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NEWSLETTER

Establishment of an Academic Council – Timeline – Visual retrospective – New members of the Scientific Council – Award – Zoom – Publication – News in management research

NEWS FROM THE BUSINESS SCIENCE INSTITUTE

ESTABLISHMENT OF THE BUSINESS SCIENCE INSTITUTE ACADEMIC COUNCIL

This international Academic Council, composed of professors [Paul Beaulieu](#) (Canada), [Françoise Chevalier](#) (France), [Emmanuel Josserand](#) (Australia), [Michel Kalika](#) (France), [Nathalie Mitev](#) (Great Britain), [Marielle-Audrey Payaud](#) (France) and [André Reuteur](#) (Luxembourg) is coordinated by [Jean-Pierre Helfer](#) (France). This Council will be in charge of establishing criteria for faculty participation in the [Business Science Institute](#), reviewing the contents of the Executive DBA program, as well as study regulations. It marks the continuation of the road towards accreditation.

TIMELINE



PARIS

Cohort 2 (2017-2020)

Seminar 5: February 8-10, 2018 – Professors [Dubois](#), [Mayrhofer](#), [Moscarola](#), and [Poussing](#)

Follow up seminar for cohorts Paris 1 – Geneva and Luxembourg:

February 8th, 2018 - Professors [Helfer](#), [Kalika](#), [Liarte](#), [Payaud](#).

LUXEMBOURG (German) – Cohort 1 (2017-2020)

- Seminar 3: February 22-24, 2018 – Professors [Barmeyer](#), [Eisenberg](#), and [Gergen](#).



VISUAL RETROSPECTIVE



First seminar for Dakar Cohort 5, at the CESAG

The fifth group of Executive DBA [Dakar](#) at the CESAG has just welcomed 6 new doctoral students from 5 countries: Mali, Ivory Coast, Guinea, Senegal,



and Togo. They are managers in varying sectors (banking, insurance, administration, press, consulting, etc.) and all occupy management positions. Professor [Desmazes](#), [Diop](#), and [Kalika](#) led this seminar. A face-to-face and remote doctoral follow-up seminar was organized on January 21st.



First seminar for Executive DBA Paris Cohort 3

This new cohort in [Paris](#) welcomes 7 doctoral students from 6 countries, working in the sectors of industry, innovation consulting, management, information systems and engineering.



3 NEW MEMBERS OF THE SCIENTIFIC COUNCIL

Emmanuel Kamdem

Emmanuel Kamdem holds a habilitation to direct research (HDR) in sociology (Université Lumière Lyon 2, France). He is a professor at the ESSEC Business School, University of Douala (Cameroon). He was appointed as Director of this School from January 1999 until June 2017. Visiting professor and lecturer in several African, French and Canadian academic institutions, he is the author and co-author of 8 books and 37 articles on intercultural management, diversity management, organizational behavior, and time management in the African context. He works as a business consultant at the national level and has provided academic, pedagogic and scientific support to several private institutes of higher education in Cameroon.



Florence Laval

Ph.D. in Management Sciences and habilitated to supervise research, Florence Laval has been a lecturer at the Institute of Business Administration of Poitiers since 1994 as well as a researcher at CEREGE (Center for Research and Teaching in Environmental Geoscience). A specialist in Human Resources Management, she studies the role of the human resources function in organizations. Author of several books and articles on the subject, she conducts her research in close collaboration with companies and institutions in the framework of research contracts and collective projects: CEGOS, ALPHA group, DANAE, the e-management monitoring center at the University of Paris - Dauphine, ANVIE, DARES on the implementation of GPEC agreements in automobiles, Action Management, and QVT of ARACT. She also contributes to the development of the academic community in management sciences through the development of programs like the AGRH Thematic Working Group and AGRH-AIM Study Days. Very committed to academic life, she is now in charge of Continuing Education (Executive Education) and has been elected to several governance and management bodies within her institution (CFVU, Cac, Commission of Scientific Expertise, Selection Committee, VAE Commission, VAPP). Finally, her investment

in the educational mission is further supported through initial and continuing education and distance learning for Bachelor and Master students.

Jessie Pallud

Professor in Management Sciences at the Strasbourg School of Management and member of the HuManiS laboratory, Jessie Pallud has a Ph.D. in Management Sciences from Paris-Dauphine University and a Ph.D. in Information Systems from Georgia State University, obtained through a dual program. She is interested in the adoption and use of information systems by companies and examines new technological uses and new work practices related to these tools. She has studied the reactions and emotions of users with systems such as ERP and communication tools. In addition, she examined the users' experience with technologies in a cultural context (notably in the context of museums). Her research has been published in journals such as the *European Journal of Information Systems*, the *Journal of Management Information Systems*, and *Information and Management*.



AWARD



On December 12th 2017, [Isabelle Walsh](#), Distinguished Professor at the SKEMA Business School and Business Science Institute faculty member, received an [award for academic and scientific excellence](#) during the [ceremony for the laureates of awards of excellence at the Côte d'Azur University](#).

ZOOM

Marielle-Audrey Payaud

Professor at 2IF (International Institute for Francophony) and iaelyon School of Management - Jean-Moulin University and member of the Scientific Council of the Business Science Institute. Her teaching and research focuses on qualitative research methods, CSR and corporate strategy.

Passionate about companies and convinced by BoP strategies, for 7 years her research has focused on corporate social responsibility and management of BoP strategies. These years have allowed her to develop a survey methodology, a model, and proposals. In this time she was able to test this model in the field through research-interventions while spending time at the companies. Reflection, implementation, and evaluation of strategies: none of these steps can be carried out without being on site, in "the field", and drawing from an anthropological approach. These are the concerns that guide her work and her interventions today. [Find out more](#)



The latest case study published by Marielle-Audrey Payaud (G1931): [Stratégie et R&D du](#)



Digital Executive DBA

For all questions pertaining to the Digital Executive DBA:

contact@business-science-institute.com

+ 352 62 11 53 945

[Submit your application](#)

NEWS IN MANAGEMENT RESEARCH

THE CONVERSATION

The Conversation France has published a special newsletter concerning the “Kerviel Case”, drawing from some of the articles that have been published since it’s creation in September 2015.

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



Check out the updated [Gestion website](#)



Create interactive infographics with DATAVIV’!

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Webinar on [Tuesday, February 6th](#) from 10 :00-10:30 (currently only offered in French, but soon also in English!)



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