



NEWSLETTER

Impact Seminar - XerfiCanal Newsletter - Business Science Institute signs the DORA declaration - Interview of the month - New members of faculty - Alumni - Doctoral candidate - February highlights - Videos - Media - Publications - Admissions.

IMPACT SEMINAR

10, 11 & 12 march 2022

[Business Science Institute](#) is organising its first Impact seminar in the presence of members of Faculty, graduates and doctoral candidates, in person at the Espace Vinci in Paris on 10 and 11 March, and remotely on 12 March.

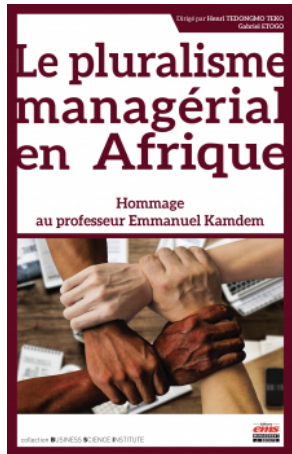
A review of the 2021 activity report, accreditations, thesis defences, impact workshops, seminars... are on the programme over the three days.



Impact Seminar Programme 10 March 2022, PARIS – FACULTY

THURSDAY 10 MARCH 2022	
8.30 - 9.00am	RECEPTION
9.00 - 10.00am	-Welcome & Annual Activity Report: Michel Kalika -Accreditations: Stephen Platt -Presentation of Impact Workshops: Jean-Pierre Helfer
10.00 - 10.15am	BREAK
10.15 - 12.00am	Impact Workshops
12.00 - 1.00pm	LUNCH
1.00 - 4.45pm	Workshop feedback / plenary session
4.45 - 5.00pm	BREAK
5.00 - 6.00pm	Impact Conference “What I learnt” Professor Jean-Philippe Denis
6.00 - 7.00pm	Presentation of books in honour of

	Professors Kamdem and Moscarola
7.45 - 10.00pm	FACULTY DINNER



Impact Seminar Programme 11 March 2022, PARIS – FACULTY / STUDENTS / ALUMNI

FRIDAY 11 MARCH 2022				
8.30 - 9.00am	RECEPTION			
9.00 - 10.30am	Thesis Defence Mr. Compaore (Fr)	Thesis Defence Mr. Ben Halal (Fr)	Research Supervision - Jury 1 Doctoral Students	Faculty WORKSHOPS DBA Programme
10.30 - 10.45am	BREAK			
10.45 - 12.15am	Thesis Defence Mr. Mindjos (Fr)	Thesis Defence Mrs. Demauras (Fr)	Research Supervision - Jury 1 Doctoral Students	Faculty WORKSHOPS DBA Programme
12.15 - 2.00pm	LUNCH			
2.00 - 3.30pm	Thesis Defence Mr. Lassissi (Fr)	Thesis Defence Mr. Elsheikh (Eng)	Research Supervision - Jury 2 Doctoral Students	Faculty WORKSHOPS DBA Programme
3.30 - 3.45pm	BREAK			
3.45 - 5.15pm	Thesis Defence Mr. Wandjii (Fr)	Thesis Defence Mr. Neumann (Ger)	Thesis Defence Mr. Lemelle (Eng)	Reception of graduates
5.30 – 6.30pm	DBA graduation iaelyon 2021 / Business Science Institute March 2022			
6.30 - 9.00pm	GRADUATION COCKTAIL			

