



N° 88



**December
2020**

NEWSLETTER

**Conference-Workshop Invitation - Interview of the Month – New Faculty Members -
Alumni - Post-DBA Programme Videos - Publication - Media – Photo Highlights -
Admissions - Management Research News.**

Business Science Institute is pleased to send you the attached invitation.

**Le Business Science Institute est heureux de vous
transmettre l'invitation jointe**

QUINZE

**COACHING
OURSELVES**
non sponsorisé d'Henry Mintzberg
PARTENAIRE CERTIFIÉ

JEUDI 3 DÉCEMBRE 2020
20H00

ATELIER-CONFÉRENCE EN LIGNE

"RÉÉQUILIBRER LA SOCIÉTÉ"
AVEC HENRY MINTZBERG

SESSION GRATUITE



This is not a webinar, it's a workshop! Join practitioners from around the world and participate in small peer group discussions.

See Professor Henry Mintzberg's video "[Rebalancing Society](#)" and visit his [personal website](#).

INTERVIEW OF THE MONTH



Interview with Professor [Michelle Bergadaà](#), Faculty Fellow at Business Science Institute.

Aline: Hello Professor Bergadaà, could you give our readers an insight into why you chose to work with [Business Science Institute](#)?

Michelle Bergadaà: Having been a Chairholder when I was a professor at ESSEC (France), then Director of the Observatory of Strategy and Management Values (OVSM) at the University of Geneva, I have always had close relations with business leaders. I'm therefore familiar with their needs and have always been passionate about adult continuing education

Aline: In an interview with Professor [Marc Favier](#) in 2017 you describe [Business Science Institute](#) as a community of destiny versus a grounded community (the University). What did you mean by this definition?

Michelle Bergadaà: In my latest book, [Le temps entre science et création](#)* (Collection Les grands auteurs francophones, EMS), I define grounded communities by the fact they require their members to adopt the behaviour and culture of their peers. They implement rites of passage, such as scientific conferences and publications in academic journals. Interaction mechanisms are based on a hierarchical order. In France, in the universities, there are university professors who are appointed via an external recruitment process, and those appointed via internal recruitment processes, such as lecturers, simple researchers, technicians, etc. Communities of destiny are first and foremost an organisation that serves the community by providing adapted services that meet the needs of its members, by offering places and spaces for interaction. They are under the leadership of a co-ordinator who takes great care to create social links in troubled times, when the reference points for individual and joint initiatives are not self-evident. This is the model that seems to me the most appropriate for defining [Business Science Institute](#).

Aline: What is at the origin of your interest in academic integrity?

Michelle Bergadaà: In 2001, I created Switzerland's first continuing education programme in "e-business & e-communication" and, from the very first year, I discovered that the Internet and globalisation would revolutionise the way we learn and create knowledge. The disconcerting ease with which it was possible to steal the work of other authors to pass them off as one's own was startling to me. So, I set to work and in 2004 I published an article called "The Evolution of the Economic and Social Episteme: Proposal for a framework of morals, deontology, ethics and responsibility for the marketing professional", in Marketing Research and Applications. The same year, I created a "responsible" site that allowed me to exchange

with colleagues from other countries who were equally concerned about the future of our profession as researchers and authors. And the integrity sciences movement has gradually built up over time.

Aline: You are President of [IRAFPA](#) (Institute for Research and Action on Academic Fraud and Plagiarism) which recently held its [International Conference on Research and Action on Academic Integrity](#); what were the highlights of the two-day event?

Michelle Bergadaà: The conference was a memorable event from beginning to end. The commitment was such that more than 25 researchers travelled while lockdown was in progress in their different countries. Those who were unable to travel were on ZOOM. Needless to say, the floor was completely free, we were all united with one single purpose in mind: putting integrity (back) at the heart of knowledge. Whether these researchers were philosophers, psychologists, lawyers, economists, journalists, dramatists, archaeologists, geographers, or managers, they all surpassed themselves intellectually. And the book they are now writing will be a reflection of this shared purpose.

Aline: Does academic integrity have particularities depending on the country?

Michelle Bergadaà: Men and women are the same everywhere. With their strengths and weaknesses, their beliefs and illusions, their certainties and doubts. They all need clear indications from their management and also individual courage to do a good job.

Aline: Might you have one or two surprising anecdotes to share with us?

