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