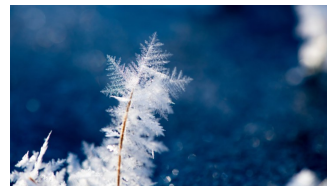




**BUSINESS
SCIENCE
INSTITUTE**

**N° 78
Dec.
2019**



NEWSLETTER

Partnership for managerial impact - Interview of the month - Media - New members of the Academic Board - Publications - Videos - Photo highlights - Agenda - Admissions - Management research news.

PARTNERSHIP FOR THE MANAGERIAL IMPACT OF DOCTORAL RESEARCH

The [Business Science Institute](#), [groupe XERFI](#) and IQSOG have agreed work together on the question of managerial impact, in particular through the development of a partnership to promote doctoral publications issued from Doctorate in Business Administration (DBA) research.

The [Business Science Institute](#) is recognised as a leader in the promotion of DBA studies, and notably in France through partnerships with the [IAE at the University of Lyon](#), [SKEMA Business School](#) and the [University of Technology Sydney Business School](#).

The DBA programme prepared by managers at the [Business Science Institute](#) can today be found in numerous leading universities and business schools in France and overseas, which should be seen as an exceptional opportunity to create knowledge to further strengthen the rigour, pertinence and impact of management research.

This shared belief in the need to further promote the impact of managerial research has this year led the [Business Science Institute](#), [groupe XERFI](#) and IQSOG to award the DBA Managerial Impact prize to three managers who have recently successfully defended their theses examined at the [Business Science Institute](#), as follows:

Dr. Bourbon, *Le positionnement de l'agent immobilier sur le marché du neuf* (*The positioning of the real estate agent on the new build housing market*) - Professor [Jean Philippe Denis](#), supervisor, University of Paris Saclay.

Dr. Larivière, *La prise de conscience du risque de disparition de l'organisation comme facteur de résilience* (*Awareness of the risk of the disappearance of an organisation as a factor of resilience*) - Professeur [L. Martin Cloutier](#), supervisor, University of Quebec, Montreal.

Dr. Mwewa Wa Mwewa, *Rôle stratégique de la facilitation proactive pour les managers d'interface (The strategic role of proactive facilitation for interface managers)* - Professor [Marielle Audrey Payaud](#), supervisor, University of Lyon.

Laurent Faibis, the President of [groupe XERFI](#) explains that *"It was Xerfi Canal that launched Xerfi Campus. This video channel, whose Chief Editor is Adrien de Tricornot, focuses its programmes on higher education, universities and the French 'Grandes Ecoles' Business Schools. Each Wednesday it broadcasts a number of programmes. Our partnership with the Business Science Institute for the Managerial Impact Award will offer a wider audience to the knowledge produced by managers committed to developing robust scientific knowledge issued from their practice. This fits perfectly with the mission of Xerfi Campus and more generally the XERFI group"*.

Project leader for IQSOG (*An Open Window on Management*), in partnership with the [Revue française de gestion](#) (French Management Review), of which he is Chief Editor, Professor [Jean Philippe Denis](#) explains that: *"We are currently going through a real crisis caused by the over-production of academic research articles offering very low impact. By developing an audio-visual co-production with XERFI Canal, IQSOG hopes to create a partner eco-system that will encourage encounters and stimulate exchanges between academic, media, political, economic and business worlds. The partnership between the Business Science Institute and groupe XERFI for the Managerial Impact award is part of an approach that aims to share with the widest-possible public the very best academic research produced by practicing DBA-graduate managers."*

[Michel Kalika](#), professor, founder and President of the [Business Science Institute](#) insists upon the fact that *"the distinctive characteristic of DBA theses is that they are rooted in both conceptual and managerial realities, which naturally means they offer a greater impact"*. He also adds rather mischievously that *"it would be a real waste to consider that managers work hard over a period of 3 years to produce a thesis just to get a qualification!"*

[Xerfi Canal](#) (created and managed by Laurent FAIBIS, President of [groupe XERFI](#)), is equipped with professional video production and broadcasting material and resources, with over 100,000 readers of its daily newsletter and 6.5 million unique visits registered on its web site during 2018 (up by 20% on the previous year).

