



N° 86



October
2020

NEWSLETTER

6th Annual International Week 2020 - 23 new Business Science Institute Graduates - 44 Research Certificate Holders - Managerial Impact Prize – 2020 Leaflet & New Publications - New Members of Faculty - Faculty News - In the Media - Webinar - Publications - Admissions - Management Research News.



6th Annual International Week 2020

Due to the health restrictions associated with COVID-19, [Business Science Institute](#)'s 6th Annual International Week was held entirely online from 28 September to 1 October 2020. See below the photo highlights of these four days:

Monday 28 September

8h30-8h45 : opening ceremony led by Professor [Michel Kalika](#), President of [Business Science Institute](#).

[Watch the video](#)



INTERNATIONAL WEEK
2020 | Online | Day 1



OPENING SESSION
Prof. Kalika



9h-12h : conference by Professor [Jean Moscarola](#) on "Methodological advice and

support for the collection and analysis of your data".

[Watch the video](#)

**INTERNATIONAL WEEK**
2020 | Online | Day 1

**CONFERENCE**
Prof. Moscarola
"Conseils et accompagnement méthodologiques
pour la collecte et l'analyse de vos données"





Conference by Professor [Isabelle Walsh](#) on "Bibliometrics to help with conducting a literature review".

[Watch the video](#)

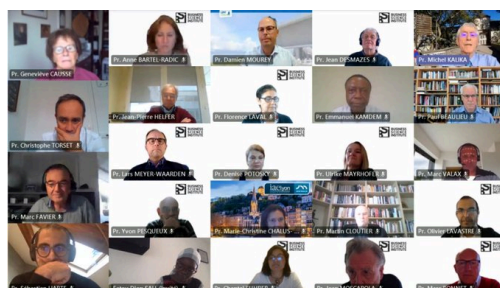
**INTERNATIONAL WEEK**
2020 | Online | Day 1

**CONFERENCE**
Prof. Walsh
"La bibliométrie pour aider à faire une revue
de littérature"





18h-18h45 : [Business Science Institute](#) faculty meeting.



Tuesday 29 September

9h-18h : *Certificate of Research in Business Administration* oral presentations.

**INTERNATIONAL WEEK**
2020 | Online | Day 2

CERTIFICATES
UTS
ORAL PRESENTATION





18h-18h45 : [Business Science Institute](#) site/track manager meeting.

Wednesday 30 September

9h-18h : thesis *viva* examinations.

DBA THESIS
DEFENCE

18h-18h45 : meeting of the [Business Science Institute](#) Academic Committee.

Thursday 1st October

9h-10h45 : Doctor-Doctoral candidate side meetings.

[Watch the video](#)

11h-11h45 : presentation of the new books published in the [Business Science Institute collection at éditions EMS](#).

[Watch the video](#)

New EMS books - [La recherche enracinée](#) (*Grounded Research*) - International Week 2020

[Watch the video](#)

New EMS books - [L'impact de la crise sur le management](#) (*The Impact of the Crisis on Management Practice*) - International Week 2020

[Watch the video](#)

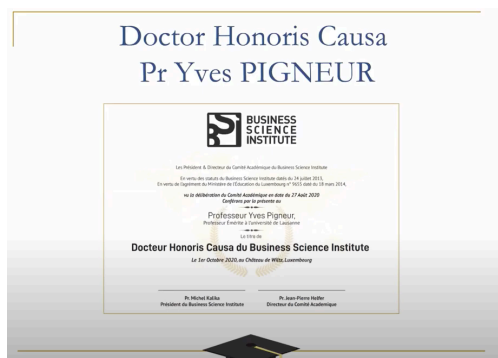
INTERNATIONAL WEEK
2020 | Online | Day 4**BOOKS!**

Presentation of new EMS books



Professor [Yves Pigneur](#), [Business Science Institute](#) Doctor Honoris Causa.

[Watch the video](#)



[Watch the video](#)

14h-14h45 : conference by Professor [Yves Pigneur](#) "Insights into the Invincible (or Resilient) Company".

[Watch the video](#)



15h-16h30 : graduation ceremony.

[Watch the video](#)



Professor [Michel Kalika](#), President of [Business Science Institute](#), would like to thank the whole team for the quality of the organisation and their impeccable responsiveness during these four days!

And to finish, here is some feedback from participants at the event:

"Bravo, bravo!"

*"Truly wonderful. My word to summarise my week **INSPIRED**."*

"Bravo for this marathon event. And bravo to your whole team. Hats off to them for their efficiency and kindness".

