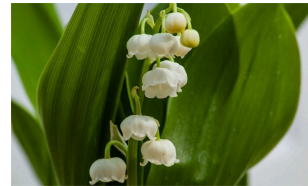




**BUSINESS
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**N° 82
May
2020**



NEWSLETTER

Schedule for Wiltz 2020 - Tribute - ARTIREV project - Research on the impact of the crisis - New members of faculty - Alumni - Interview of the month - Photo highlights - Webinars - Publications - Videos - Admissions - Management research news.

SCHEDULE FOR WILTZ 2020



28 September-1st October, Luxembourg

The Business Science Institute Annual International Week is drawing closer and preparations for the theses, certificates and supervisory seminars are well underway.

But what will the situation actually be at the end of September? For the moment, we don't really have much of an idea, but this hasn't prevented us from scheduling

the thesis *vivas*, the certificate presentations and the supervisory seminars during which one-to-one meetings with professors are scheduled.

We are currently working on three potential scenarios:

Plan A- Wiltz 2020 will be similar to Wiltz 2019 with 90 doctoral candidates and 55 professors attending.

Plan B- Wiltz 2020 will be a mix of face-to-face and remote events.

Plan C- Wiltz 2020 will take place in full remote format.

We have put together the tools needed to cover all 3 options, and during the lockdown period we've already been able to successfully test our resources during 11 days of remote seminars.

The final decision will be taken in full consideration of the future regulatory and health measures in place across the different countries we represent.

The only thing we can say for sure is that you will be taking part in Wiltz 2020!

Professor [Michel Kalika](#)

President of the [Business Science Institute](#)



TRIBUTE



Pr. [Charles-Henri d'Arcimoles](#)



Pr. [Jacques Rojot](#).

We were saddened to learn of the death of two colleagues and members of our faculty, Professors [Charles-Henri d'Arcimoles](#) and [Jacques Rojot](#). The [Business Science Institute](#) community shares the sadness of their loved ones and presents its most sincere condolences.

ARTIREV PROJECT

The Business Science Institute invests on Artificial Intelligence (IA)

The [Business Science Institute](#) has decided to develop a research laboratory. One of our projects called ARTIREV (ARTificial Intelligence and Literature REView), is about AI and uses networked human intelligence. ARTIREV was created and is developed by [Isabelle Walsh](#), Distinguished Professor at SKEMA Business School, University of Côte d'Azur and a member of faculty at the Business Science Institute. The platform offered by ARTIREV aims to assist business practitioners and researchers by producing a summary of the literature from just a few key words, and to identify the main successful research thinking and themes as well as their source texts. ARTIREV uses the bibliometric techniques and algorithmic results of 10 years of research carried out by Isabelle Walsh.

This project will be of great use to the doctoral candidates enrolled at the [Business Science Institute](#).

[Read the press release \(in French\).](#)

EXPLORING THE IMPACT OF THE COVID-19 CRISIS ON MANAGEMENT



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This questionnaire is part of a research project initiative developed by the DBA professors (Doctorate in Business Administration) at the [Business Science Institute](#), and in particular Professors [Bérangère Deschamps](#) and [Jean Moscarola](#).

[Complete the questionnaire](#)

IMPACT OF THE COVID-19 CRISIS ON SELLING AND MANAGING CUSTOMERS RELATIONS



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Carried out by Professor [Christophe Fournier](#) in collaboration with the [Business Science Institute](#), this study aims to explore how the COVID-19 crisis has affected selling and managing customer relations.

The only requirement for taking part in the study is that you are in direct contact with your customers, or indirect contact if you manage a sales team. If so, then you can answer our questions on how things have been operating during the crisis.