Contact: contact@xerfi.com

IQSOG

[Fenêtres Ouvertes sur la Gestion](#) (*An Open Window on Management*) aims to select, develop and share the best topics, the work of the best authors and the leading locations for the production of new and innovative knowledge from the French-speaking management sciences. The scientific directors of this project are [Jean-Philippe Denis](#) (Chief Editor of the [Revue française de gestion](#), and professor at the University of Paris-Saclay) and [Alain Charles Martinet](#) (emeritus professor at the University of Lyon).

INTERVIEW OF THE MONTH

Interview with Professor [Jean-Pierre Helfer](#),

President of the [Academic Council](#) at the [Business Science Institute](#).



- Hello Professor Helfer, could you quickly introduce yourself?

I'm emeritus professor at IAE Paris Sorbonne School and at the same time research director at Excelia, the business school located in La Rochelle. I've written a number of books and research articles and I also manage a collection of manuals produced by Vuibert. I was also dean and managing director of Audencia Business School in Nantes for several years.

- What are your links and your role at the [Business Science Institute](#) ?

For many, many years I've had a range of links with [Michel Kalika](#) the founder of the [Business Science Institute](#). For example, we've co-written books and research articles, we've taught on the same courses and presented our work at conferences together, and we still run our own business consultancy activity. Because I was convinced by the interest of offering a DBA to experienced professionals, I naturally accepted to work with Michel from the very beginning of the [Business Science Institute](#) adventure.

At the [Business Science Institute](#), I work as a professor, teaching on seminars and supervising theses, and in addition I'm the President of the Academic Council.

- You were the first ever President of the [Commission for the Evaluation of Management Courses and Qualifications](#) (CEFDG) in France, also known as the "Helfer Commission", what did your work involve?

Along with my colleague Roland Perez, we were invited by the Ministry of Higher Education and Research to chair a working group to design a system of recognition of the qualifications awarded by French business schools. In the end, I suggested we create a Commission, which I was then asked to chair at the beginning of its existence during a period of 8 years. The CEFDG's mission is to provide a list of institutions for recognition by the Ministry, to certify qualifications and to give business schools the right to deliver qualifications that are awarded what we call the 'Grade de Master'.

- During your work with the CEFDG, you audited numerous institutions, would you have any examples to give us of best-practice in terms of teaching and learning?

The business school environment didn't take long to understand that in order to be recognised at both a national and an international level, they needed to have

a high-quality faculty management system in place, who by definition in higher education, have to be totally committed to sharing their knowledge. And this is exactly what they did. I'm quite proud to be able to say today that I managed to encourage schools to work in this direction. The result has been a deep change in French schools, which enables them to compete on an equal standing with both French and overseas universities.

- With your hindsight and experience, how do you explain the increasingly important place given to DBAs in the academic world?

The desire to further knowledge in a specific domain is an almost universally-shared ambition. When an individual works in a company or business organisation, and they have studied on high-quality courses (very often an MBA) and they want to make a new contribution to knowledge in their field, then doing a DBA is the most pertinent path to take in terms of further studies. Writing a book, which is a rather solitary exercise, wouldn't give them the same level of satisfaction. Embarking upon a very academic PhD programme, might turn out to be too difficult, and very different to the methods and requirements of a DBA. The development of DBAs can be explained by the existence of a very wide pool of managers who've had enough of classical programmes and who are looking for a way to be able to express themselves freely whilst being closely supervised at the same time. Furthermore, everyone is fully aware today that they need to develop their employability, qualities and reputation on the job market. For all of the reasons I've mentioned, DBAs have done well, although it's also important to be able to offer a course that is adapted to the needs of busy executive managers by its flexibility, rigour and expectations... And this is what the [Business Science Institute](#) has managed to do, and it's also the reason why such a great team of professors are so committed in particular to our DBA programme.

