



N° 95



**JULY
2021**

NEWSLETTER

Wiltz 2021 - Interview of the Month - New members of Faculty – Faculty News - Alumni - June Photo Highlights - Publications - Videos - Media - Admissions – Management Research News.

WILTZ 2021

See you in Wiltz from 27 to 30 September 2021!

We will be organising the international week in Wiltz in compliance with health regulations and will do our best to hold the event in a face-to-face format. However, due to the total uncertainty surrounding the future situation in September, as well as Luxembourg's own travel rules, which depend on the geographical areas of origin of visitors, we have decided to organise the event either partially or totally online.



This was done successfully in 2020 and the [Business Science Institute](#) team is ready for any eventuality.

In the meantime, we recommend you keep an eye on the regularly updated travel conditions:

[Official website of the Luxembourg government](#)
[Page specifically for to travellers to Luxembourg](#)

We wish you all a great summer.

[Michel Kalika](#),
Président [Business Science Institute](#)

INTERVIEW OF THE MONTH



Interview with Professor [Jean Moscarola](#), member of faculty at [Business Science Institute](#).

Aline: Hello Professor Moscarola, could you briefly introduce yourself to our readers?

Jean Moscarola: Hello Aline. I am a professor emeritus at the University of Savoie Mont Blanc where I spent my entire career. I live in Annecy and have been involved in the [Business Science Institute](#) since its inception.

Aline: You created the company [Le Sphinx](#) 30 years ago, what were your motivations?

Jean Moscarola: I initially wrote software for my students at the IUT in Annecy and to carry out a study on tourism in the Haute Savoie region. I was curious to learn more about these microcomputers I was playing with and also to teach marketing in a more practical way. The idea of creating a company only came later.

I didn't have a business plan, but I did have a desire to create something and a certain feeling for business. It was a happy time.

Aline: What are the differences between the original [Sphinx](#) software product and the 2021 version?

Jean Moscarola: With my accomplice at the time, Jean de Lagarde, the polytechnician, and Colette, my neighbour who made and shipped the floppy disks, we worked like true amateurs. The IUTs and schools were our main clients. The Ministry helped us by financing mixed licences and by including [Sphinx](#) in the BTS curriculum (2-year first cycle qualification in France). Beyond the desire to facilitate data collection by designing questionnaires, I was driven by the desire to popularise French-style statistical analysis and to gain the consideration of my university colleagues thanks to Sphinx Lexica.

Today the company has over 70 employees and subsidiaries in Brazil, Spain and Tunisia for the African market. The software has survived all the IT upheavals, Windows, the Internet and now web services and the cloud. Boris, my son, and Christelle, my first employee, are now in charge of the company and continue to develop it. The education and research market has been largely overtaken by the corporate and government market, but the spirit of our beginnings and the taste for innovation are still present. DataViv demonstrates this brilliantly and the partnership with [Business Science Institute](#) is part of Sphinx's historical link with education and research.

Aline: As you have just mentioned, you have been an integral part of the [Business Science Institute](#) faculty since its inception. What were the reasons that led you to this early involvement?

Jean Moscarola: I had just retired and was beginning to disengage from

[Sphinx](#). I knew [Michel Kalika](#) a little and was immediately convinced by his project to ground research in business and management practice. He offered me the opportunity to continue to make accessible the methodologies and tools that I had developed. All this while travelling and escaping from the academic environment, which I had grown tired of, and from the routines of business that had become burdensome with the growth of Sphinx. With the [Business Science Institute](#) faculty, I rediscovered the entrepreneurial spirit of the early days.

Aline: What can you tell us about how far [Business Science Institute](#) has come since its creation?

Jean Moscarola: I am impressed by its steady growth, by the variety of its programme provision across the world in different teaching formats, by the depth and breadth of its faculty and by the motivation and tenacity of its doctoral students. I have learned a lot from them! What a tour de force it was to set up such a networked organisation, gaining recognition from the accreditation systems. This is the magic of Wiltz Castle...

Aline: In 2016, the BSI-Lab was launched, providing doctoral students with free access to the full range of solutions offered by [Le Sphinx](#), as well as specialist methodological advice for their data collection or data analysis projects. What is your take on this and what is the added value for the DBA students enrolled at [Business Science Institute](#)?

Jean Moscarola: Each year I assist about fifteen doctoral students. Most often they send me the transcripts of the interviews they have conducted and receive online exploratory results and advice for the future. Others consult me on the best approach to analysing their questionnaire responses. Many get by with my methodological advice, the guidance of their supervisor and the examples of other research that I provide.

This Lab, even if it's virtual, tries to recreate the conditions of mutual support and development that exists between researchers in a physical laboratory. Finally, some participants, pressed for time, subcontract to [Sphinx](#) researchers the technical tasks that they are unable to perform themselves. In this case, I make sure that the quality of their specifications and/or their data will lead to results that they can exploit for the writing of their thesis.

Aline: In December 2020, you played an active role in the survey on the current transformations and the consequences of the health crisis on work, which involved 27 [Business Science Institute](#) professors and 3 doctoral students, resulting in the publication of the book: [L'impact de la crise sur le management](#) (The impact of the crisis on management practice), edited by Professor [Michel Kalika](#), President of [Business Science Institute](#), and published by EMS. Can you tell us more about your role in this project?

