

**July
2020**

NEWSLETTER

Wiltz 2020... online! - New group launch in Shanghai - A new book added to the Business Science Institute collection - Impact - COVID 19 videos - Interview of the month - Photo highlights - Publications - Award - Videos - Admissions - Management research news

WILTZ 2020...ONLINE !



The uncertainty around the options for meeting at Wiltz Castle and for obtaining visas has finally led us to take the decision to exceptionally organise the 2020 International Week online.

A graduation ceremony will take place at iaelyon School of Management at the beginning of April 2021.



The thesis vivas, and [Certificate of Research in Business Administration](#) oral presentations, the follow-up seminars, and one-to-one meetings between doctoral candidates and professors will all be scheduled to take place remotely.

The entire [Business Science Institute team](#) has been preparing for the event over the last few weeks and will make sure that you can 'attend' an international week that is as rewarding as usual.



[Michel Kalika](#),

NEW GROUP LAUNCH IN SHANGHAI



Executive DBA Shanghai – Cohort 1 (2020-2023)



This new launch is the fruit of more than a year's work exploring the market and preparing for the opening by Professor [Kiane Goudarzi](#), who is the site manager for Shanghai. The group will first meet remotely and then in a face to face format once the health and safety conditions are back to normal.

The participants in this new group are mainly qualified with an MBA degree (from a Chinese, French or American institution), on average have more than 12 years of business experience, and are senior managers in major Chinese or international organisations (e.g. HR director or Finance Director), or partners and CEOs. They all come from one of the three major Chinese cities of Shanghai, Peking or Shenzhen.



A NEW BOOK ADDED TO THE BUSINESS SCIENCE INSTITUTE COLLECTION

Research rooted in management practice. New contexts and new perspectives in Africa, co-edited by [Emmanuel Kamdem](#), [Françoise Chevalier](#) and [Marielle Audrey Payaud](#), who are all members of faculty at the [Business Science Institute](#), published by éditions EMS in the [Business Science Institute collection](#).

Management research in Africa has long been strongly influenced by the conceptual and theoretical frameworks of epistemological and methodological paradigms, as well as academic and university-based discourse elaborated away from African contexts. The consequence of this situation has been mainly to considerably limit the managerial impact of African publications.

The 20 chapters in this book explore new options for management research rooted in African contexts



The chapters in the book have been written by university researchers and professional management practitioners. They offer contributions from three complementary perspectives: theoretical-conceptual (part 1), epistemological (part 2), and real-life experiential (part 3). This unusual editorial triptyque was deliberately chosen to make the book accessible to the widest possible public and for those interested in finding out more about how the African context can make a contribution to the creation of management knowledge. In particular, the book is aimed at participants on Doctorate in Business Administration (DBA) programmes, which are becoming increasingly popular in African Universities, as well as PhD candidates, university researchers, and professional practitioners who wish to advance their professional skills through a better knowledge and understanding of the diverse African contexts.

The distinguishing feature of this book comes from an editorial approach that is different to the already rare books currently available (in French) on management research in Africa. Readers are offered a variety of updated and in-context bibliographical references that they will find useful for their work.

This is the 24th book to be published by éditions EMS in the [Business Science Institute Collection](#).

IMPACT

Revue française
de gestion



DOSSIER

Les mutations
de l'accompagnement
entrepreneurial

[Lavoisier](#)

[Bérangère Deschamps](#), [Thierry Lamarque](#), "[The consultant's role in the negotiation of the outside takeover of an SME](#)", [Revue Française de Gestion](#), 2020/1 N° 286, pp. 89-106.

This co-publication stems from the research of Dr. [Thierry Lamarque](#), who was awarded the 2018 DBA Managerial Impact Award by the Business Science Institute for his Executive DBA thesis supervised by Professor [Bérangère Deschamps](#): "Negotiations in outside takeovers of SMEs: key success factors for the buyer".

Cet article a pour objectif de contribuer à la connaissance sur les transferts d'entreprise. Les auteurs détaillent le processus de négociation, étape du processus entrepreneurial global jusque-là ignoré dans la littérature et identifient les conseillers présents auprès du

candidat repreneur lors du processus de négociation. Les besoins en accompagnement relèvent à la fois des dimensions techniques (évaluation, financement, formalités juridiques) et humaines. Ils montrent l'existence d'une coalition repreneur (deuxième table de négociation) en parallèle de la première table à laquelle cédant et repreneur prennent part pour négocier.