List of 2021 iaelyon DBA Graduates

Last Name	First Name	Thesis supervisor
AKPANE	Eustache	Pr Julien Husson
ALI	Mazen	Pr Isabelle Walsh
ANHORN	Philippe	Pr Véronique Zardet
BAH	Raguiata	Pr Gwenaëlle Poilpot-Rocaboy
CHANG	Ali	Pr Emmanuel Josserand
DORSOUMA	Al-Hamndou	Pr Michel Bouchard
ELATI	Alexander	Pr Olivier Lavastre
ELIA	Jean	Pr Maurice Thévenet
FALL	Touba	Pr Tidjani Bassirou
FOMO	Bruno	Pr Emmanuel Caillaud
FRIEDRICH	Marcel-André	Pr André Reuter
GARNES	Vivien	Pr Kiane Goudarzi
GENTILE	Claude	Pr Caroline Mothe
JACOB	Frank	Pr Thomas Gergen
KAZMA	Badih	Pr Marc Valax
KORAO	Aboubacar	Pr Tidjani Bassirou
KOUPHIN	Codjo Charles	Pr Michel Kalika
LETTIG	Stefan	Pr Caroline Mothe
MASIALETI	Masialeti	Pr Jean-Fabrice lebraty
MESSOUD	Mohamed Bilal	Pr Michel Kalika
NAGY	Julian	Pr Isabelle Walsh
NDIOUCK CHEICK	Ahmadou Bamba	Pr Geneviève Causse
OMANDJI LOKONDE	Paul	Pr Christophe Schmitt
OUATTARA	Ziegnoungo dit Vali	Pr Marielle Payaud / Pr Pierre-Jean Benghozi
OUMAR	Ethmane	Pr Sébastien Liarte
PLUNTSCH	Julia	Pr Heiko Hansjosten
PLUNTSCH	Elmar	Pr Anne Bartel-Radic
Qi	Xiaolie	Pr Nabila Boukef
SIRRI	Lindita	Pr Denise Potosky
SOJIC	Robert	Pr Aurélie Dudézert
SOMARE	Oumar	Pr Ulrike Mayrhofer
STORY	Martine	Pr Céline Barredy
SY NDEYE	Aissatou	Pr Michel Kalika / Pr Sébastien Liarte
TCHANGAI	Koudjokoum Jean	Pr Gérard Hirigoyen
TCHIENGANG NGONGANG	Eric Florentin	Pr Yvon Pesqueux
TRAORE	Mamadou	Pr Alain Burlaud
VIDAL	Cyril	Pr Jean-Philippe Denis / Pr Damien Mourey
ZINNKAHN	Michel	Pr Anne Bartel-Radic

SATURDAY 12 MARCH 2022 – ONLINE – IMPACT WEBINARS

Comment créer de l'impact dans la thèse ?

M. Kalika FR

Lien Zoom

9h-9h45 [https://us02web.zoom.us/j/83910832297?](https://us02web.zoom.us/j/83910832297?pwd=cDlzOUtWHRo1BZclJWS1FSeVUxUT09)
[pwd=cDlzOUtWHRo1BZclJWS1FSeVUxUT09](https://us02web.zoom.us/j/83910832297?pwd=cDlzOUtWHRo1BZclJWS1FSeVUxUT09)

ID de réunion : 839 1083 2297

Code secret : 977428

Exploring the frontiers of impact: where does all the know-how go?

S. Platt ENG

Zoom link

[https://us02web.zoom.us/j/83723849192?](https://us02web.zoom.us/j/83723849192?pwd=L0M1Q012Z1NsQUFFWFNLSFBGV3lrZz09)
[pwd=L0M1Q012Z1NsQUFFWFNLSFBGV3lrZz09](https://us02web.zoom.us/j/83723849192?pwd=L0M1Q012Z1NsQUFFWFNLSFBGV3lrZz09)

ID: 837 2384 9192

Code: 265756

Explorer les frontières de l'impact : où va tout le savoir-faire ?

S. Platt FR

Lien Zoom

10h-10h45 [https://us02web.zoom.us/j/89085191309?](https://us02web.zoom.us/j/89085191309?pwd=QlQrT2RlclpFZERER2Z5KzI0R1sxQT09)
[pwd=QlQrT2RlclpFZERER2Z5KzI0R1sxQT09](https://us02web.zoom.us/j/89085191309?pwd=QlQrT2RlclpFZERER2Z5KzI0R1sxQT09)

ID de réunion : 890 8519 1309

Code secret : 657357

How to produce impact in your thesis?

M. Kalika ENG

Zoom Link

[https://us02web.zoom.us/j/84942227339?](https://us02web.zoom.us/j/84942227339?pwd=T1RNYVVITm5xUEdLLzNsWXo1NEVnZz09)
[pwd=T1RNYVVITm5xUEdLLzNsWXo1NEVnZz09](https://us02web.zoom.us/j/84942227339?pwd=T1RNYVVITm5xUEdLLzNsWXo1NEVnZz09)

ID: 849 4222 7339

Code: 327758

Les diplômés parlent de l'Impact FR

Lien Zoom

11h-12h [https://us02web.zoom.us/j/81506291879?](https://us02web.zoom.us/j/81506291879?pwd=TXhwMyt1b29tQlNCSSVWwRCtrbm9JZz09)
[pwd=TXhwMyt1b29tQlNCSSVWwRCtrbm9JZz09](https://us02web.zoom.us/j/81506291879?pwd=TXhwMyt1b29tQlNCSSVWwRCtrbm9JZz09)