Jean Moscarola: I found this to be an extraordinary experience because of the commitment of the group of colleagues from the [Business Science Institute](#) faculty with whom I worked for over a year to set up surveys, analyse data, facilitate focus groups, write book chapters, and organise webinars. We didn't

know each other particularly well, but we were all driven by an interest in observing this unprecedented crisis by collecting managers' stories. We were convinced that this would help us to understand the impact on management practice and the changes underway; in the spirit of Business Science Institute, directly from the field, and thanks to the resources made available to us by [Le Sphinx](#). Our President, Professor [Michel Kalika](#), proved to be very good at stimulating cooperation and bringing the project to fruition.

Aline: A second survey "Lockdown number 2 ... and then what?" was launched in January 2021. Do you already have some initial indications to share with us?

Jean Moscarola: In total, since March 2020, we have launched 4 surveys collecting the stories of 687 respondents, organised 3 focus groups and collected 505 newspaper articles from the Euro Presse database. This data is accessible online via interfaces that provide overviews and allow the data to be searched. This collection constitutes a kind of laboratory: the COVID-DATA-LAB. It is used by professors from [Business Science Institute](#) to contribute to the next book to be published in September. At the beginning of the new academic year, we plan to make this LAB available to doctoral students...

The latest surveys confirm that remote working is becoming established, bringing with it both positive and negative consequences for work relations and the challenges it poses for management. Commitment to work is at the heart of these transformations. It is affected differently according to function and generation. We are seeing the acceleration of phenomena relating to the adjustments between individuals and the organisation, which are made even more complex by the onset of the crisis and the response of companies to deal with it. It is these situations that management at the end of the crisis will have to face...

Aline: I would like to conclude this interview by asking you the same question that is asked in all the interviews with the faculty of [Business Science Institute](#): given the current context and the experience you have accumulated, if you could go back in time, what topic would you have chosen for your doctoral thesis?

Jean Moscarola: In 1977, I defended a thesis at Dauphine on decision-making and its processes. I surprised the members of my jury by showing them a video. At the time, this idea didn't really help me!

Today I would rather work on communication and I hope that I would surprise the jury less by summarising my defence with a dynamic online infographic! Just like in the COVID-DATA-LAB interfaces

NEW MEMBERS OF FACULTY

Suzanne Apitsa

Qualified to supervise research (HDR), Professor Suzanne M. Apitsa is a member of the CEREGE Laboratory (EA 1722) at the [University of Poitiers Business School](#) (IAE) since September 1, 2017. Her research focuses on a

number of areas: International HRM, CSR, intercultural management and diversity management, internationalisation strategy, management of African organisations, Transport/logistics and business networks in Africa. As well as publishing in all of these areas of research, she advises a number of French SMEs in their development in Africa. She is a member of the scholarly associations ATLAS AFMI and AFRIQUE ATLANTIQUE. She teaches in institutions throughout France. She was previously research engineer at the University of Le Havre (NIMEC) and contributed to the drafting of the report on the energy transition at the Grand Port Maritime du Havre as part of the industrial "Green Truck" project. In June 2018, she won first prize for the best teaching case in international management, awarded by the CCMP - Atlas AFMI (French-speaking Association for International Management).



Luc Beal



With a PhD specialising in information systems management obtained in 1997 with honours from Télécom ParisTech, Dr Luc Béal first worked as a consultant for the Japanese Ministry of Land, Infrastructure, Transport and Tourism before joining the world of higher education in 2002, where he was Assistant Professor at the Musashi Institute of Technology in Yokohama, Japan. Upon returning to France in 2008, he managed the

Master's level programmes at IDRAC Lyon Business School, co-founded an e-learning company specialising in customer relations in the medical sector, and was a scientific advisor to RMD Technologies, a company specialising in hotel and tourism management (Hotel Revenue Management & Destination Revenue Management). Dr Béal joined [Excelia Business School](#) in 2013 as Assistant Professor and Director of the MSc in Hospitality and Tourism Management programme. Since July 2018, he has been the Director of the Tourism Management Institute (T.M.I.) at Excelia. In this capacity, he designs and implements research chairs in partnership with private and public tourism stakeholders on topics such as the economic impact of events on a tourist destination, responsible practices in the hotel sector, etc. He also manages and coordinates the financing of applied research projects, in collaboration with the Institute's partners and professors.

Karim Ben Kahla

Karim Ben Kahla holds an MPhil (DEA) in Industrial Strategies and a doctorate in organisational theory from the University of Paris I Panthéon-Sorbonne (1996). He is a university professor at the [Tunis Business School](#), president of the think-tank "Cercle Kheireddine" and of the association "Nouvelle Chance"



for youth employment. He is former director of the Higher Institute of Accounting and Business Administration of Tunis (2009-2014) and of the doctoral school of economics and management at the University of Manouba. His research interests include governance, public policy evaluation, human capital, institutional and organisational change, CSR, development strategies and research epistemology. Professor Ben Kahla has led a dozen missions to evaluate the governance of

African countries (economic policies and corporate governance in Egypt, Algeria, Benin, Ivory Coast, Senegal, Uganda, Burkina Faso, Sudan, Mali, etc.) for the African Union, and is an expert for the World Bank, ADB, ILO, FAO, UNDP, etc. His expertise covers regional development, employment, governance, institutional reforms, the fight against corruption, human capital, educational policies, university reforms, decentralisation, city strategies, food security, etc.