Michelle Bergadaà: At over thirty years of age, an engineer from the top engineering school in France wrote a beautiful letter to his classmates apologising for plagiarism during his studies. Anyone who reads it understands that he has made an act of redemption: <https://irafpa.org/communication/honnetete-intellectuelle-oblige/>. The second anecdote is a story, told at a conference by a young doctor, to illustrate the lack of formal reference points in which it is easy to wallow. Here it is: a child goes home, punished because he has stolen pencils from his teacher. His father tells him: "You're a fool, why did you do that? You know very well that I get pencils for free at work."

Aline: Does plagiarism also exist in companies? What can be done about it?

Michelle Bergadaà: There are normally company charters which make official the ethical code of the company and its employees.

Aline : If you were to give advice to our DBA practitioner-participants in terms of plagiarism, what would it be, and what are the pitfalls to be avoided? Are they the same for a PhD candidate and a DBA candidate?

Michelle Bergadaà: There are pitfalls and temptations at every stage in writing a thesis - they are the same for a PhD and a DBA. We are going to publish an article in the forthcoming book "The Urgent Need for Academic Integrity" Imprensa da Universidade de Coimbra (2021), where we define the 6 stages of writing a thesis with, at each one, forces that are exerted and can lead to "falling" into plagiarism. A close relationship with one's thesis supervisor and a constructive dialogue in order to express one's weaknesses avoids temptations throughout the process of writing a thesis.

Aline: As we have more and more documented resources available online and there is a growing number of researchers who risk of working on subjects that are already extensively explored.... How do you see the future on this issue of plagiarism?

Michelle Bergadaa: *In DBAs we don't refer to research "subjects" but rather research "objects". The object of research is defined by the epistemological posture of the doctoral student, by the paradigm underlying their work, by their approach to understanding and the research methodologies they will use. The chances of two researchers having exactly the same dimensions for defining their research object are almost nil. What is rapidly changing is access to open archives and, in this respect, the role of teachers in verifying the reliability and validity of the sources developed by their doctoral students will increase. The thesis supervisor will be anything but passive in this respect, as he or she is also responsible for the authenticity of the work they supervise.*

Aline: *And to conclude, if you could go back in time with hindsight, what topic would you have chosen for your doctoral thesis?*

Michelle Bergadaa: *"The time between science and creation" whereas my subject thirty-five years ago was "The role of time in consumer action". I have become interdisciplinary, but my research topic is still the same because, as Bergson said: "Time is creation or it is nothing at all".*

** See the publication section.*

NEW MEMBERS OF FACULTY

Judith Holton

Judith A. Holton is Associate Professor of Management at [Mount Allison University](#), Canada where she teaches strategy, leadership and organizational change. She completed her Masters degree (in Leadership) at Royal Roads University (Canada) and her PhD (in Management Studies) at the University of Northampton (UK). During her PhD research, she was closely mentored by Barney Glaser, the originator of classic grounded theory methodology. She has written several methodological papers and co-edited books about classic grounded theory and was the founding editor of *The Grounded Theory Review* as a peer-reviewed journal dedicated to classic grounded theory research. In addition to research methodology, her research interests include leadership and management of complex systems, organizational change, learning and innovation in knowledge work. She has published in: *Organizational Research Methods*; *Management Learning*; *The Learning Organization*; *Leadership and Organization Development Journal*; *Advances in Developing Human Resources*; and *The Grounded Theory Review*. She is co-author, with [Isabelle Walsh](#), of *Classic Grounded Theory: Applications with Qualitative and Quantitative Data* (Sage, 2017) and, with [Isabelle Walsh](#) and [Gaetan Mourmant](#), of *Conducting Classic Grounded Theory for Business and Management Students* (Sage, 2020).



Richard Calvi

Richard Calvi is professor at the [University of Savoie Mont-Blanc](#) (USMB – IREG Laboratory) in France, where he is Director of the School of Management's (IAE) International Management department and founder of the Masters in Purchasing and Logistics. A graduate of Normale Sup Cachan, he has a PhD in Strategic Management from the University of Grenoble. His research in France and overseas explores in particular: purchasing management, vertical co-innovation and responsible purchasing. He has published more than 30 articles in academic reviews such as: *R&D Management*, *Industrial Marketing Management* or the *Journal of Purchasing and Supply Management*.