ID de réunion : 815 0629 1879

Code secret : 755616

Alumni, let's talk about Impact ENG

Zoom Link [https://us02web.zoom.us/j/84781791258?](https://us02web.zoom.us/j/84781791258?pwd=TGduWjY5NUdyZTBzeEplbVpFUFVxdz09)

[pwd=TGduWjY5NUdyZTBzeEplbVpFUFVxdz09](https://us02web.zoom.us/j/84781791258?pwd=TGduWjY5NUdyZTBzeEplbVpFUFVxdz09)

ID: 847 8179 1258

Code: 912337

STRATEGIE & MANAGEMENT

Valuing practical business experience in the land of elitism and Grandes Ecoles Doing your doctorate from the other side of the world! How the DBA helped me grow and made me even more proud and legitimate



Valoriser son expérience pratique au pays des grandes écoles
Pierre-Jean Benghozi



Faire son doctorat depuis l'autre bout du monde !

Damien Mourey



Comment le DBA m'a fait grandir et rendue encore plus fière et légitime
Martine Story

LES UNES

Building up your knowledge of management and the real economy



Enrichir sa compétence du management et de l'économie réelle avec un Doctorate in Business Administration

Michel Kalika

Stepping out of your comfort zone to become an invincible manager



Sortir de sa zone de confort pour devenir un manager invincible

Yves Pigneur

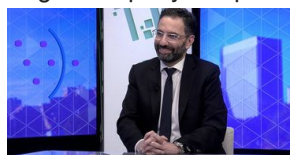
STRATEGIE & MANAGEMENT

An extended academic enterprise for sharing knowledge



Une entreprise académique étendue pour partager les connaissances
Françoise Chevalier

I completed my doctoral studies while running a company. It's possible!



J'ai fait mon doctorat tout en dirigeant une entreprise: c'est possible
Jean Elia

The gateway to the world's elites



C'est la voie royale d'accès aux élites dans le monde

Lars Meyer Waarden

Discover the value of [Business Science Institute's](#) DBA through the 8 videos in the special [XerfiCanal newsletter](#), which features testimonials from professors and doctors at Business Science Institute. Interviews led by Professor Jean-Philippe Denis and Laurent Faibis, President and Founder of Xerfi.



BUSINESS INSTITUTE SIGNS THE DORA DECLARATION

The Declaration on Research Assessment (DORA) recognises the need to improve methods for assessing the outcomes of academic research. The Declaration was developed in 2012 at the annual meeting of the American Society for Cell Biology in San Francisco. It has become a global initiative covering all scholarly disciplines and all key stakeholders, including funders, publishers, professional societies, institutions and researchers. We encourage all individuals and organisations interested in

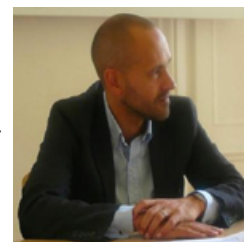
developing and promoting best practice in the evaluation of scientific research to sign up to DORA.

[Business Science Institute](#) joins the 21,190 individuals and organisations in 156 countries that have signed DORA to date.

[Learn more about DORA.](#)

INTERVIEW OF THE MONTH

Interview with Professor [Jean-Philippe Denis](#), faculty member of [Business Science Institute](#).



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

Jean-Philippe Denis: I'm a professor at the University of Paris-Saclay. I was a member of the panel of examiners for the 2016-2017 French agrégation admission exam for the recruitment of university professors in Management.

I currently manage the Master in Strategic Management at the University of Paris-Saclay which involves many academic partners.

Finally, I was Editor-in-Chief of the French Management Review for eight years, from 2013 to 2021. During this mandate, I initiated and developed a scientific partnership with Xerfi Canal Productions, "IQSOG - Fenêtres Ouvertes sur la Gestion" (<https://www.lqsog.org/>) which has resulted in the broadcasting of more than 1,000 interviews to date.

Aline: What were your reasons for joining Business Science Institute?

Jean-Philippe Denis: I knew about [Business Science Institute](#) through my colleague and friend Professor [Alain-Charles Martinet](#). When I met [Michel Kalika](#) and he introduced me to [Business Science Institute's DBA programme](#), I was immediately won over for three reasons which I believe underpin the [Business Science Institute](#)'s innovative and original character: 1) it involved participating in a very extended network of professors based on a principle of voluntary participation, disregarding the usual organisational and institutional considerations that too often stifle initiative, creativity and innovation; 2) the doctoral candidates and managers who undertake a DBA are very experienced and therefore constitute a first choice audience when one believes, as I do, that management research must be as close as possible to concrete managerial transformations if it is to remain not only relevant but also rigorous; 3) the renowned attention paid by the president of [Business Science Institute](#) to the question of the impact of research, which is a subject on which we instantly met eye to eye. That is why I was delighted when [Michel Kalika](#) asked me to join [Business Science Institute](#).

