



**N.56**  
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## **NEWSLETTER**

**EFMD – Business Science Institute/IME – Visual retrospective – EMS  
Collection – Timeline – Press – New doctoral student managers –  
Publications – Zoom – News in management research**

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## **NEWS FROM THE BUSINESS SCIENCE INSTITUTE**

**The Business Science Institute is now a member of the  
EFMD**

EFMD, the [European Foundation for Management Development](#) is an international, non-profit organization of associations and business schools based in Brussels, Belgium. It has nearly 900 member organizations from academia, business, public service, and consulting from 86 different countries. This organization provides a unique forum for information, research, networking, and discussions on innovation and best practices in management development. It is recognized worldwide as an accreditation body for the assessment of quality and impact in management with established accreditation services for business schools and business school programs, universities and colleges, and online programs.



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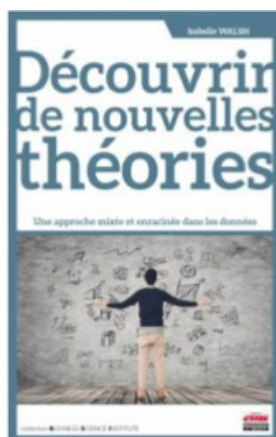
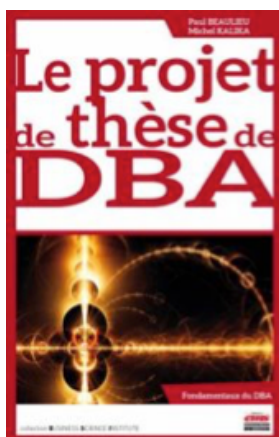
**ime**  
Business and Engineering School



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

The [Business Science Institute](#) was created in response to the demands and needs of experienced executives that wish to take a step back from their managerial practices in order to conduct research, create knowledge, write and defend an Executive DBA thesis.

This collection, composed of three series, presents not only the work of the Business Science Institute professors, but also the work of Business Science Institute doctors and doctoral students. Additionally, some of these books have now been translated into English!



[Visit the publisher's website for the entire collection](#)

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## TIME LINE



### Digital Executive DBA

For all questions pertaining to the Digital Executive DBA:

[contact@business-science-institute.com](mailto:contact@business-science-institute.com)

+ 352 62 11 53 945

[Submit your application](#)

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## PRESS



“Une lecture du rapport Doing Business 2018 : Succès du Sénégal et perspectives” [A reading of the Doing Business 2018 report: Senegal's success and perspectives], *Le Soleil Online*, November 9<sup>th</sup> 2017.

An article written by [Abdourahmane Ba](#), [Business Science Institute](#) doctor-manager, which perfectly

illustrates the contribution that a doctor of praxis can make to a business community by reconciling the rigor of knowledge and action

in applied situations.

[Read the article \(in French\).](#)

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## 3 NEW DOCTORAL STUDENT-MANAGERS

3 new doctoral student-managers have started the [Business Science Institute](#) Digital Executive DBA program:



**Anke Middelmann**, Senior Lecturer at the SKEMA Business School and professor in multicultural management. Thesis project: Towards a generation of culturally competent managers and leaders? A Study of French and Chinese Generation Y business school students and managers' cross-cultural competence and adaptation.



**Alain Bitam**, Facilities Engineer specializing in economic and financial forecasting.  
Thesis project: Development of a digital management model of FM services configurable to the needs of large organizations and companies.



Martin Lemelle, Chief Operating Officer, Grambling State University.  
Thesis project: Enhancing the Financial Management Focus of College and Universities Through the Application of Corporate Finance Principles.

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## PUBLICATION

Mannal El Bekkari, [Marielle Payaud](#), *Parrot, stratégie et R&D du leader des drones* [Parrot, strategy and R & D of the drone leader], CCMP, G 1931.

The UAV market is currently growing exponentially. It is an international market in full expansion and in 2016, 377 000 civil drones were sold in France. The drone market is characterized by a decrease in prices but also by a binding legislative framework. Although Parrot certainly connects its products with solutions to these problems, the French drone specialist has to contend with a very competitive environment where start-ups are numerous and concurrence between groups the norm. How can Parrot consolidate its position and withstand the concurrence in the drone market while remaining competitive?

[Find out more \(in French\)](#)

[Alain Vas](#), *Les fondements de la stratégie. Un voyage illustré, de la conception*

à la mise en œuvre [The basics of the strategy. An Illustrated Journey, From Design to Implementation], Dunod, 2017, 240 p.

This book proposes a complete strategic diagnosis (internal, external, international dimensions), before approaching the implementation of strategy (leadership, change management, balanced scorecard). It is illustrated with many drawings that make it an original product, combining academic rigor and playfulness. The book is conceived as a "trip to a strategic country". The reader is guided through different islands (the 6 chapters) each representing a learning path. Each chapter begins with a drawing representing a letter of the word "VOYAGE" in the form of an island, each island symbolizing a route to the land of strategy. The goal of the book is to get the reader to master the tools and methods helping to make the right decisions and ensure the long-term success of a company.



[Find out more \(in French\)](#)

Prieto JT, Jara JH, Alvis JP, Furlan LR, Murray CT, Garcia J, [Benghozi PJ](#), Kaydos-Daniels SC., "Will Participatory Syndromic Surveillance Work in Latin America? Piloting a Mobile Approach to Crowdsource Influenza-Like Illness Data in Guatemala," *JMIR public health and surveillance*, vol. 14(3), 2017.

In many Latin American countries, official influenza reports are neither timely nor complete, and surveillance of influenza-like illness (ILI) remains thin in consistency and precision. Public participation with mobile technology may offer new ways of identifying nonmedically attended cases and reduce reporting delays, but no published studies to date have assessed the viability of ILI surveillance with mobile tools in Latin America. We implemented and assessed an ILI-tailored mobile health (mHealth) participatory reporting system.

[Find out more](#)

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## ZOOM



[Yves Pigneur](#), member of the Business Science Institute [Scientific Council](#) and Alexander Osterwalder, have been placed **7<sup>th</sup> in the Thinkers50 ranking**, for their 2010 publication, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*.

[See the ranking](#)



How to position oneself in an extremely competitive landscape? How to turn one's ideas into revolutionary economic models? How to overcome traditional patterns or give them a new life?

Disruptive economic models are emblematic of our generation. Yet, they are still poorly understood, even as they transform the competitive landscape of many sectors. *Business Model Generation* brings effective, simple and proven tools to analyze, develop, and implement successful business models.



Combining a playful spirit and a resolutely pedagogical method, *Business Model Generation* is a practical and stimulating guide for all those who wish to improve or create their business model.

- A strong visual design for practical workshops. It enables to expose complex concepts in a clear and accessible way, and to introduce to the innovation techniques used all over the world by the largest companies. The business models of Apple, Swatch, Nintendo, Nespresso, Lego, Metro, Google or Amazon.com are studied and put into perspective to feed your thinking. Exercises and workshops support the theoretical presentations, allowing immediate practice.

- A book for those who want to get ahead. It is aimed at all those who are ready to adopt innovative models in order to create value: managers, consultants, entrepreneurs, managers...

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## NEWS IN MANAGEMENT RESEARCH

[The November/December edition of the FNEGE letter has just been published \(in French\)!](#)

FNEGE STUDY 2017

*Doctoral programs in France in the age of globalization* by Michel Albouy and [Alain-Charles Martinet](#).



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