This article aims to make a contribution to knowledge on outside takeovers of businesses. The authors explain the negotiation process, which is a stage in the takeover process that has so far been ignored in the literature, and which identifies the consultants who help the takeover candidate in the negotiation process. The type of support needed is both technical (evaluation, financing, legal formalities) and human. The paper shows the existence of a takeover coalition (second round of negotiations) in parallel to the first round during which the transferor and the buyer take part in negotiations.

In the 23 March edition of "An Open Window on Management", [Jean-Philippe Denis](#), member of faculty at the Business Science Institute, and management professor in the Jean Monnet Faculty Department at the University of Paris-Sud and Chief Editor of the [Revue Française de Gestion](#), interviewed [Bérangère Deschamps](#) and [Thierry Lamarque](#) to talk about the negotiation process in the takeover of SMEs.



COVID-19 : VIDEOS DE CHERCHEUR(E)S DU BUSINESS SCIENCE INSTITUTE

Xerfi Canal [A study on the resilience of SME directors](#)

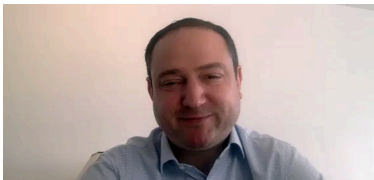
[Bérangère Deschamps](#), member of faculty at the [Business Science Institute](#), professor at IUT2 Universities, University of Grenoble Alpes, CERAG and Chief Editor of the *Revue de l'Entrepreneuriat* (Entrepreneurship Review).



IQSOG-RFG [Faced with chaos: fragile, resilient or... anti-fragile?](#)



Hugo Gaillard, Community Manager at the [Business Science Institute](#), Chairman of the Allonnes University of the People, Doctor in Management and Professor at Le Mans University Argu'Mans Research Lab, and Soufyane Frimousse, Professor and Qualified Research Supervisor at the University of Corsica School of Management, associate researcher at ESSEC Paris Chair in Change, associate researcher at HEC Montréal, talked about individual resilience.



[The management of healthcare organisations: 5 post-crisis suggestions](#)

[Rethinking teaching and research on healthcare management](#)

Xerfi Canal spoke to [Julien Husson](#), member of faculty at the [Business Science Institute](#), Director of IAE Metz School of Management, head of the Masters programme and Chair in "Management of healthcare and medico-social organisations" about the management of healthcare organisations.

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

[COVID-19 crisis: developments for Logistics and Supply Chain Management](#)

Xerfi Canal spoke to [Olivier Lavastre](#), member of faculty at the [Business Science Institute](#), Professor at Grenoble IAE – CERAG, University of Grenoble Alpes, about the COVID-19 pandemic and its impact on logistics and supply chain management following the health crisis.

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



[What is the remote distance revolution worth? Q](#)

Xerfi Canal spoke to [Michel Kalika](#), President of the [Business Science Institute](#), Emeritus Professor at iaelyon School of Management about remote meetings.

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

INTERVIEW OF THE MONTH



Interview with [Kiane Goudarzi](#), member of faculty at the [Business Science Institute](#)

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

Kiane Goudarzi : I'm a professor at iaelyon School of management, and a specialist in the marketing and management of services. I'm in charge of the MBA programme there and assistant director of the Magellan research group.

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

Kiane Goudarzi : I'm in charge of [DBA programme in China](#), and I also teach groups in [Paris](#), [Geneva](#) and on the [Digital DBA](#) track, which means that I currently supervise a number of Executive DBA theses.

Aline : Where did you attraction and your knowledge of China and in particular Shanghai come from?

Kiane Goudarzi : I taught for 5 years on a Master's degree continuing education programme in Peking with UIBE from 2007 onwards. This led me to travel regularly to China, which helped me understand in practical terms what the country was all about. Travelling to a country with an annual growth rate of 10% meant that each new trip offered me the opportunity to experience the deep changes happening in the city, and which we can see in the various experiences of Chinese managers who work in extremely dynamic and stimulating business environments. I also spent two months as a Visiting Professor in Hong Kong in 2015. And finally, the University of Lyon has successfully developed a wide-reaching partnership with Universities in Shanghai, which has given me the opportunity to meet many researchers.

Aline : What is the value of a DBA on the Chinese employment market?

Kiane Goudarzi : DBAs are seen as important qualifications in China. In many organisations, they are a "passport" to becoming a member of the executive committee.