"Congratulations to the BSI team".

"Bravo to the whole BSI team for organising this seminar. A wonderful success in a difficult context!"

...

23 NEW BUSINESS SCIENCE INSTITUTE GRADUATES

Dr Mazen ALI
Thesis supervisor: Pr I. Walsh



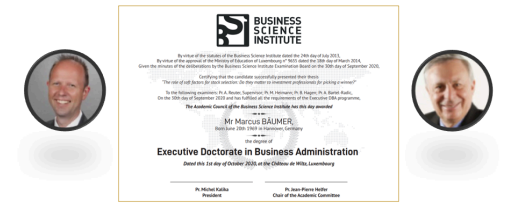
Dr Raguiata BAH
Thesis supervisor: Pr G. Poilpot-Rocaboy



Dr Mahamat Issein BARDI
Thesis supervisor: Pr J. Pallud



Dr Marcus BÄUMER
Thesis supervisor: Pr A. Reuter



Dr Kian Chuan CHANG
Thesis supervisor: Pr E. Jossierand



Dr Martin CROSS
Thesis supervisor: Pr K. Goudarzi



Dr Murad ERSERBETCI
Thesis supervisor: Pr T. Gergen



Dr Bruno FOMO
Thesis supervisor: Pr E. Caillaud



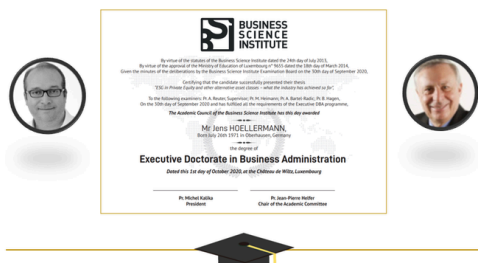
Dr Guy Laurent FONDJO
Thesis supervisor: Pr M-A. Payaud



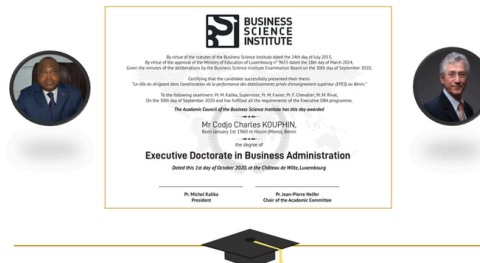
Dr Bernard GOUMOU
Thesis supervisor: Pr J-P. Helfer



Dr Jens HOELLERMANN
Thesis supervisor: Pr A. Reuter



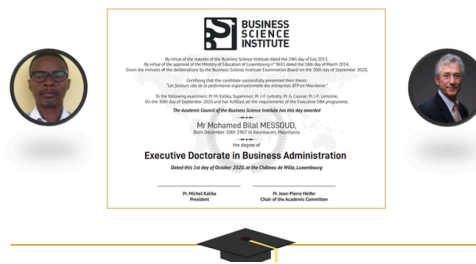
Dr Codjo Charles KOUPHIN
Thesis supervisor: Pr M. Kalika



Dr Stefan LETTIG
Thesis supervisor: Pr C. Mothe



Dr Mohamed Bilal MESSOUD
Thesis supervisor: Pr M. Kalika



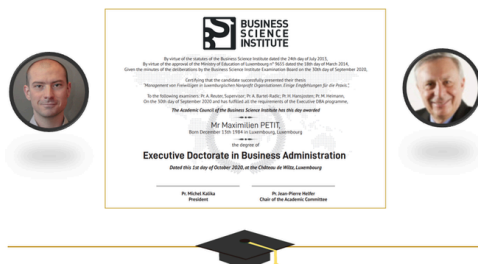
Dr Cheikh Amadou Bamba NDIIOUCK
Thesis supervisor: Pr G. Causse



Dr Holger NIEMITZ
Thesis supervisor: Pr T. Gergen



Dr Maximilien PETIT
Thesis supervisor: Pr A. Reuter



Dr Frédéric ROZIÈRE
Thesis supervisor: Pr F. Chevalier



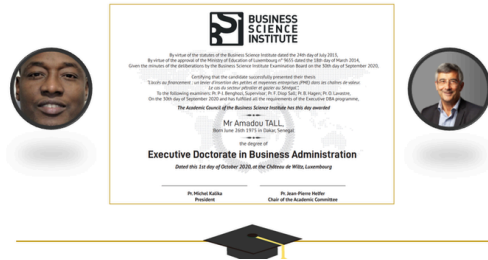
Dr Marc SCHEWSKI
Thesis supervisor: Pr T. Gergen