Professor Ben Kahla was a member of the college of the National Telecommunications Authority (INT) and, as an independent director, he chairs the investment committee of STB-Invest. He is also the author of some forty academic articles, has directed fourteen doctoral theses and has chaired several commissions for recruitment and reflection on the economy, administration, education and higher education in Tunisia.

Annie Cornet

Annie Cornet has been a full professor at [HEC-ULg](#) since 1999. She holds a doctorate in management, an MPhil in management research (DEA), a master's degree in sociology and a degree in social work. She teaches HRM, organisational theory, change management, social aspects of business and economics, qualitative methodology and methodology for bachelor and masters'-level dissertations. She is



a specialist in gender studies and diversity management issues (intercultural management, homophobia, age management, disabled people at work, etc.). She has written numerous articles, several theoretical books (gender and HRM and diversity management and HRM published by Dunod, 1998), several manuals on diversity management (1998, 2012, 2014) and a case book published by the University of Liege in 2014. She also wrote a book with the AFMD (French Association of Diversity Managers) on the issue of diversity management in social dialogue and the trade union agenda. She is also specialised in female entrepreneurship (Diane project), gender mainstreaming and gender budgeting. She is a member of the Council for Equality of Women and Men within the Walloon regional government in Belgium, of which she was president for 4 years. She also teaches in business schools in France, Switzerland and Africa (DR Congo and Cotonou-Benin). She also conducted

research in 2014 on the place of women in scientific and academic positions at the University of Liège and has been the Dean's advisor on gender and diversity since September 2014.

Amadeus Gabriel

Originally from Austria, Dr Amadeus Gabriel is Associate Professor and Deputy Director of Research at [Excelia Business School](#), which he joined in 2013. He obtained his Master of Research in Economics at the Catholic University of Louvain-La-Neuve in 2010, and three years later defended his doctoral thesis "The Economics of Credit Rating Agencies" at the University of Nantes Angers Le Mans and the University of Rey Juan Carlos (Madrid, Spain). Dr. Amadeus Gabriel was a Temporary Teaching and Research Associate (ATER) in Economics at the University of La Rochelle from 2012 to 2013. His research focuses on the impact of financial regulation and monetary policy on the functioning of financial markets and their institutions, in particular rating agencies. He is the author of several articles published in international academic journals such as the *Journal of Business Ethics* (CNRS 2), the *Journal of Economic Issues* (CNRS 3) and the *History of Political Economy* (CNRS 1).



Valentina Kirova

Originally from Bulgaria, Dr. Valentina Kirova arrived in France to pursue her higher education at the University of Bordeaux, from where she holds a Master's degree in Economics and a PhD in Management specialising in strategic marketing obtained in 2011. Before obtaining her PhD, she taught communication and project management. At the same time, she worked for the Personal Finance branch of the BNP Paribas group as a Marketing Research Officer. Dr. Valentina Kirova joined [Excelia Business School](#) in 2009 to teach marketing, two years before defending her thesis. Associate Professor since 2011, she teaches marketing (particularly in relation to tourism and innovation) and supervises several masters dissertations each year. She has been leading the Consultancy Project for the students of the Grande Ecole Master's in Management programme since 2013, the aim of which is to get students to work on a practical business problem so that they can come up with recommendations and solutions for the development of a product or a service. Since 2019, she has also been leading the Agility - Innovation - Digitalisation (AID) research unit. A long-standing member of the French Marketing Association, her work has been published in French and international peer-reviewed journals such as *Information and Management*, *Revue d'économie régionale et urbaine* (Journal of Regional and Urban Economics), *Journal of*

Very attached to learning through exposure to the field, Dr Kirova is the author of numerous case studies referenced at the Centrale de Cas et de Médias Pédagogiques (CCMP) and resulting from collaborations with major groups such as Rémy Martin, EDF, Cultura and Léa Nature.

Nathalie Montargot

Dr. Nathalie Montargot holds a PhD in Management from the University of Cergy Pontoise. She joined [Excelia Business School](#) in 2014, as Associate Professor in the Human Resources and Management Department and as Head of the Tourism Management research unit. Specialised in tourism, she is affiliated with the CEREGE Poitiers University Business School (IAE) research laboratory, and is a member of the ESSEC Chair of Change Management. During her career, Dr. Montargot has created and managed a specialist university programme on international hotel management and has trained numerous teachers in hotel management, economics and management.



Frédéric Prévot

Frédéric Prévot is Senior Professor of Strategy and International Management at [Kedge Business School](#). He was previously Associate Dean of the Faculty (2013 to 2016 and 2017-2018). He was also Director of Accreditations (2016-2017) and Director of the Strategy Department (2005-2008). He obtained his PhD at Aix-Marseille University and his HDR at the University of Lyon (IAE). He completed the International Teachers Program at IMD (Lausanne). He was a visiting professor at the Cameron School of Business, University of North Carolina in Wilmington (USA). His research interests include inter-organizational relationships (alliances and joint ventures), resource and competency management and corporate reputation.