Aline: You recently coordinated the special [Xerfi Canal Business Science Institute newsletter](#), which includes a total of 8 videos of professors and doctors who speak about the value of a doctorate based on real-life managerial experience. What did you learn from these personal accounts?

Jean-Philippe Denis: In the context of this project, I above all learned... what I already knew: that [Business Science Institute](#) is undeniably the most innovative academic organisation in the French-speaking world today. This was not only for the reasons I mentioned earlier, but also because I had first-hand confirmation of the ability of colleagues and Practitioner-Scholars to engage with passion and a rare amount of energy. This enabled the project to be completed in record time in a difficult context with a new wave of COVID-19 due to the Omicron variant. Once again, [Business Science Institute](#)' has demonstrated its formidable efficiency as well as the commitment of everyone to be involved in the projects developed.

In terms of content, I was amazed by the very detailed understanding of the participants of this new and very innovative format developed by Xerfi Canal. The idea was not to produce a series of independent programmes but to hold a sort of virtual symposium, in this case to promote research and the value of the DBA as a doctorate designed specifically for managers.

A strategic and editorial steering committee was set up and met several times to define the objectives and the editorial line of the newsletter. The interviews were the subject of intense discussions and over eight hours of individual preparation. Finally, while the health context led to the cancellation of the filming initially planned for the beginning of January 2022 due to the risks involved, the involvement of the Professors and Doctors from [Business Science Institute](#) made it possible to reschedule and carry out all the planned programmes in less than a month, leading to the distribution of the newsletter at the beginning of February 2022. To have succeeded in carrying out this project in three months under such difficult conditions is a real achievement! It shows not only the responsiveness but also the collective commitment to participate in the projects undertaken by Business Science Institute!

Finally, I of course learned a lot during the preparations (committee meetings, individual preparations for the interviews, filming the programmes, preparing the newsletter itself...). But I hope that the viewers will discover why by watching the programmes first! Simply because the overall coherence that emanates from the diversity of the interviewees' comments, whose backgrounds are totally different, is quite breath-taking.

An example: [Yves Pigneur](#) and [Martine Story-Lamarque](#) both refer to mountaineering to evoke the image of the thesis process (even though they were both unaware of each other's remarks). This analogy is very powerful in capturing the dynamic of exploration that underlies the research and thesis process.

Another example: [Pierre-Jean Benghozi](#) and [Lars Meyer-Waarden](#) both provide very complementary elements of understanding of

the anomaly represented by the fact that research and the title of Doctor in France are still insufficiently recognised, whereas everywhere else around the world it is the most prestigious university qualification, without which it is impossible to aspire to the highest positions of responsibility, including (above all?) that of Minister, Head of State or director of large companies!

Yet another example: [Françoise Chevalier](#) and [Damien Mourey](#) (speaking to us from French Polynesia, i.e., 17,000 km away!) highlight how the production of new knowledge calls for other modes of reasoning and co-creation than in the physical space to which we are normally accustomed. The immaterial nature of knowledge makes remote coordination within an academic enterprise possible and often desirable, the value of which lies in its extended nature.

All of this of course reminds us of the value of E-management conceptualised more than twenty years ago by [Michel Kalika](#) in the pages of the *Revue française de gestion*! His interview with Laurent Faibis (the president of Xerfi group) echoes very strongly with the interview with [Jean Elia](#), whose DBA thesis was directed by [Maurice Thévenet](#). Together, their interviews give us an insight into the reality of the transformation process involved in a DBA thesis. We come away convinced that to make impact a reality, it has to be worked on and it never just drops out of the sky: on the contrary, it has to be crafted and for those who understand the principles and criteria evoked by [Jean Elia](#), it lies at the end of the road!

Aline: Were you surprised by any of these accounts?

Jean-Philippe Denis: I could go on almost forever about the way in which the interviews correspond to each other, as I have just done, by multiplying the combinations and pairings between the different contributions. This is what surprised me the most: the high degree of coherence of the content makes the whole newsletter ten times more convincing.