Dr Moussa SOW
Thesis supervisor: Pr F. Laval



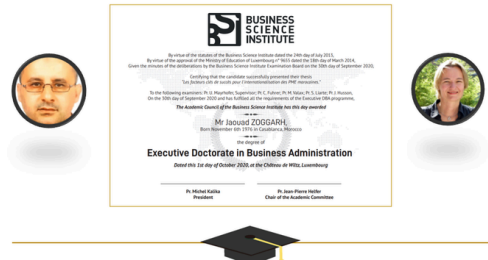
Dr Amadou TALL
Thesis supervisor: Pr P-J. Benghozi



Dr Ulrike VIZETHUM
Thesis supervisor: Pr A. Reuter



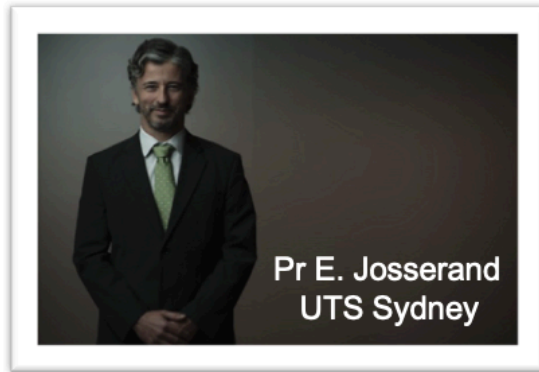
Dr Jaouad ZOGGARH
Thesis supervisor: Pr U. Mayrhofer



CERTIFICATE OF RESEARCH (CRBA)

44 doctoral candidates were awarded the "Certificate of Research in Business Administration" from the [Business Science Institute](#) and the University of Technology Sydney Business School, a certificate awarded by Professor [Emmanuel Josserand](#).

Certificate of Research in Business Administration



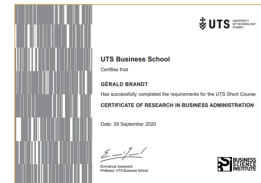
DBA À DISTANCE Pr D. Mourey

- Eustache AKPANE
- Alkhaly Mohamed Tahey CONDE
- Al Hamndou DORSOUMA
- Mourad EUSTRATIOU
- Joseph Henri IKORI A YOMBO
- Eric-Fabrice KEDI MOUKO
- Stéphane ROYER
- Cyril VIDAL



GENEVA Pr C. Mothe

- Gérald BRANDT
- Serena CAMBRIA
- Céline CHEVAL
- Michel GENERELLI
- Laurence LEUNG TACK
- Ridha MESSABIH



BAMAKO / DOUALA Pr Y. Pesqueux / Pr E. Kamdem

- Thomas BITOMO BEKOLO
- Sidy BOUARE
- Massaman CAMARA
- Patrice ETAME ETAME
- Thierry MINDJOS
- Oumar SOUMARE
- Augustin WANDJI



PARIS Pr C. Torset

- Emmanuelle COLIN-NASSOY
- Martin CROSS
- Ammar FAKANI
- Bob LASSISSI
- Paul OMANDJI LOKONDE
- Martine STORY-LAMARQUE



BANGKOK

Pr L. Meyer-Waarden

- Jens Alfred GEBAUER
- [Direk TAYAKEE](#)
- Liang Rick ZHAO



FRANKFURT

Pr A. Bartel-Radic

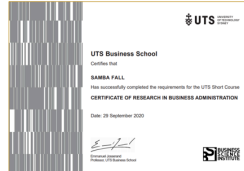
- Uwe BECKER
- [Dominic Stefan BRACH](#)



DAKAR

Pr P-J. Benghozi

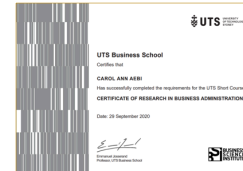
- Samba FALL
- Bernard GOUMOU
- Mohamed LAYE



DIGITAL DBA

Pr N. Mitev / Pr L. Mola

- Carol Ann AEBI
- Ahmed ELSHEIKH
- Vivien GARNÈS
- Francesca GOI
- Badih KAZMA
- [Masialeli MASIALETI](#)
- Zelda MOZEZ
- Gyula NAGY
- [Xiaolie QI](#)



MANAGERIAL IMPACT PRIZE

The 2020 Managerial Impact Prize was awarded ex-aequo to two new [Business Science Institute](#) graduates.