[See his main contributions.](#)



ALUMNI

News

[Hedi Guelmami](#) (Tunis n°1, 2013-2016) Doctor of Medicine, International Expert in Management and President of the College of Experts and Committee Member of the Tunisian Medical Association took part in the [4th Tunisia E-Health Challenge 2020](#) with a speech entitled "COVID-19... catalyst for change".



Prix de thèse Sphinx 2020

[Thierry Lamarque](#) (Paris n°1, 2016-2019) Thierry Lamarque (Paris n°1, 2016-2019) will take part in the 9th SPHINX Doctoral Thesis Panel Award, chaired by Professor Jean Moscarola, which will distinguish two doctoral research projects at the end of 2020.

Interview with [Cédric Baudet](#), Geneva n°1, 2013-2016

Aline: You are particularly involved with the Business Science Institute Alumni Association, could you explain the nature of your involvement?



Cédric Baudet: There are two dimensions to the nature of my involvement. Firstly, it is about believing in a vision developed by [Business Science Institute](#) towards the end of 2012! This vision resonates with me because it is close to the German-speaking logic of applied research and the B.Sc. and M.Sc. courses at Fachhochschulen (University of Applied Sciences). [Business Science Institute](#) fits into this logic by offering a DBA that complements the university undergraduate and postgraduate professional training. Secondly, the creation of knowledge in business and management can (must) be nurtured by research conducted in companies! Indeed, after obtaining a DBA and then a more traditional doctorate in management sciences, I myself turned to research with the ambition of bringing together management practitioners and management researchers. You can easily understand the key role that Alumni can play in this context.

Aline: Could you tell us about your book project, which has its roots in the "Doctors talk to doctoral students" sessions during the Annual International Weeks held in Wiltz? What is its purpose?

Cédric Baudet: For several years now, I have been coordinating the "Doctors talk to doctoral students" sessions or rather, as I prefer to call them, "Doctors discuss with doctoral students". I find that the exchanges during these sessions are very valuable for both doctoral students and doctors. This book project is part of this logic of exchange and sharing. The aim of this book, written for doctoral managers, is to offer pragmatic advice for doctoral students through factsheets. DBA graduates have created knowledge that can be applied in companies, and they have been able to deploy rigorous research methodologies, but they have also had to implement "survival" mechanisms for 3 years in order to reconcile high-level studies and demanding professional activities! Our book project offers advice on what we consider to be the 7 stages of a thesis: the choice of a DBA; the choice of the thesis topic and the thesis supervisor; the research methodologies; the supervision of the thesis; the writing of the thesis and the final deliverables; the defence of the thesis and finally life after the thesis and more precisely the managerial and academic exploitation of the research outcomes.

Aline: Do you plan to republish an updated version of the new doctors' accounts each year?

Cédric Baudet: For the time being I've not really thought about such a possibility. We will continue to offer "Doctors talk to doctoral students" sessions in Wiltz. If the discussions lead us to believe that we need to create new factsheets, we will certainly update our book!

Aline: Do you have any other projects underway with the Business Science Institute Alumni Association?

Cédric Baudet: Yes, but don't think I want to give anything more away today... A clue: in 2022, on the shores of Switzerland's largest lake, an international conference on applied research will take place at which we expect presentations of scientific papers offering powerful managerial input...

POST DBA PROGRAMM VIDEOS

Xerfi Canal spoke to Professor [Michel Kalika](#), President of [Business Science Institute](#), to talk about the "FNEGE-Business Science Institute Joint Post-DBA programme".

Interviewed by Jean-Philippe Denis.

Professor [Michel Kalika](#),

["Why a post-DBA programme?"](#)

["Who is concerned by this post-DBA programme?"](#)



Professor [Jean Fabrice Lebraty](#).

["How is this post DBA program organized?"](#)

["Who are the partners?"](#)

PUBLICATION

[Michelle Bergadaà](#), [Le temps entre science et création](#), éditions EMS, collection *Les grands auteurs francophones*, 2020, 156 pages.

The book narrates thirty-five years of an academic career spanning several countries and continents. The account is a de facto selection of the events and social and scientific revolutions that led the author towards her choice of research topics and initiatives. After describing the academic field and academic environments, the author presents the foundations of her research methodology and the various issues she has explored. The deployment of four consecutive temporal frames serves as a common thread, and as this century begins with the digital revolution, the author captures the disruptions generated by accelerated time and instantaneous decision-making.