All answers are confidential and optional. Please don't hesitate to write your comments

[Answer the study](#)

COORDINATION MEETING CONCERNING THE BOOK ON "THE IMPACT OF THE CRISIS ON MANAGEMENT PRACTICE"

On 28 April last, a virtual meeting via Zoom was organised for a team of 18 [Business Science Institute](#) professors ([Marc Bonnet](#), [Martin Cloutier](#), [Bérangère Deschamps](#), [Chantal Fuhrer](#), [Pascal Glémain](#), [Emmanuel Kamdem](#), [Florence Laval](#), [Olivier Lavastre](#), Catherine Léger-Jarniou, [Jean-François Lemoine](#), [Jean Moscarola](#), [Caroline Mothe](#), [Jessie Pallud](#), [Denise Potosky](#), [Nicolas Poussing](#), [Marie-Thérèse Um-Ngouem](#), Hugo Gaillard and [Michel Kalika](#)) on the feedback, perceptions, feelings and thinking of directors and managers concerning the COVID-19 lockdown situation.



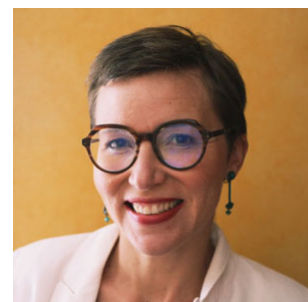
Professor [Jean Moscarola](#) presented the mainly qualitative data collected from two samples. One came from the narratives of around 30 doctoral candidates enrolled at the [Business Science Institute](#) in reply to the following question "what has been the impact of the crisis on your professional life?". The second sample came from a questionnaire designed by Professors Bérangère Deschamps and Jean Moscarola that collected textual data.

An initial analysis of the data was proposed and presented by Professor [Jean Moscarola](#), focusing firstly on the descriptive statistics then on a hierarchical classification by descending order. The conditions of use of the data were then discussed and many of the participants expressed their interest in taking part in this group research project. The meeting ended with an invitation to colleagues to become acquainted with the data collected in order to prepare the drafting of the chapters to be included in the book "The impact of the crisis on management practice".

NEW MEMBERS OF FACULTY

Pauline Fatien Diochon

With a PhD in Management from HEC Paris and international experience gained in France, the USA and Colombia, Pauline Fatien Diochon is currently a professor at Grenoble Ecole de Management.



Her research explores the development dynamics and processes of leadership, including power, ethics and paradoxes. Her other areas of research interest include spaces for collaboration and innovation.

Her teaching in both French and English covers a variety of management-related subjects, such as leadership, personal and professional development or business ethics.

She has authored numerous articles in international academic journals, and her latest book called *Complex Situations in Coaching. A critical case-based approach*, co-written with D. Louis was published by Routledge in 2019

Hubert de la Bruslerie

Hubert de La Bruslerie is full university professor in Management and emeritus professor of Finance at the University of Paris Dauphine, affiliated to the IAE de Paris University School of Management. A specialist in Corporate Finance, his research explores mergers and acquisitions, corporate governance, incentive mechanisms and financial regulations. During his career, he has taught at the University of Sorbonne Paris Nord, the University of Paris 1 Panthéon Sorbonne, and at Paris Dauphine where he created a "Financial Corporate Management" track on the Master's in Finance course. He has published numerous academic articles in both French and international journals along with several books. He is also an Expert recognised by the Paris Courts of Appeal.

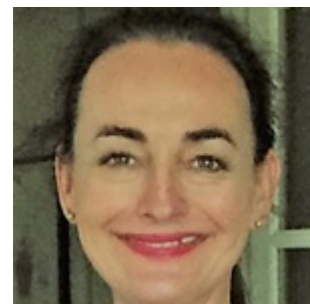


ALUMNI



Hendrik Lohse, DBA graduate from the Luxembourg 1 cohort, has been named Director of International Affairs at EM Normandie Business School.

[Miriam Schmidkonz](#), DBA graduate from the Luxembourg 1 cohort, has been named Director of Oxford and Dublin Campuses also at EM Normandie Business School.



INTERVIEW OF THE MONTH

Interview with [Marc Bonnet](#), faculty member at the [Business Science Institute](#).

Aline : Hello Professor Bonnet, could you briefly introduce yourself?

Marc Bonnet: I'm a professor at iaelyon School of Management and a researcher in the [Iseor Research Centre](#) (Institute for Socio-economic Approaches to Business and Organisations). Our team works with companies



and organisations to attempt to solve the issues they encounter in their roles as socio-economic players.

Aline: Could you tell us something about your current research projects?