Guy Laurent Fondjo, Online DBA / 2018-2020

Comment la gestion participative et autocentrée sur les communautés bénéficiaires des structures de microfinance peut-elle contribuer à la réduction de la pauvreté ? Cas de la République de Guinée. (How can the participative and self-centred management of communities driven by micro-financing contribute to reducing poverty? The case of the Republic of Guinea.)

Thesis supervised by Professor [Marielle-Audrey Payaud](#).



Jens Hoellermann, Luxembourg DE n°1/2017-2020

ESG in Private Equity and other alternative asset classes: What the industry has accomplished so far regarding Environmental, Social and Governance matters.

Thesis supervised by Professor [André Reuter](#).

2020 LEAFLET AND NEW PUBLICATIONS

[The Business Science Institute collection at Ems éditions](#) has added some new books:

[La recherche enracinée en management. Contextes nouveaux et perspectives nouvelles en Afrique](#), (Grounded Management Research. New contexts and perspectives in Africa) co-edited by [Emmanuel Kamdem](#), [Françoise Chevalier](#) and

[Marielle-Audrey Payaud](#), EMS Business Science Institute Collection, DBA Fundamentals, 2020.

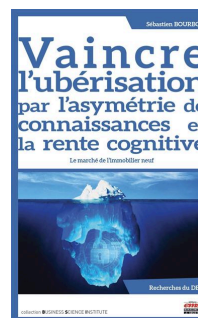


[*L'impact de la crise sur le management*](#), (The Impact of the Crisis on Management Practice) edited by [Michel Kalika](#), EMS Business Science Institute Collection, DBA Fundamentals, 2020.



[Sébastien Bourbon](#), [*Vaincre l'ubérisation par l'asymétrie de connaissances et la rente cognitive. Le marché de l'immobilier neuf*](#), (Overcoming uberization

through knowledge asymmetry and cognitive rent. The new property market) EMS Business Science Institute Collection, Management Practice, 2020.



This collection, composed of three series, features books written by the faculty at [Business Science Institute](#) and includes the work of our graduates as well as publications by practising managers.

Discover the [2020 leaflet](#) presenting the 28 books in the collection.

NOUVEAUX MEMBRES DE LA FACULTÉ

Alain Cucchi

Alain Cucchi is Full University Professor of Management at the University of Reunion Island. Based at the IAE University Management School, he heads the Observatory of Digital Uses (OBSUN) within the Indianoceanic Digital Institute (IIN) and holds the position of Data Protection Officer (DPO). Specialised in Information Systems, his research explores the digital transformations of organisations. His work draws on various tools and concepts (social network analysis, social capital, etc.) and methodologies (qualitative/quantitative) to better define the role of digital technology in knowledge management, innovation contexts and technostress.



Philippe Jean-Pierre

Philippe Jean-Pierre has been Full Professor of Economics at the University of Reunion Island since 2002. His research, carried out at the CEMOI Laboratory (Centre for Indian Ocean Economics and Management), of which he was Director from 2013 to 2017, focuses on the issues of regional performance and competitiveness. Within this scope, he carries out and supervises, for example, work on the evaluation of regional public policies and on the performance

of organisations resulting from their innovation and differentiation strategies. As an expert in regional planning and development strategies for island territories, he has assisted numerous institutions and organisations in La Réunion Island in drawing up their strategies and projects. As part of his teaching activities, he is now in charge of the Master's Degree in Tourism Management and Planning at the IAE. His presence within the Planning section of the Economic and Social Committee of Reunion Island has also contributed to the strengthening of his skills in the field of regional development strategies. He is now a member of the Regional Innovation Committee of which he is President. His areas of expertise are innovation, regional and development strategy and planning, convergence, energy transition, the circular economy, the economy and planning of tourism, entrepreneurship, start-ups and innovative companies.



Cécile Godé

Cécile Godé is Full University Professor in Management at Aix Marseille University and Research Director at the CRET-LOG EA881 laboratory. She is also Deputy Editor-in-Chief of Information Systems and Management. Active in the areas of organisational management and information systems management, her research focuses on the uses and appropriation trajectories of emerging technologies (BI, Blockchain, predictive systems, etc.), decision-making and coordination practices, as well as collective learning processes in extreme contexts. She regularly publishes her work in leading scientific journals, and is also the author of four books. She has led and participated in numerous research projects for both companies and public organisations. In this capacity, she has co-authored several reports for the French Ministries of Defence and the Interior.