According to you, what are the things to be careful about with the growing popularity of DBA programmes?

Just like with all markets and relationships with "customers", you need to maintain and of course improve the value proposition. In terms of doctoral-level studies, the candidate needs a framework, support, they need to feel they are developing, and they need to be reassured and offered new insights almost on a daily basis...whilst giving them the space to express themselves freely. In other words, the thesis supervisor and of course the institution delivering the DBA need to find the right balance between an "obligation to achieve results" (each doctoral candidate who starts should finish their thesis) and a "best-effort undertaking" (a doctoral candidate only graduates if their thesis meets the required standards). Only if an institution is used to managing this kind of relationship with their doctoral candidates can they rise up to the challenge effectively. It's for this reason that the thesis supervisors at the [Business Science Institute](#) are all seasoned professors.

- In a recent video recording called [joies et peines du doctorant manager \(the highs and lows of a doctoral candidate\)](#), March 2019, XerfiCanal), you



and PhD in Management (University of Lyon 3). He spent part of his career overseas (Lebanon, Poland, Bulgaria) where he ran an international higher education institution and managed several research teams. He has developed expertise in developing and running international university and research co-operation projects, as well as expertise in managing multi-cultural teams. His research mainly focuses on the management of brands and on international marketing.

Madina Rival graduated from Sciences Po Paris and *Ecole Normale Supérieure* (ENS). She is full professor in Economics and Management at the Universities of the *Conservatoire National des Arts et Métiers* (CNAM). A specialist in the field of public innovation management, she is the director of a Masters II course in the subject. As a research fellow in management sciences and management, she also runs the interdisciplinary research laboratory at the Hésam (Sorbonne) Community of Universities and Higher Education Institutions (COMUE), whose members include 210 researchers.



She has written a number of international research articles exploring subjects including: lobbying, the design of public policies, and the various aspects of public management and innovation. Madina Rival currently supervises 5 doctoral theses on the above themes.

PUBLICATIONS



EIKV-Schriftenreihe zum
Wissens- und Wertemanagement

Méthodes de recherche innovantes et alternatives en
économie et gestion

Innovative and alternative research methods in
economics and business administration

Coordonné par / Coordinated by
Anne Bartel-Radic

Band 33

[Anne Bartel-Radic, *Méthodes de recherche innovantes et alternatives en économie et gestion*](#), (Innovative and alternative research methodologies in economics and management) [EIKV-Schriftenreihe zum Wissens- und Wertemanagement](#), European Institute for Knowledge & Value Management (EIKV), Luxembourg, 2019.

[Sébastien Liarte, *Les grands courants en management stratégique*](#), (Major trends in strategic management), éditions EMS, collection Les grands courants, November 2019.

This book aims to give the reader a thorough and educational introduction to the major current trends in research on the strategic management of business organisations.

[Click here to find out more](#)



AWARD



Thinker's 50 2019

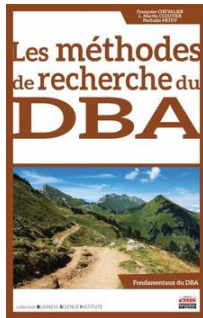
Professor [Yves Pigneur](#), member of the [Business Science Institute](#) Academic Council has recently been ranked 4th in the Management Big Thinkers world league table, [Thinkers50](#).



VIDEOS

Xerfi Canal recently interviewed professors [Françoise Chevalier](#) and [L. Martin Cloutier](#), both members of the [Business Science Institute](#) Academic Council to discuss [DBA research methodologies](#).

The interview was given by [Jean-Philippe Denis](#) on 8 November 2019.