Marc Bonnet: Among the research projects I'm currently involved in, I'd like to mention our experiments with tools for measuring hidden performance linked to processes around integration into the workplace. This is especially important in a country where we can see increasing job insecurity and fast-changing forms of organisation. For a number of years I've also been involved in a series of partnerships between [Iseor](#) and the [Academy of Management](#) in the USA, which is an academic association that increasingly advocates the evolution of the profession towards 'scholar-practitioners', according to the term used by Andy Van de Ven.

Aline: What is your role at the Business Science Institute?

Marc Bonnet: I lecture on doctoral seminars, explaining to DBA candidates the different forms of research-intervention and introducing them to the qualimetric research-intervention methodology. This involves research methods that are similar to those used in the field of medicine to cure organisational illnesses, as recommended by Dr. Rousseau and developed by management researchers such as Professor Henri Savall.

Aline: Why did you decide to get involved in this project?

Marc Bonnet: I'm an advocate of research that has a positive impact on stakeholders who expect management studies to progress in order to help them deal with suffering at work.

Aline: You've already been an examiner for three Executive DBA theses and you're currently supervising two. In your opinion, what are the specific characteristics of supervising a DBA thesis?

Marc Bonnet: We should have the same commitment and level of responsibility *vis à vis* a DBA doctoral candidate as a Professor of Medicine in charge of a hospital unit with regard to their student doctors, just as is the case at [Iseor](#).

PHOTO HIGHLIGHTS



[Executive DBA Geneva – Cohort n° 6](#)
(2019-2022)

The doctoral candidates are featured with Professor [Isabelle Walsh](#) on 3 April 2020.

Executive DBA Douala - cohorts n°1 (2018-2021) & 2 (2019-2022)

The doctoral candidates are featured with Professors [Marielle-Audrey Payaud](#) and [Marie-Christine Chalus-Sauvannet](#).



WEBINARS

Pr. [Nathalie Mitev](#), [Michel Kalika](#) "[How to successfully complete your DBA?](#)", Monday 27 April 2020.



Pr. [Michel Kalika](#) "[Comment réussir son DBA ?](#)", (in French) Monday 20 April 2020.



PUBLICATIONS

De Moya, J.F., [Pallud, J.](#) Merdinger-Rumpler, C., Schneider, F. "[La communication institutionnelle d'un hôpital sur Twitter : une visualisation de son réseau avec les graphes sociaux](#)" (The institutional communications of a hospital via Twitter), *Revue Française de Gestion*, Vol. 45, n° 283, septembre 2019.

De Moya, J.F., [Pallud, J.](#), "[From panopticon to heautopticon: A new form of surveillance introduced by quantified-self practices](#)", *Information Systems Journal*, March 2020, 1-37.

[Kamdern, E.](#), & Nekka, H. "[La grounded theory: un cadre propice pour interroger la pertinence scientifique de la ligne éditoriale de la RISO](#)" (Grounded theory – a framework conducive to questioning the editorial policy of the RISO Journal), *Revue internationale des sciences de l'organisation*, (1), 2020, 9-31.

Kefi H., [Kalika M.](#) & Palvia, P. "[Chapter 9: Information Technology Issues in France](#)", *World Scientific-Now Publishers Series in BusinessThe World IT Project*, 2020, pp. 105-116.

VIDEOS



Series – Facing the Covid-19 crisis]
[Christophe Fournier](#), professor at IAE de Montpellier University School of Management, Chairman of AUNEGE and member of faculty at the [Business Science Institute](#).

[Vendre durant la période de confinement ?](#) Selling during the lockdown period?



Les compétences «psychothérapeutiques» du dirigeant dans une crise globale



Xerfi Canal spoke to [Christophe Schmitt](#), Vice-President of the University of Lorraine, professor at IAE Metz University School of Management and CERFIGE Research Lab, and member of faculty at the [Business Science Institute](#) about the psychotherapeutic

skills of business directors.

[compétences psychothérapeutiques des dirigeants.](#)

Une interview menée par [Jean-Philippe Denis](#).

Xerfi Canal spoke to [Christophe Fournier](#), professor at IAE de Montpellier University School of Management, Chairman of AUNEGE and member of faculty at the [Business Science Institute](#) about the [University in a period of crisis](#).