Aline : How can the Business Science Institute successfully find its place in this vast market?

Kiane Goudarzi : There are numerous DBA programmes in China, and the market is particularly competitive. The strength of the Business Science Institute lies in the breadth and depth of an outstandingly high-quality faculty team. Additionally, the [Business Science Institute](#) has an agility and a capacity for action that very few purely University actors possess. Finally, for the [Business Science Institute](#), the DBA is not just a "super MBA", it's a true DBA with a research project rooted in managerial issues and a literature review, and leads to practical recommendations.

Aline : What are the specific challenges faced by Chinese business organisations?

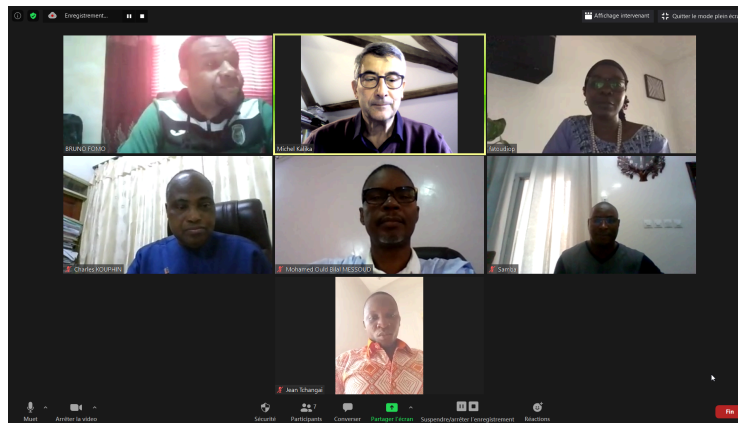
Kiane Goudarzi : That's quite a vast question. It appears to me that Chinese organisations are confronted with the same issues as our own organisations in terms of the digitalisation of the economy in particular. However, there are number of specific issues, for example the fact that Chinese organisations have to deal with a very high growth rate. The Chinese economy is currently switching over to a service economy and the Chinese digital champions move at breath-taking speed as far as business models for data, digital technologies and artificial intelligence are concerned.

Aline : How do you see the higher education market evolving in the future?

Kiane Goudarzi : he current crisis challenges our traditional models, and as a result all institutions are going to have to become more agile in order to adapt successfully. As I already mentioned, the strength of the [Business Science Institute](#) lies in its unique academic model based on personal supervision at a distance and a highly-responsive [administrative support team](#).

VIDEOS HIGHLIGHTS

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



Professors [Pierre-Jean Benghozi](#) and [Fatou Diop-Sall](#) are featured with the DBA participants during the follow-up seminar which took place from 6 to 7 June 2020.

Executive DBA Paris – Promotion n°5 (2019-2022).



Professor [Isabelle Walsh](#) is featured with the DBA participants during seminar 4 on "Epistemology and Qualitative Methodology", which took place from 4 to 6 June 2020.

PUBLICATIONS

[Sébastien Liarte](#), "[We All Became Wambats! From Pillar to Post with the Analogy between Publishing Scientific Prose and Producing Cubic-Shaped Poop](#)", *M@n@gement*, Volume 23, Issue 2, 2020.

[Lars Meyer-Waarden](#), "[How Service Quality Influences Customer Acceptance and Usage of Chatbots?](#)" *Journal of Service Management Research*, 4(1), with Pavone. G.(2020).

[Lars Meyer-Waarden](#), "[Brand loyalty evolution and the impact of category characteristics](#)", *Marketing Letters*, 30(1), with Castéran G.& Chrysochou P. (2019).

AWARD



The [Centrale de Cas et de Médias Pédagogiques](#) (*Centre for Case Studies and Teaching Media*) at the Paris Chamber of Commerce and Industry, has awarded their 2020 “[Top Author](#)” prize to Professor [Ulrike Mayrhofer](#), member of faculty at the [Business Science Institute](#) and Full University Professor at the Universities of Nice School of Management for her following case studies:

“[The World of Swarovski](#)” ;

“[Heimbürger: an SME faced with major agri-food groups](#)”, (cas écrit avec Sylvie Hertrich, EM Strasbourg) ;

“[Lacoste, the ‘crocodile brand’ on the international market](#)”, (case co-written with Claire Roederer, EM Strasbourg) ;

“[ATOM, a small multi-national business organisation](#)”, (case co-written with Giovanna Magnani and Antonella Zucchella, Università degli Studi di Pavia).