[Françoise Chevalier](#), [L. Martin Cloutier](#), [N. Mitev](#), *Les Méthodes de recherche du DBA*, (Research Methods for the DBA), éditions

EMS, [collection Business Science Institute](#), September 2018.8.



Two of the coordinators of the English version of the same book, [Research Methods for the DBA](#), professors [Nathalie Mitev](#) and [L. Martin Cloutier](#), were also interviewed by [Jean-Philippe Denis](#) (in English) on 22 November 2019.



[Research Methods for The DBA](#), éditions EMS, [collection Business Science Institute](#), September 2019.

Open access is a fatal mistake in the social



sciencesXerfi Canal interviewed [Jean-Philippe Denis](#),

member of the [Business Science Institute](#) Academic Council to discuss open access in management.

Interviewed by Mounia Van de Castelee

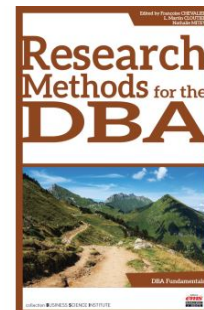


PHOTO HIGHLIGHTS

BAMAKO

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



Seminar 5: Quantitative Methodologies: **24 - 26 October 2019**

The doctoral candidates are featured with Professor [Jean Moscarola.](#)

PARIS

Executive DBA Paris – Cohort n°4 (2019 2022).

Seminar 5: Quantitative Methodologies: **21 - 23 November 2019.**

The doctoral candidates are featured with Professor [Stéphane Ganassali.](#)



AGENDA

GENEVA

Executive DBA Geneva – Cohort n°6 (2019-2022).

- Seminar 2: Thematic Paradigms I: **12 - 14 December 2019**



DAKAR

Executive DBA Dakar – Cohort n°6 (2019-



2022) Seminar 5: **6 - 8 December 2019**

SELECTIONS EN COURS



ALGIERS

Executive DBA Algiers – Cohort n°1 (2020-2023).



DAKAR

Executive DBA Dakar - Promotion 7 (2020-2023)

PARIS

Executive DBA Paris – Cohort n°5 (2020-2023)



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



For all enquiries, please contact us:

- • By e-mail: contact@business-science-institute.com
- • By telephone: +352 62 11 53 945
- • +33 6 07 34 76 33 (Catherine)

ACTUALITES DE LA RECHERCHE EN MANAGEMENT

ANVIE

Vers un management des compétences plus agile et proactif (*Towards a more agile and proactive management of talent*) 4 February, 12 March and 2 April presented by [Christian Defélix](#), Director of Grenoble IAE and Head of the Human Capital & Innovation Chair at Grenoble INP- University of Grenoble Alpes.



Fenêtres ouvertes sur la gestion
(*An open window on management*)

[See the 23 November 2019 edition](#)

Reimagine Education Conference 2019

The course in "Responsible Projects" created by Professor [Michelle Bergadaa](#), assisted by Professor [Pierre-Jean Benghozi](#) for the digital part, are among the finalists in the running to win a €50,000 prize as part of the

"Reimagine Education Conference".

Find out more about ["Responsible Projects"](#).

The author who made a mark on my career as a professor of management

Xerfi Canal welcomed [Alain Burlaud](#), emeritus professor at the CNAM (Conservatoire National des Arts et Métiers) to talk about the author who influenced his career. Interviewed by [Jean-Philippe Denis](#).



Facebook



YouTube



Website



Transformez votre Experience en Savoir pour mieux la partager
Turn your Experience into Knowledge, and Share it

www.business-science-institute.com - info@business-science-institute.com

transmettez vos informations pour la newsletter à

Share your information for the newsletter with

aline@business-science-institute.com

[Se désinscrire / Unsubscribe](#)

[Mettre à jour ses préférences / Update your preferences](#)

Copyright © 2019 BSI Luxembourg ASBL, All rights reserved.

You are receiving this email because you opted in at our monthly newsletter.