Alexandre Schwob

Alexandre Schwob obtained a PhD in marketing in 2011 following his studies on the HEC Paris doctoral programme. He benefitted from two international experiences before joining [Excelia Business School](#) as an Associate Professor in 2019; first in Finland at Aalto University (Helsinki), then in Scotland at Abertay University (Dundee), where he headed a Bachelor's degree programme in Marketing and Business. He is particularly fond of marketing because of the dynamic nature of its practices and the capacity of the discipline to shed light more or less directly on the understanding of social and societal



changes.

His research deciphers the ways in which information and communication technologies transform individuals and society, with the aim of contributing to a new understanding of phenomena that have been widely discussed in the literature, whether on the side of the individual consumer or employee (understanding identity issues, resilience or resistance issues, etc.) or on the side of the organisation (via practices such as retailing, brand work or the pursuit of quality of life

at work...). With his students, beyond the transfer of skills useful to future managers (in terms of knowledge, know-how and interpersonal skills), Dr. Schwoob seeks to share with them his enthusiasm for gaining a better understanding of the world in which we live, and for being able to act on it with both wisdom and insight.

Tan Vo-Thanh

Dr Tan Vo Thanh obtained his PhD in Tourism from the University of Perpignan Via Domitia in 2008. He is currently Associate Professor at [Excelia Business School](#), which he joined in 2013. He has held various positions of responsibility within the Group, from Director of Studies for the Bachelor's degree in Tourism Management to Director of the Tourism Unit.

Since 2015, he has been qualified as a Senior Lecturer in Management Sciences (CNU - Conseil National des Universités - Section 06). His research has been published in books, book chapters, and refereed journals such as *Information & Management - Journal of Business Research - Management International - Revue d'Economie Régionale et Urbaine (The Journal of Regional and Urban Economics) - International Journal of Culture, Tourism and Hospitality Research - European Journal of Tourism Research - Tourism Analysis - Téoros - La Revue des Sciences de Gestion (The Journal of Management Sciences) - Revue Internationale de Gestion (International Management Review)*.



FACULTY NEWS

- **Ulrike Mayrhofer has been appointed Director of the GRM (Management Research Group), at the University of Côte d'Azur, France.**

Professor [Ulrike Mayrhofer](#), University Professor at IAE Nice and member of the [Business Science Institute](#) faculty, has been appointed Director of the GRM



- Groupe de Recherche en Management (EA 4711), the management science laboratory at the University of Côte d'Azur.

[Ulrike Mayrhofer](#) joined IAE Nice and the GRM, University of the Côte d'Azur, in 2018, after having directed the Magellan Research Centre at iaelyon School of Management, University Jean Moulin Lyon 3.

Her teaching and research areas are international and intercultural management, corporate strategy and marketing. She is a member of the Board (representing France) of the [EIBA](#) (European International Business Academy) and Honorary President of the [Atlas AFMI](#) network (French-speaking Association for International Management).

- **Yves Pigneur, awarded an Honorary Doctorate from HEC Montréal**

Next autumn, Professor [Yves Pigneur](#) will be awarded an honorary doctorate for his work as an academic. This is a distinction awarded jointly by HEC Montréal and the Université de Montréal. The relevance and current scope of Professor Pigneur's publications are among the elements taken into account in determining his nomination.

Professor [Yves Pigneur](#) had already received the title of ***Doctor honoris Causa*** from the [Business Science Institute](#) on 1 October 2020, during the 6th Business Science Institute International Week.

Full profile: www.hec.unil.ch/people/ypigneur

Personal blog: www.hec.unil.ch/ypigneur

- **Christophe Schmitt, new Président of AIREPME**

At the end of the [AIREPME](#) (International Association for Research in Entrepreneurship and SMEs) Board of Directors meeting, [Christophe Schmitt](#), Professor and Chair of Entrepreneurship at the University of Lorraine (IAE Metz - CEREFIGE), and member of the [Business Science Institute](#) Faculty, was elected President of the [AIREPME](#) on 21 May, for the next 4 years.



[Read more](#)

- **2021 Teaching Initiative Certifications**



The 3rd edition of the College for the Certification of Teaching Initiatives in the Digital Age received 36 applications. Out of these 36 applications, the jury, which met on 25 May, decided to award the label to 27 different



initiatives, including: "How to determine the size of a sales force", "How to

manage a sales force using quotas" and "How to develop an ethical climate for an effective CSR policy" by Professor [Christophe Fournier](#), member of the [Business Science Institute](#) faculty.

- **Selection**

The book co-written by Annie Cornet, [Emmanuel Kamdem](#), Pascal Sem Alexis Hakizumukama and Manal El Abboubi, called "Manuel de Gestion des Ressources Humaines (GRH) pour l'Afrique Subsaharienne et l'Afrique du Nord" (A HRM Manual for Sub-Saharan Africa and North Africa), to be published by UQAM/HEG, has been selected to receive the RIMHE publication grant.

ALUMNI

PORTRAIT OF THE MONTH



Dr [Léopold Mikou N'Guessan](#), a graduate of [Business Science Institute](#)

([Dakar n°1, 2014-2017](#)) talks to us about the different impacts of the Executive DBA on his life.



