



**BUSINESS
SCIENCE
INSTITUTE**

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NEWSLETTER

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Management Research News**

ACTUALITES DU BUSINESS SCIENCE INSTITUTE

3 NEW COHORTS HAVE STARTED

AGENDA

PARIS

[Executive DBA Paris – Cohort n°4 \(2019-2022\).](#)

Download the Paris [Executive DBA brochure.](#)



TUNIS

[Executive DBA Tunis – Cohort n°2 \(2019-2022\).](#)

Download the Tunis [Executive DBA prospectus.](#)



ALGIERS

[Executive DBA Algiers – Cohort n°1 \(2018-2021\).](#)

Download the Algiers [Executive DBA prospectus.](#)



Pour plus d'informations, contactez-nous :

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Par e-mail : contact@business-science-institute.com

DBA A DISTANCE

A new doctoral candidate has recently enrolled on the Executive DBA à distance programme.

Yamingaye Djimtibaye, from Chad, is the Managing Director at GRADERT (A road maintenance and transport group).

His thesis project will examine the impact of European Union financed development projects in sub-Saharan Africa, with a particular focus on Chad.



There are currently 8 doctoral candidates enrolled on the [Executive DBA à distance](#) programme at the [Business Science Institute](#).

ZOOM



Published in September 2018 in the [Business Science Institute](#) (éditions EMS) collection and coordinated by Professors [Françoise Chevalier](#), [L. Martin Cloutier](#) and [Nathalie Mitev](#), [Les méthodes de recherche du DBA](#) (DBA Research Methods) includes contributions from 35 professors.

The 25 chapters in the book have been designed specifically for DBA candidates to guide and help them choose the right research methodology and tools for their thesis. The first section of the book looks at the question of choosing research methodologies, while the second part examines data collection methods. Part three then presents data analysis methods, with part 4 looking at the contextualisation of methods. The book has been written in an easy-to-understand format, equipping readers with the foundations and resources required to guide them in making decisions concerning their choice of research methodology.

An English language version of the book is expected to be on the shelves in September 2019.



IMPACT



[Yves d'Aviau de Ternay](#), a recent graduate from the [Executive DBA Geneva](#) Cohort n°2 (2014-2017) presented the results of his research at the 6th GMI Conference (National Employer's Organisation of the Communication and "Printing Industry) – Tomorrow I print! –, which took place in Paris on

Wednesday 28th November, with a focus on digital transformation.

His Executive DBA thesis viva *"Which tools to identify the capabilities and key skills of tomorrow's 4.0 manufacturing companies? The case of the digital printing industry"*, supervised by Professor [Pierre-Jean Benghozi](#), was presented during the [Business Science Institute's](#) 2018 International Week.



[Yves d'Aviau de Ternay](#) with Professors [Michel Kalika](#) and [Marie-Christine Chalus-Sauvannet](#)

HIGHLIGHTS

Executive DBA Bamako - Cohort n°1 (2018-2021)

The first-ever cohort of the Executive DBA in Bamako - Mali had their first seminar from 22 to 24 November, 2018. "Introduction to Doctoral Studies (Managing a Thesis)" was taught by Professor Yvon Pesqueux on the premises of I'ISPRIC, in Bamako.

The next seminar on "Thematic Paradigms I" is scheduled from 7 to 9 February, 2019.

AGENDA

DAKAR

Executive DBA Dakar - Cohort N°5 (2018-2021)

- Seminar 5: 7-9 December 2018



Luxemburg (German Language)

Executive DBA Luxembourg (German Language) - Cohort n°2 (2018-2021)

- Seminar 2: Thematic Paradigms I - 29 November - 1 December 2018



PARIS

Executive DBA Paris – Cohort n° 3 (2018-2021)

- Seminar 5: Quantitative Research Methods - 13 - 15 December 2018



MANAGEMENT SUPPORT TEAM

The Business Science Institute's management support team is growing!

Following the arrival of Yasemin in October, we are delighted to welcome Agnès onto our administrative and teaching support team.

PUBLICATIONS



2nd edition under the direction of Françoise Chevalier, [Des PME aux ETI, réussir la croissance . Questions de dirigeants et réponses pratiques](#), (Successful growth from SME to mid-sized business. Questions from directors and practical answers), De Boeck, 2018, 336 pages.

Close to the ground, this book contains everything any SME or mid-sized business manager needs to know for successful growth. It's aimed at directors, entrepreneurs, business-unit managers, managers, students and anybody who sees business organisations as the basis for a new movement that creates value.

Unconventionally structured in a multi-disciplinary way, the book is organised around key questions on strategy, marketing, finance, management control,

supply chain, human resource management, digital technology, innovation, internationalisation, leadership and governance ...

Unusually presented, there are 12 chapters, each one offering practical answers along with essential methodological input on the fundamentals of performance, concrete examples of how to put this into practice, and input from directors. Each chapter can be read independently from the others.



Hajer Kefi, [Michel Kalika](#), « [Déconnectez-moi ! Mais pas trop vite ...](#) » (Unplug me! But not too quick ...) *The Conversation*, 19 November 2018 (in French).

Some research results speak for themselves and don't need commenting. On the other hand, it is important to understand the underlying mechanisms. This is the case of a survey we carried out in April 2018 on a sample of 280 managers working in a wide range of professions in France and abroad. 62.4%

of those who responded said that the last thing they do in the day just before going to sleep is to read their e-mails and social media notifications; 63.5% said this was the first thing they did upon waking up and 27 % declared they checked their smart phone or tablet several times when they wake up in the middle of the night. And what about during the day at work? 46 % said they never disconnected from their favourite social media (Facebook, Twitter, LinkedIn, Instagram, etc.).



VIDEOS

Video clips from the 2018 International Week:



[Professor Michel Kalika launches the awards ceremony](#)

[Presentation by Professor Emmanuel Josserand, during the 2018 awards ceremony](#)

[Presentation by Professor Jean-Pierre Helfer, Chairman of the Business Science Institute Academic Council](#)

[Presentation by Louis Robert, President of the Wiltz campus, during the awards ceremony](#)



Awards ceremony -
presentation of the
2018 theses by
Professor Jean-
Pierre Helfer,
Chairman of the



Business Science Institute Academic Council

["Sustainable research" by Professor Yvon Pesqueux \(1\).](#)

["Sustainable research" by Professor Yvon Pesqueux \(2\).](#)

[Click here to view all of the Business Science Institute videos](#)



[Michel Kalika, the notion of impact for Management Schools](#)

Over the last 10 years, the question of impact in Management Schools has taken on increasing importance. After investing heavily in improving the quality of their courses and internal organisation via accreditation

mechanisms, schools (ESCs and IAEs) are becoming increasingly interested in their impact. Indeed, schools need to be able to communicate clearly their social value and convince their stakeholders (public authorities, the State, corporate partners, etc.) of their contribution to their environment.

[Michel Kalika The impact of management schools in France](#)

This study on the impact of Management Schools in France aims to identify the national impact of the 78 Management Schools who are members of the FNEGE. The impact of a single school, and the therefore the whole group of institutions, is multi-dimensional by nature. The BSIS approach focuses on 7 dimensions of impact, as follows: Financial, Educational, Economic Development, Intellectual, impact on the Eco-system, Societal Impact and Notoriety. The indicators used are both quantitative and qualitative. Within the scope of this study on Management Schools, for obvious reasons related to the feasibility of a wider approach, we decided to only take into account the quantitative indicators linked to educational, economic development and financial indicators.

EXECUTIVE DBA A DISTANCE (in French) & DIGITAL DBA (In English)



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