This sort of coherence is never guaranteed, on the contrary. It is indeed very rare in the academic world to see it emerge because researchers have a logical tendency to be preoccupied first and foremost by their individual themes and work. Here, however, it is the sense of the collective that emerges from the coherence of the comments and the motives for commitment within [Business Science Institute](#). This in itself is very new. I believe that the cement of this coherence is the shared feeling that the DBA programme at [Business Science Institute](#) regenerates the very meaning of doctoral research in management. And I was impressed by the desire to share this idea with a large number of people, well beyond the circle of professors and doctors of [Business Science Institute](#).

But the best thing to do is to let the viewers make up their own minds by inviting them to watch the entire newsletter, which in total represents about 45 minutes of original content. As a result, this newsletter has become a kind of documentary of great value as it is a vehicle for new ideas that I have never heard formulated in such a coherent way.

Aline: What do you find most striking about the development of [Business Science Institute](#)?

Jean-Philippe Denis: I am amazed by the development of [Business Science Institute](#), by the number of theses defended, by the diversity of research topics and nationalities of the doctoral candidates, by the multiplication of projects in which Professors and Doctors are engaged together. What unites this "extended academic enterprise", as Professor [Françoise Chevalier](#) describes it, is the shared conviction that research has value, that it is essential to make this known at a time of considerable change, and that exploring new paths, as Professor [Yves Pigneur](#) recommends, is more than a possibility: it is an absolute necessity!

Finally, what seems to me to be most striking is perhaps this: participating in the [Business Science Institute](#) adventure, whatever your status (as a Professor, as a Doctoral Candidate, as a future Doctor), is to make the choice to be transformed for life by this journey. It is nowadays, I believe, very rare to find such a level of impact, both in the academic and professional world. Perhaps because it is ultimately friendship and respect that are at the foundation of the relationships that people have with each other. [Yves Pigneur](#) explains how such friendships are born from the value of encounters, and [Damien Mourey](#) explains why, far from weakening the links, distance sometimes strengthens them! You see, I can't help but draw new links between the interviews and this could keep us busy for hours!

Aline: Do you have other projects in the pipeline with [Business Science Institute](#)?

Jean-Philippe Denis: I am very honoured by the confidence that [Michel Kalika](#) and the [Business Science Institute](#) team have shown in me for several years now.

We have already had the opportunity to carry out many projects together, notably around the managerial impact prize, to promote the publications of the Doctors of [Business Science Institute](#) and those of the teaching team published by EMS. At the beginning of the health crisis and the global lockdown, we set up in record time a form of academic continuity through remote interviews of a number of colleagues involved in the Business Science Institute adventure. I also remember that the AMBA audit team was very impressed at the time of the DBA accreditation by the power of the network and its incredible agility and responsiveness, even in such a dire context.

To answer your question more directly, the newsletter produced with Xerfi Canal was the occasion for very intense and stimulating exchanges within the strategic and editorial committee as well as during the preparation of the interviews.

To answer your question more directly, the newsletter produced with Xerfi Canal was the occasion for very intense and stimulating exchanges within the strategic and editorial committee as well as during the preparation of the interviews. Additional strategic developments deserve to be examined, this is one of the conclusions of this process and we are already thinking about it with the President and the [Business Science Institute team](#). It is too early to say more, but I am willing to bet that you will soon see very concrete manifestations of these ideas and I will be happy to present them to you in a future interview if you wish, dear Aline!



Sylvain Charlebois

Sylvain Charlebois is a full professor in the Faculty of Management and Agriculture at Dalhousie University in Halifax, Canada. He is also the Scientific Director of the Institute for Agri-Food Analytical Sciences at the same university.

His area of research and expertise includes food distribution, food safety and food security. He is one of the most cited experts in the field of supply chain, agri-food value chain and traceability. For nearly 20 years, he has been a regular contributor to the editorial pages of newspapers as an expert in the agri-food field. His research and analysis have been published in leading newspapers and magazines in Canada and around the world. He has testified as an expert witness before parliamentary committees on agri-food policy issues on several occasions. He is frequently asked to act as an advisor on food and agricultural policy in many Canadian provinces and other countries.