Caroline: *Hello Dr N'Guessan, could you tell us something about your journey within Business Science Institute?*

Léopold Mikou N'Guessan: *I was part of the first Dakar cohort. At that time, we were the pioneers of the programme for Sub-Saharan Africa. I had the great pleasure of defending my thesis* in 2018 after 10 years of experience coordinating projects financed by technical and financial partners, including the World Bank. My thesis identified 5 determinants for improving the involvement of project team members in order to improve the results of these projects, which are very useful in the fight against poverty, global warming, the confiscation of fundamental rights and freedoms of individuals, etc. The issues addressed in this thesis are still relevant today and the managerial recommendations remain useful and appropriate.*

Caroline : *Could you explain to us what motivated you to enrol on this Executive DBA programme in particular?*

Léopold Mikou N'Guessan: *I chose to do a DBA programme because I wanted to be able to produce knowledge based on my experience as a practitioner. At the time, I was coordinating projects funded by the World Bank and when it came time to reviewing them, I felt frustrated that I was not the one to sign off on the lessons learned due to the lack of methodology and academic recognition for this type of work. Specifically, I came to the DBA at Business Science Institute because of Professor Michel Kalika, of whom I am a former student when he was still teaching at Paris Dauphine University. He is not*

wrong when he explains that he was, among other things, motivated to create the DBA programme because he was meeting more and more senior executives who could no longer be satisfied with their MBA, as I happened to be one of them. Today, I am happy to have completed the course and above all I do not regret doing it.

Caroline: *Has your career evolved since obtaining your Executive DBA?*

Léopold Mikou N'Guessan: *There has been no change in terms of promotion or a new job. What has changed is how others view my abilities and skills. At the beginning, I was put to a few tests, but very quickly the rigour of my reasoning, my writing and my work earned me respect. Today, it is a reputation that needs to be consolidated and maintained through regular knowledge production.*

Caroline: *Have you noticed any changes in the way you approach your work?*

Léopold Mikou N'Guessan: *My way of working has changed radically in terms of reasoning and argumentation. My opinions are always based, on the one hand, on a review of the literature in order to place them in the field of the domains addressed or explored and, on the other hand, on objective field data that is collected, analysed and discussed.*

Beyond the thesis, I have learned methods of knowledge creation that impact my way of working and naturally my way of reasoning. For any subject that is related to my skills, there is now a systematic reflex to take stock of the state of knowledge in the field, to collect and analyse field data, to discuss the results of these analyses before contributing to the debate with opinions or managerial recommendations. I also feel that I am more effective: my opinions are grounded in previous work and field data. Of course, I don't have the most up-to-date literature review on all subjects, because of the limitations I may encounter in accessing certain data sources, but my opinions today, unlike those formulated in the past before doing the programme, are more rigorous.

Caroline: *What was the most difficult thing you had to cope with during your DBA?*

Léopold Mikou N'Guessan: *Working and carrying out research at the same time! The two are very different, but I had to manage to devote my time to both. Of course, working allowed me to finance the thesis, which although related to the skills I use in my day-to-day work, was not directly linked to it.*

Caroline: *Do you continue to read academic papers, do you plan to publish any work in the future?*

Léopold Mikou N'Guessan: *Yes, academic writing, in addition to specialized large-circulation journals, constitutes the bulk of our reading after the DBA programme at Business Science Institute. For each topic we read about, the fundamental question that drives us is what is the state of the art on the subject we are reading or exploring.*

Caroline: *What tips would you give to managers in general?*

Léopold Mikou N'Guessan: *A manager should not only have action as part of their approach, they should also be able to monitor and measure the initiatives they take. The manager should also be forward-looking in what they do, designing their work rigorously and objectively on the basis of a good review of the literature. Once their work is complete, managers should learn to report objectively and scientifically on the knowledge they have developed through the breadth and depth of their business practice. The manager needs to learn to take on a "manager-researcher" stance with the ability to step back from their practice and, where possible, become a "manager-researcher". The positive impact on the development of the countries represented by these managers will be considerable, because managerial behaviour is bound to be more thoughtful and measured as a result.*

Caroline: *What advice would you give to future DBA participants?*

Léopold Mikou N'Guessan: *I would like to make two points: firstly, it is important that participants choose a thesis topic that they can easily pursue while working, and secondly, once they have graduated, they should continue to produce knowledge on the basis of their practice.*

Caroline: *How useful do you think research is for a manager?*

Léopold Mikou N'Guessan: *For a manager, research is the best way to update their knowledge of a specific area, and to contribute to the creation of knowledge in that area.*

* *L'implication des membres des équipes projets en question. Le cas de la banque mondiale, mondiale* (The question of the involvement of project team members. The case of the World Bank), supervised by Professor Françoise Chevalier.