This is the 15th time that [Ulrike Mayrhofer](#), has been awarded the “Top Author” prize. She collaborates regularly with business organisations to write case studies in the areas of marketing, strategy and international management.

VIDEO



[The "3 Ms" of entrepreneurship](#)

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

ADMISSIONS

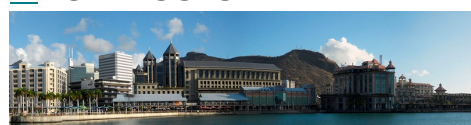
[PARIS](#)

[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).



FRANCFURT

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



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MANAGEMENT RESEARCH NEWS **MYM The Serious Game**

An interactive digital serious game that aims to train professionals in the common management tasks faced by global remote teams.

Do you want to play?

Contact : anne.bartelradic@iepg.fr

Discover now Manage Your Management, The Serious Game!

MYM is a digital and interactive serious game whose goal is to train professionals on common management tasks within the context of a global and virtual team, such as team, budget or time management.

Through a series of various scenarios that reflect the reality of a manager's position, the players are confronted to choices that will impact their in-game company and its partners.

Would you like to play to MYM and learn more about management ?

Please contact Anne Bartel-Radic at anne.bartelradic@iepg.fr



An open window on management [Read the 6 June 2020 edition](#)



IQSOG Letter [Read the 27 June 2020 edition](#)

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



For all enquiries, please contact us:

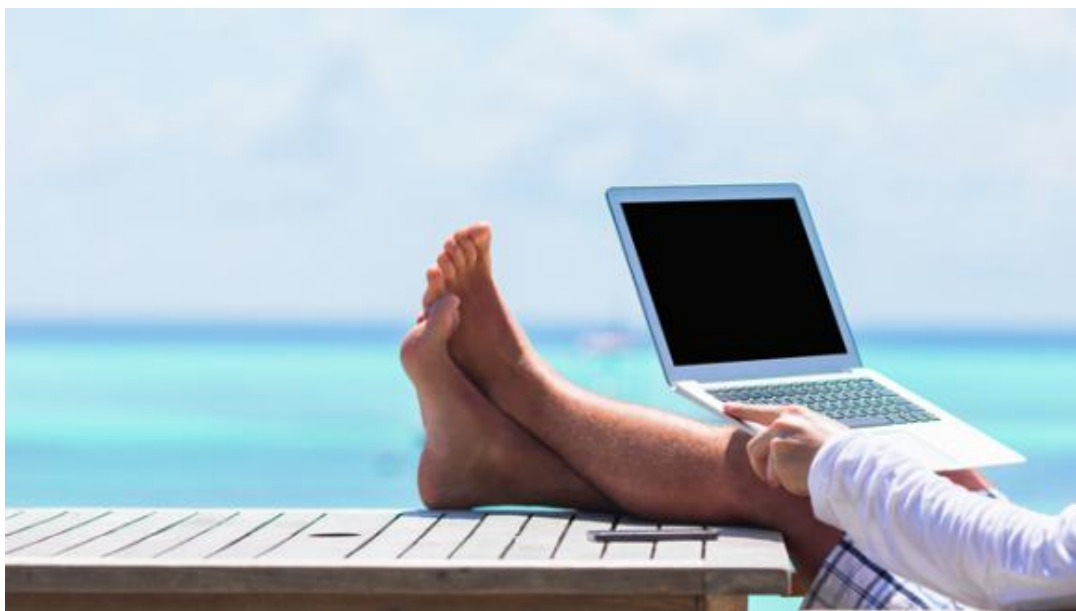
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The Business Science Institute wish you a great Summer!
We'll be back in September for the next edition of the newsletter.



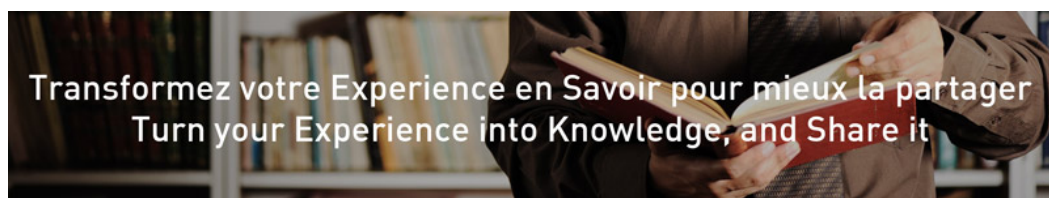
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