Frédéric Ponsignon

Frédéric Ponsignon is Associate Professor in Quality Management at KEDGE BS. He joined KEDGE in July 2015 after 9 years in England. Frédéric has developed a solid expertise on several subjects central to quality management through his research work and business consulting projects. His PhD thesis, obtained in 2010, focused on exploring the links between strategy, service offering and the characteristics of operational processes at EDF Energy. Since then, Frédéric's empirical work has: established a typology of operational excellence strategies; examined customer experience management practices; developed an analytical framework for assessing the quality of the customer experience; and explored the operational characteristics of customer complaints handling systems. The results of this work have been published in leading international academic journals. Frédéric is currently leading two self-funded research programmes focusing on the visitor experience at the Cité du Vin and on the cross-fertilisation of quality management and digitalisation.





Patrick Valéau

Patrick Valeau is full University Professor in Management and Director of Research at the IAE Reunion Island School of Management. He has designed and run several training courses. He is currently in charge of the Year 2 Masters in Human Resources Management, the Year 2 Masters in Management of Associations, and the University Diploma in Management Research

Methodology (doctoral training). His research focuses on HRM, entrepreneurship and the management of non-profit organisations, with psychology as a common denominator.

FACULTY NEWS

Marc Valax



Professor Marc Valax joins the IAE Nice Graduate School of Management as of this academic year.

A specialist in human resources management, he is currently supervising four doctoral candidates at Business Science Institute on research questions such as new forms of employment, company evaluation methods, responsible leadership and the organisation as a place for sustainable skills development.



IN THE MEDIA



Business Science Institute: an approach that breaks with the traditional model, an interview with Professor [Michel Kalika](#), President of Business Science Institute, [News Tank Higher Ed & Research](#), Paris - Friday 25 September 2020.



[Covid-19 and cognitive rent: What if the estate agent became an innovative refuge for "animal spirits"?](#) by Sébastien Bourbon, MYSWEETIMMO, 22 May 2020.

"The Estate Agent's cognitive rent" by Sébastien Bourbon, [Le Journal de l'Agence](#) n°67, 2020.

WEBINAR

"How to succeed your DBA? Special Abidjan 2020 Webinar Launch Event" Tuesday 22 September 2020.

Webinaire Spécial
Comment réussir son DBA ? *lancement Abidjan 2020*

Dr. Sébastien Liarte
Professeur à l'IAE de Nancy

Dr. Joseph Kaudjhis
Professeur à l'Université Alassane Ouattara

Pr. Michel Kalika
Professeur émérite à l'IAE Lyon
Président du Business Science Institute

Mardi 22 septembre
18h00 (heure d'Abidjan)
20h00 (heure de Paris)
45 minutes

PUBLICATIONS

[Béregère Deschamps](#), Thierry Lamarque, "[Les émotions du repreneur lors des négociations de transfert externe d'entreprise](#)", (The emotions of the buyer during negotiations for the take-over of a company) *Finance Contrôle Stratégie*, 23-3, 2020, varia.

Samppa Suoniemi, [Lars Meyer-Waarden](#), Andreas Munzel, Alex Ricardo Zablah, Detmar Straub, Big data and firm performance: The roles of market-directed capabilities and business strategy, *Information & Management*, Volume 57, Issue 7, November 2020

[Télécharger gratuitement l'article](#)

ADMISSIONS

[MAURITIUS ISLAND](#)



[Executive DBA Mauritius](#)

ABIDJAN

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



BAMAOKO

[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 n°2 \(2020-2023\)](#)



SHANGHAI

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



For more informations, contact us :
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By telephone : +33 6 07 34 76 33

MANAGEMENT RESEARCH NEWS

International Colloquium on Research and Action on Academic Integrity.
University of Coimbra (Portugal), 30-31 October 2020

[Full details of the programme are available online](#)

[Find out more](#)

All conference papers will be published in a book entitled "The Urgent Need for Academic Integrity", [M. Bergadaà](#) and P. Peixoto (eds.), Imprensa da Universidade de Coimbra, to be published in 2021.

Revue française de gestion (French Management Review) 2020/3 (N° 288) [Sciences, techniques et pratiques de gestion](#)

Revue française
de gestion



SCIENCES, TECHNIQUES
ET PRATIQUES DE GESTION



Lettre IQSOG [Newsletter 12 September](#)

[L'assoier](#)

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 : +33 6 07 34 76 33 (Catherine)





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