NEWS

- Professor [Françoise Chevalier](#) and Doctor [Frédéric Rozière](#) will present a paper on "What are the effects of training in non-violent communication on the emotional intelligence of individuals in organisations?" at the [21st International Conference in partnership with the Academy of Management on the theme of "Management Consulting"](#) which will take place on 9 and 10 June by videoconference. The event is organised by the *Institut de Socio-Économie des Entreprises et des Organisations* (ISEOR) in partnership with the Magellan Centre, iaelyon School of Management, Université Jean Moulin, the "Management Consulting" Division of the Academy of Management (United States), ISODC (The International Society for Organizational Development and Change), as well as the CNAM.
- [Smile! A DBA for value creation in dental healthcare](#)
Interview with [Ulrike Vizethum](#), [Business Science Institute](#) (Luxembourg,

Please feel free to contact the Alumni team :

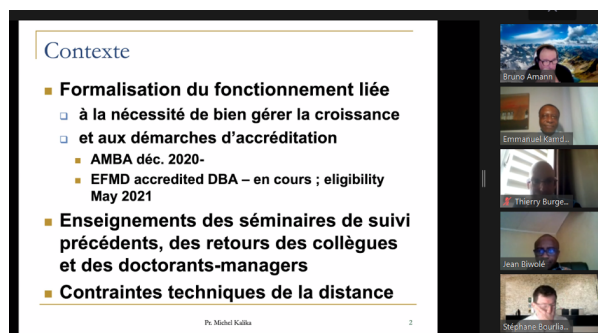
caroline@business-science-institute.com

+33 7 60 73 42 15

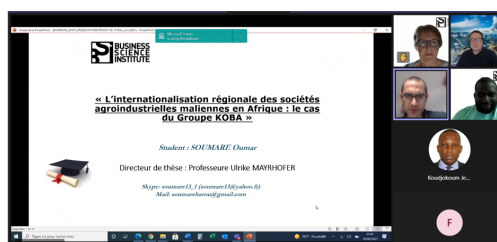
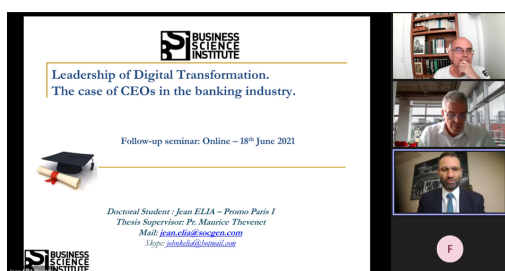
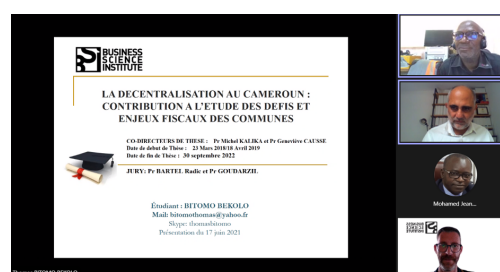
We look forward to receiving your messages and suggestions!

JUNE PHOTOS HIGHLIGHTS

- **10 June** : Preparatory meeting for the follow-up seminar led by Professor [Michel Kalika](#), President of [Business Science Institute](#).



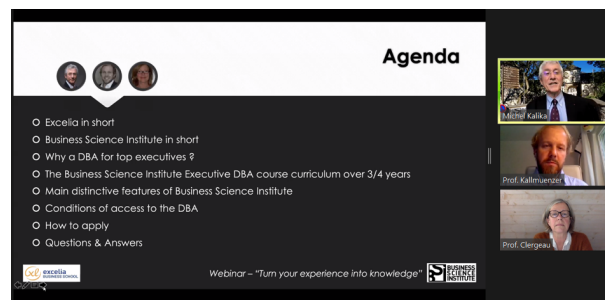
- **16 June** : [Business Science Institute Academic Committee](#) meeting.
- **17, 18 & 19 June** : Years 2 and 3 follow-up seminars .



- **19 June** : Field Survey & Data Analysis workshop led by Professor [Jean Moscarola](#).



- **28 June** : [DBA Tourism & Hospitality](#) webinar, hosted by Professors [Cécile Clergeau](#), Scientific Advisor, [Michel Kalika](#), President of [Business Science Institute](#) and [Andréas Kallmuenzer](#), Academic Coordinator .



[ABIDJAN](#)

- **24, 25 & 26 June** : "Qualitative methodology" seminar at the CAMPC in Abidjan led by Professors [Jean Biwolé-Fouda](#) and [Mehdi Nekhili](#).



DAKAR

- **07 June** : [Dakar n°7](#) cohort webinar hosted by Professors [Fatou Diop Sall](#), [Pierre-Jean Benghozi](#) and [Michel Kalika](#).

Le Business Science Institute

- Organisation académique internationale en réseau
- Focalisée sur le DBA
- Un des rares DBA internationalement accrédité AMBA (déc 2020)
- Reconnu internationalement: Dubai DBA ranking 4^{ème} (oct. 2020)
- 197 doctorants-managers en cours (316 inscrits depuis origine)
- 48 groupes, 12 localisations, +40 nationalités
- 80 thèses de DBA soutenues depuis 2015-2020
- > 100 professeurs, dont 70 Fellows (actifs)
- Langues : français/anglais/allemand
- 30 livres publiés en FR, ANG, ALL, CHINOIS

Un corps professoral d'excellence dont l'objectif est votre soutenance de thèse.

FATOU DIOP SALL
Dakar
Professeure

PESQUEUX Yvon
Paris
Professeur

CHEVALIER
Paris
Professeur

MERVEILLE
Paris
Professeure

MERVEILLE
Paris
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Les membres de la faculté sont tous **des professeurs publiants de renommée internationale** dans les différents domaines des sciences de gestion.

DOUALA

- **10, 11 & 12 June** : "Qualitative methodology" face-to-face seminar led by Professor [Yvon Pesqueux](#) for the [Douala n°3](#) cohort, at IME Douala.

