



**BUSINESS
SCIENCE
INSTITUTE**

Newsletter #30 July 2015

*The Business Science Institute wishes you a
wonderful summer!*



We look forward to seeing you in September for the next newsletter!

NEWS FROM THE BUSINESS SCIENCE INSTITUTE

**First thesis defenses of the Business Science Institute in Geneva on
July 10th!**



Cédric Baudet, *L'influence de la participation des utilisateurs sur le succès des systèmes d'information*, under the direction of Professor Jean-Fabrice Lebraty, University Jean Moulin Lyon 3.

Jury composed of the following professors: Marc Bonnet, University Jean Moulin Lyon 3, Emmanuel Josserand, University of Technology Sydney Business School,

Michel Kalika, Scientific Council of the Business Science Institute; Jean-Moscarola, University of Savoy; Alain Vas, Leuven School of Management, Catholic University of Leuven.

Frédéric Favre, *Le manager face à sa performance adaptative.*

Proposition de dispositif de formation centré sur la performance adaptative des cadres intermédiaires, under the direction of professor Alain Vas, Leuven School of Management, Catholic University of Leuven.

Jury composed of professors: Marc Bonnet, University Jean Moulin Lyon 3

;

Emmanuel Josserand, University of Technology Sydney Business School;

Jean-Fabrice Lebraty, University Jean Moulin Lyon 3; Jean-Moscarola,

University of Savoy; Michel Kalika, Scientific Council of the Business

Science Institute.



Vincent Mottet, *Tétranormalisation et management stratégique du territoire. Le cas du Grand Genève*, sous la direction du professeur Marc Bonnet, University Jean Moulin Lyon 3.

Jury composed of: Prof. Michel Kalika, Scientific Council of the Business Science Institute; Prof. Alain Vas, Leuven School of Management, Catholic University of Leuven; Prof. Jean-Fabrice Lebraty, University Jean Moulin Lyon 3; Prof. Jean Moscarola, University of Savoy; Robert Cramer, State Councillor (upper house of the Swiss Federal Assembly), former State Councillor of the Republic and canton of Geneva, originator of the Franco-Valdo-Genevan Area Project – *Le Grand Genève*.



Publication of the first book in the Business Science Institute collection of EMS Publishing, Management & Society!

Isabelle Walsh

Découvrir de nouvelles théories. Une approche mixte et enracinée dans les données, éditions EMS, Management & Sociétés, 2015.

This book offers a unique applied approach to Grounded Theory. This approach allows for productive academic research by developing and elaborating upon new theories within existing literature. It involves using mixed qualitative and quantitative data to allow researchers to develop broader theories.

The approach proposed in this book is applicable to all social sciences and may be suitable for very diverse profiles of researchers (PhD, PhD, DBA, Executive DBA). In this book, Grounded Theory is seen as a research meta-theory, and as a methodological protocol, which is intended to organize and construct empirical research rooted in empirical data. The founding principles of Grounded Theory are revisited and implemented from a perspective using mixed data, quantitative and qualitative approaches, and in a realist critical philosophical positioning.

NEW MEMBERS OF THE SCIENTIFIC COUNCIL



Amadou Lamine Dia

Professor Emeritus of the University Cheikh Anta Diop, former rector of the University Amadou Ba in Dakar Hampate and Honorary Dean of the School of Economics and Management (FASEG) in Dakar. He teaches domestic and international marketing, corporate strategy, and health economics. He is the author of several articles published in refereed scientific journals, books and scientific reports. His latest research focuses on the concept of competitiveness in Senegal and the sociocultural approach to Senegalese business. Professor Amadou Lamine Dia was awarded the National Order of the Lion (Senegal) to the ranks of Knight and Officer. He is now Consultant in Strategic Management of Organizations and Associate Professor in several Universities and Business Schools in Africa.

Jean Desmazes

Professor at IAE La Rochelle, of which he was the director from 2012 to 2014, Jean Desmazes is also the former Director of the IAE Tours and vice president of IAE Network, responsible for quality initiatives from 2002 to 2006. He is now Deputy Director of the Doctoral School "Society and Organizations" (ED 526) of the PRES LPC. He teaches production management, quantitative methods, methodology of research and studies. His research focuses specifically on public management and quantitative methods applied to management science. He is project manager for the implementation of quality processes and anti-plagiarism label within the Business Science Institute.



Robert Wanda

Associate in Management, Robert Wanda is a professor at the School of Economic and Management Sciences of the University of Yaounde II, where he is the coordinator of the research Master program in finance and accounting. He also teaches at the African University of Technology and Management (UATM) Cotonou (Republic of Benin) and FUPA in Abidjan (Republic of Ivory Coast), at the Catholic University of Central Africa, the Training Center Accounting Matter (CFCM), the National School of Post Offices and Telecommunications (ENSPT), the University of Ngaoundere and Douala University. He is also director of the international consulting firm IFSconsulting, and an expert consultant in finance and strategy. His areas of teaching include financial engineering, mergers and acquisitions microeconomics of entrepreneurship. He is the author of *Comptabilité générale OHADA : analyse et fonctionnement des comptes – applications*, Paris, éd. Droit Afrique, published in 2013, as well as of a dozen articles in the field of finance. His current research focuses on SMEs, microfinance, and the financial behavior of Informal Production Units (IPU), the Bank and the financing of companies in Cameroon. He is currently supervising over 20 theses, including 6 previously supervised.

AGENDA

GENEVA

Class of 2015-2017

Seminar 3: Thematic Paradigm II – 9th to 11th of July 2015



VIDEOS

Interview with **Vincent Mottet**, doctoral student of the Business Science Institute

[Au-delà de la tétranormalisation](#)

Video produced as part of the quarterly newsletter InfosDETA the Department of Environment, Transport and Agriculture (DETA) of the Republic and Canton of Geneva to promote the research on the Great Geneva and strategic management of the territory.

James March

[La Décision. Le modèle de la poubelle](#)

In this video, James March summarizes the basic characteristics of the “model of the trash.”

Charles Perrow

[*De l'intérêt de la théorie des organisations aujourd'hui*](#)

In 1998 Charles Perrow saw three particularly promising fields of reflection.

The videos offered on this platform make up an academic resource, available to the doctoral candidates-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 to benefit the 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/>

PUBLICATIONS

Françoise Chevalier « L'usine connectée, vecteur de renouveau social » *Cahier de l'Observatoire Fives, Des usines du futur*, 3^{ème} édition, 2015

NEWS IN MANAGEMENT RESEARCH

The winners of the Best Thesis Awards are...

Thursday June 18th, the award ceremony for the Best Thesis in Management took place at the FNEGE. Read more about the winners, their topics of research, and photos from the ceremony.

[Read more](#) (in French)



The French Management Review (RFG) has partnered with the Summit of Management in Toulouse, on the theme of the impact of Research in Management Sciences. The best contributions sent in the context of this call for papers, are likely to be published in a special issue of the French Review of Management, at the end of 2016. In 2016, the FNEGE will also publish a document entitled “*Impacts de la recherche en gestion, quelques exemples actuels*” (The impact of management research, some current examples), which will show some examples of applications of management research in the field of organizational management, economics, or education. Illustrated by an appropriate iconography, this document is intended to be widely distributed to institutional partners and business institutions. It will be established under the joint responsibility of the FNEGE and Academic Groups. Find the call for papers online, on the EGM 2016 site.





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