MEDIA

[Jean-Pierre Helfer](#), [Michel Kalika](#) and Franck Bournois, ["The ranking of academic journals put to the test of the indispensable managerial impact of articles"](#), *News Tank Higher ed & Research*, 5 November 2020.

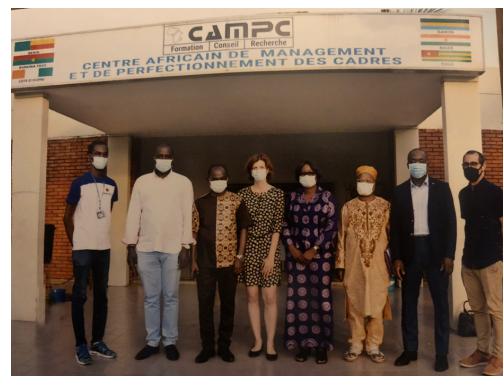
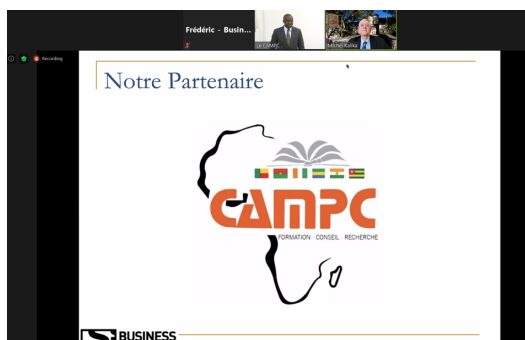


PHOTO HIGHLIGHTS

[Executive DBA Abidjan, cohort n°1](#) (2020-2023)

- **Seminar 1 “Managing an Executive DBA Thesis”**

This seminar was delivered face-to-face on the premises of CAMPC in Abidjan by Professors [Sébastien Liarte](#) (Abidjan academic coordinator) and Hélène Delacour from 26 to 28 November.

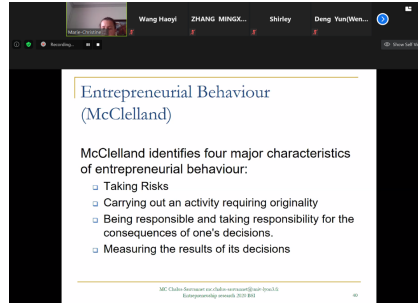


Professor [Michel Kalika](#), President of [Business Science Institute](#), opened the seminar in the presence of the Managing Director of [CAMPC](#), Doctor Joseph Kaudjhis, via Zoom on the morning of 26 November.

[Executive DBA Shanghai, cohort n°1](#) (2020-2023).

- **Seminar 2 “Thematic Paradigms 1”**

This seminar was delivered via Zoom by Professors: [Marco Heimann](#), [Marie-Christine Chalus-Sauvannet](#), [Françoise Chevalier](#) and [Anne Bartel-Radic](#) from 5 to 8 November.



ADMISSIONS

MAURITIUS ISLAND



Executive DBA Mauritius



BAMAKO

Executive DBA - Bamako - Cohort n° 2 (2020-2023).

BANGKOK

Executive DBA - Bangkok - Cohort n° 2 (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).



FRANKFURT

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



SHANGHAI



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MANAGEMENT RESEARCH NEWS



IQSOG Letter [21 november](#)

The new programmes will be available for free access from Friday evening on the Xerfi Canal website (<https://www.xerficanal.com/iqsog/>) as well as on all platforms (YouTube, Dailymotion, MSN, Orange streaming, etc.).

All the programmes broadcast in the weekly newsletters are also now available online for reading via audio podcast sites (Apple Podcast, GoogleCast, Spotify, Deezer, etc.) after the newsletter has been published.



Revue française
de gestion



SCIENCES, TECHNIQUES
ET PRATIQUES DE GESTION

[French Management Review 2020/5 \(N° 290\)](#)

Management sciences, techniques and practices

[Lavoisier](#)

FNEGE [Newsletter 26 november 2020](#)

Discover the programme "Teaching and designing distance learning courses in Management".

FNEGE NEWSLETTER
Fondation Nationale pour l'Enseignement
de la Gestion des Entreprises
**26 NOVEMBRE
2020**

With a video by Professor [Christophe Fournier](#), Faculty Fellow at [Business Science Institute](#), called "[And why not use peer evaluation in teaching contexts?](#)".

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



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