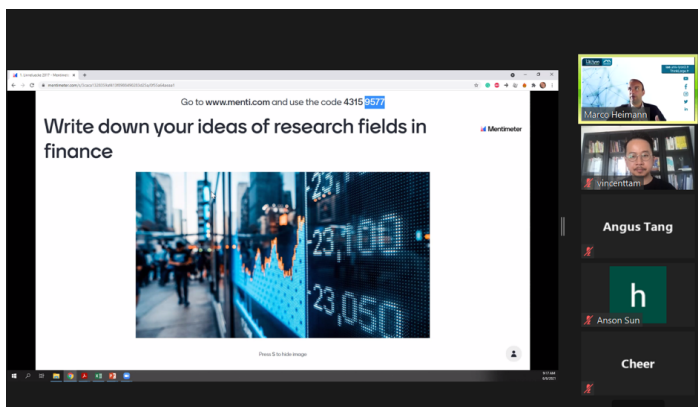


FRANCFORT

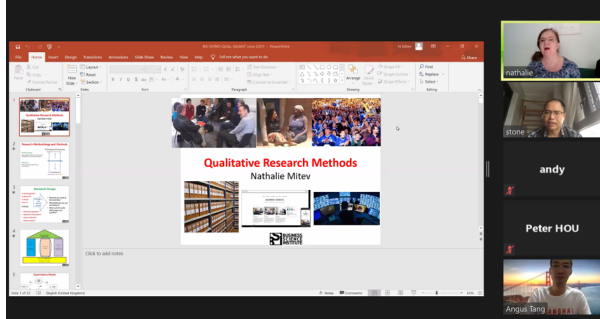
- **20 June** : Frankfurt n°1 cohort seminar led by Professors [Anne Bartel-Radic](#) and [Frédéric Ponsignon](#).

SHANGHAI

- **5-6 June** : [Shanghai cohort n°2](#) seminars led by Professors [Anne Bartel-Radic](#) and [Marco Heimann](#).



- **12-13 June** : "Qualitative Research Method" and "Qualitative Research in HRM" seminars for [Shanghai](#) cohorts n°1 and 2, led by Professors [Nathalie Mitev](#) and [Marc Valax](#).

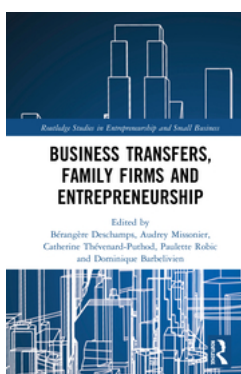
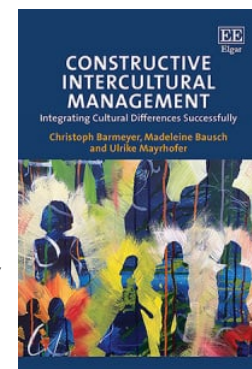


PUBLICATIONS

Grosskopf, S., & [Barmeyer, C.](#) (2021). "[Learning from multi-paradigmatic sensitivity in cross-cultural management? Empirical and theoretical considerations](#)". *International Journal of Cross Cultural Management*.

[Barmeyer, C.](#), Bausch, M., [Mayrhofer, U.](#) (2021). [Constructive intercultural management. Integrating cultural differences successfully](#), Cheltenham, Edward Elgar.

"This textbook comprises an innovative companion for cross-cultural management classes, demonstrating how organizations can deal with cultural differences successfully. Providing a constructive and positive lens into the multifaceted world of interculturality, the authors illustrate the multiple benefits associated with cultural diversity in the fast-changing global and digital environment".



[Deschamps B.](#), Missonier A., Thévenard-Puthod C., Robic P., Barbelivien D. (2021), [Business Transfers, Family Firms and Entrepreneurship](#), Routledge, Taylor & Francis.

Including, in particular, the following chapters:

[Deschamps B.](#) (2021), "Business Transfer: Historical Perspectives, Définitions and the Transfer Process", pp. 7 à 22.

[Deschamps B.](#), Durst S. (2021), « A research Framework for External Business Transfers of SMEs », pp. 149-165.

Mazari L., Berger-Douce S., [Deschamps B.](#) (2021), « The Legitimacy of the External Buyer: Issues and Means of Acquisitions », pp. 165-179.

[Deschamps B.](#), Thévenard-Puthod C. (2021), « Female External Successors :

VIDEOS

[L'IAE Metz, une école de management transfrontalière et entrepreneuriale](#) (IAE Metz, a cross-border and entrepreneurial university business school).



Xerfi Canal spoke about the IAE with Professor [Julien Husson](#), member of the [Business Science Institute](#) faculty, Director of IAE Metz, Master's programme manager and "Management of Health care and medical-social organisations" chair.

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



[L'efficacité des formations en alternance en gestion](#) (The effectiveness of work-study management programmes).

Xerfi Canal spoke to [Geneviève Causse](#), member of the [Business Science Institute](#) faculty, Professor at the Gustave Eiffel

University and at ESCP Business School, about the specific skills acquired on work-study programmes.

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

MEDIA

- [Excelia : une école du tourisme pour rendre visible son expertise](#) (Excelia: a tourism school to showcase its expertise), *L'étudiant EducPro*, 16 June 2021.