Une université numérique face à la crise : le cas AUNEGE



Interviewed by [Jean-Philippe Denis](#).

La crise du Covid-19 va-t-elle stimuler l'innovation ?



[Caroline Mothe](#), Full University Professor at IAE Savoie Mont Blanc University School of Management and IREG Research Lab and member of faculty at the [Business Science Institute](#)

[La crise du COVID va-t-elle stimuler l'innovation ?](#) Will

the COVID crisis stimulate innovation?

Hugo Gaillard, Doctor in Management, [Business Science Institute](#) Community Manager, Chairman of the Allonnes University of the People and Professor at Le Mans University Argu'Mans Research Lab

Et si la distanciation sociale n'existait pas ?



[Et si la distanciation sociale n'existait pas ?](#) And what if social distancing didn't exist?

La crise révèle les dysfonctionnements du management hospitalier



Xerfi Canal spoke to [Julien Husson](#), Director of IAE Metz University School of Management, in charge of the Master's programme, Chair in "Management of Health and Medico-social Organisations" and member of faculty at the [Business Science Institute](#)

[La crise révèle les dysfonctionnements du management hospitalier](#). Has the crisis revealed shortcomings in the management of hospitals?

Une interview menée par [Jean-Philippe Denis](#).

Xerfi Canal spoke to [Emmanuel Kamdem](#), Full University Professor at ESSEC, University of Douala / IME, Business & Engineering School, Douala, Cameroon and member of faculty at the [Business Science Institute](#) about the difficulties and opportunities around the appropriation of "preventative measures against COVID-19" in Africa.

L'appropriation des "gestes barrières" en Afrique : difficultés et opportunités



[L'appropriation des "gestes barrières" en Afrique : difficultés et opportunités](#)

Interviewed by [Jean-Philippe Denis](#).

SELECTIONS EN COURS

[PARIS](#)

[Executive DBA Paris -](#)

[English Language - Cohort n° 1 \(2020-2023\).](#)



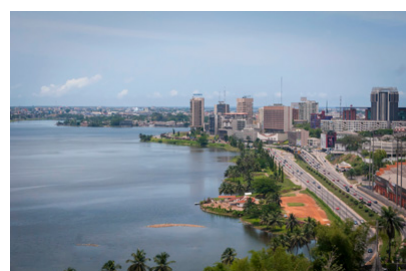
[MAURITIUS ISLAND](#)



[Executive DBA Mauritius](#)

[ABIDJAN](#)

[Executive DBA Abidjan – Cohort n°1 \(2020-2023\).](#)



[BAMAKO](#)

[Executive DBA - Bamako - Cohort n° 2 \(2020-2023\).](#)

BANGKOK

Executive DBA - Bangkok - Cohort n° 1 (2019-2021).



CASABLANCA

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

DAKAR

Executive DBA Dakar - Cohort n°7 (2020-2023).



DOUALA

Executive DBA Douala– Cohort n°3 (2020-2023).

FRANCFORT

Executive DBA Francfort - Cohort °2 (2020-2023).



SHANGHAI

Executive DBA Shanghai – English Language - Cohort n°1 (2020-2023).

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MANAGEMENT RESEARCH NEWS



« Que dire aux étudiants ? Excellente question...

excellente... » “What should we say to our students? A really, really good question ...”

A joint text written by the senior members of the OVSM Association chaired by Professor [Michelle Bergadaà](#), in answer to the questions asked by students at GSEM concerning the crisis.

Masterclass, by Pr. [Maurice Thévenet](#): [Covid-19: Les trois pièges à éviter pour le manager](#) "Covid-19: the three traps to be avoided by managers".



Fenêtres ouvertes
sur la **gestion**
Libre parole aux chercheurs

Fenêtres ouvertes sur la gestion

[La lettre du 29 avril 2020](#)



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EXECUTIVE DBA A DISTANCE (français) & DIGITAL DBA (anglais)



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The Business Science Institute would like to remind you of the essential health and safety tips :



Please look after yourselves !



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Website



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Turn your Experience into Knowledge, and Share it

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