16 years ago, Sup de Co La Rochelle business school launched its first specialist programmes in tourism. Today, the group has been renamed Excelia and has developed its portfolio of education and training provision into a specialist school to gain greater visibility. It is now opening a DBA (Doctorate in Business Administration) to complete the range and is going to create two new thematic schools.

See the details of the [Tourism & Hospitality specialist DBA group](#) run with [Business Science Institute](#).

- [Une nouvelle façon de travailler "phygitale", moitié physique, moitié digitale, dans le "monde d'après" ?](#) (A new "phygital" way of



working in the "next world", that is half physical, and half digital), France Bleu, 14 June.

[Olivier Lavastre](#), Professor at IAE Grenoble University Business School, and member of the [Business Science Institute](#) faculty, has been carrying out surveys with other researchers on the effects of remote working on employees' lives. He was recently the guest of France Bleu Isère radio station interviewed by Nicolas Crozel.

Selected extracts:

- Three key facts have emerged from this crisis: the intensification of work, the individualisation of the employee and finally the need to rebuild the company with a view to recreating socialisation.

- In the world after, company life will probably be phygital: half physical (face-to-face), half digital (remote).

- There will be ONE day in the week when ALL the staff will be present in the physical workplace. And this day will be invaluable. It won't be a day when you don't have to work, but rather to create a sense of togetherness and informal interaction.

- The human being that resides in each employee needs informal interaction, but above all love: "All we need is love!".

- The current organisation of work has led us to discuss the meaning we give to our professional activities. Rediscovering the meaning of our work is a way of rediscovering the true meaning of our lives.



- [Olivier Lavastre](#), [Blandine Ageron](#), "[De la logistique au Supply Chain Management. D'une activité support opérationnelle à une fonction globale relationnelle](#)" (From Logistics to Supply Chain Management. From an operational support activity to a global relational function), Cadres n°489.

Selected extract: "With the onset of the COVID-19 crisis, with the first lockdown, with the vaccination campaigns, with the ship that blocked the Suez Canal, with the microprocessor shortage, the term logistics has been widely used by the media. But what in fact is logistics?"

- [Aurélié Dudézert](#), "[Du décloisonnement à la dislocation. les effets paradoxaux de l'introduction des technologies digitales dans les grandes entreprises](#)" (From decompartmentalization to break-up: the paradoxical effects of the introduction of digital technologies in major business organisations), Cadres n° 489.

Selected extract: "It is February 2021. Along with a number of colleagues, we have been conducting a research project since December on the impact of the health crisis of experiences at work. As professors and researchers, we

ourselves are employees experiencing transformations, yet we do not understand the full consequences of these transformations, despite our background as researchers in organisation."

ADMISSIONS

- **Executive DBA (French language)**



ABIDJAN

Executive DBA Abidjan – Cohort n°2 (2021-2025).

BAMAKO

Executive DBA - Bamako - Cohort n° 2 (2021-2025).



CASABLANCA

Executive DBA - Casablanca - Cohort n°1 (2021-2025).

DAKAR

Executive DBA Dakar – Cohort n°7 (2021-2025).



DOUALA

Executive DBA Douala - Cohort n°4 (2021-2025).



- **Executive DBA (English Language)**

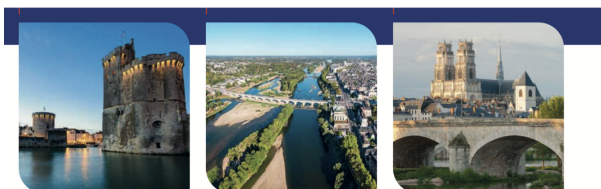
ILE MAURICE



[Executive DBA Mauritius \(2021-2025\)](#)

SHANGHAI

[Executive DBA Shanghai – Cohort 3 \(2021-2025\)](#)



[Tourism & Hospitality - Cohort n°1 \(2021-2025\)](#)

- **Executive DBA (in German language)**



FRANCFORT

[Executive DBA Francfort - Cohort°3 \(2021-2025\)](#)

For all enquiries, please contact us:

Monday to Friday from 9h to 18h

By telephone: +352 621 376 588 (Luxembourg)

+33 7 60 73 42 15 (France)

By e-mail: contact@business-science-institute.com

ONLINE DBA (French, English & German language)



For all enquiries concerning the online DBA:

+33 6 07 34 76 33 (French & English): Catherine

+33 6 62 06 55 41 (French): Marie-Pierre

+49 172 2066769 (German): Yasemin

contact@business-science-institute.com

MANAGEMENT RESEARCH NEWS



Institut de Recherche et d'Action sur la Fraude et le Plagiat Académiques

2nd IRAFA WebTV programme "[l'intégrité académique : un défi à relever](#)"
(*Academic integrity: a challenge to be taken up*).

[1st Summer School](#), Pau (France), July 2021.



FNEGE

Fondation Nationale pour l'Enseignement
de la Gestion des Entreprises

Launch of a FNEGE expert platform [FNEGE experts](#).



XERFI Canal



[The 26 June 2021 newsletter](#).

With contributions from Professors [Julien Husson](#), [Geneviève Causse](#) and [Eric Lamarque](#).

**The Business Science Institute team wishes you a great summer
and looks forward to seeing you again in September!**



Take care!



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