Vincent Chauvet

Vincent Chauvet is Professor of Strategic Management at the University of Toulon and Director of CERGAM Toulon, the Management Sciences laboratory, since 2016. He was Associate Professor and Director of the Management Department at the Ecole Polytech d'Annecy Chambéry. He has a PhD in Management Sciences from the University of Aix-Marseille (IAE) and a Master of Science from the Nice Sophia-Antipolis Business School, SKEMA. He teaches Strategic Management, Innovation Management, Organisational Theory and is specialised in "serious games" for students at Master, MBA and continuing education levels. He has recently developed a teaching programme around a game entitled "Experiencing Innovation". In the field of strategy, his research topics are in the field of innovation management, using the absorption capacity and the social network approach. More recently, he has also been interested in alternative models of business organisation. He is a visiting professor at the Centre Franco-Vietnamien de Gestion (CFVG) in Ho Chi Minh City and at the Academy of Finance in Hanoi. He is a member of several international scientific associations such as the Academy of Management, the European Group for Organizational Studies, the European Academy of Management and the International Association for Strategic Management. He is a reviewer for several scientific journals such as *The Journal of Business Venturing*, *The European Management Journal*, *M@n@gement*, *Management International* and *Revue Française de Gestion*.



Julien Cloarec

Julien Cloarec is an assistant professor in data science at the iaelyon School of Management, Université Jean Moulin Lyon 3. He holds an M.Eng. in computer science, as well as a Ph.D. in management science, for which he was awarded the prize for the best thesis by the French Foundation for Management Education and a special distinction by the French Marketing Association. After defending his doctorate at the University of Toulouse Capitole, he was a researcher at the Centre for Research on Information Technology and Business at Laval University in Canada. As an academic, he seeks to provide insight into consumer privacy and new technologies. His research has been published in several journals, such as *Psychology & Marketing*, *Technovation*, *Technological Forecasting and Social Change*, and *French Journal of Management Information Systems*.

Min Feng

Dr. Min Feng holds a PhD in management from the Université Jean Moulin, iaelyon School of Management where she currently teaches. She has previously taught at Toulouse School of Management, and Burgundy Business School. She has published several articles in the field of information systems, human resources and strategy and frequently participates in conferences, symposiums and seminars in France, Germany, Benelux, North America and Asia. Her research interests include digitalization strategy, well-being at work and governance.



Frédéric Prévot

Frédéric Prévot is a senior professor of strategy and international business at KEDGE Business School. He was Associate Dean of the Faculty (2013-2016 and 2017-2018), Director of Accreditations (2016-2017) and Head of the Strategy Department (2005-2008). He was a member of the Kedge Business School Management Committee for a number of years. He is currently a member of the Board of Directors of AFMI (Association Française de Management International). Frédéric obtained his PhD from Aix-Marseille University and his HDR (habilitation to supervise theses) from the University of Lyon, France. He is an alumnus of the International Teachers Program at IMD (Lausanne, Switzerland) and was a visiting professor at the Cameron School of Business at the University of North Carolina in Wilmington (USA). His research interests include business-to-business

relationships (alliances and joint ventures), competence-based management and corporate reputation. He regularly teaches abroad and to international audiences (Brazil, China, Japan, Morocco, Canada, USA...).

ALUMNI

INTERVIEW OF THE MONTH



Interview with Dr [Gyulia Nagy](#) (Digital DBA cohort no. 3) who defended his thesis "Exploring the blurring of employee goals by managers", under the supervision of Professor Isabelle Walsh, in September 2021.

Caroline: Hello Dr Nagy, you are a graduate of the [Business Science Institute](#) Digital DBA No. 3 cohort. Could you present your professional background to our readers in a few words?

Gyulia Nagy: Hi Caroline, I finished my university studies in Budapest, Hungary, and moved to California to work in the technology sector. At the same time, I got my MBA at Berkeley. After graduation, I started working for McKinsey in various locations on three continents. After six years at McKinsey, I held several C-level management positions at three different banks in Central and Eastern Europe. Finally, for the last seven years I have been running my own consulting company, mainly in Germany, Switzerland and Hungary.

Caroline: What were your motivations for choosing [Business Science Institute](#) rather than another institution offering an Executive DBA?

Gyulia Nagy: I had always wanted to pursue a doctorate, but I never had the time to do so between my family and professional obligations. Finally, I decided to take the plunge, and after a detailed analysis, I decided to apply to [Business Science Institute](#). Business Science Institute turned out to be by far the best DBA programme available, because of its flexibility and quality of teaching.

Caroline: You very recently defended your Executive DBA thesis, in September 2021, do you already feel any personal or professional impact?

Gyulia Nagy: I am very proud to have graduated, but more importantly, I enjoyed the process of getting there. I really enjoyed doing research, as it opened up a world that I had never experienced before. The programme satisfied my curiosity to learn and experience new things. I intend to continue my research and publish the results. Professionally, I use what I have learned every day and complement my consulting skills with the research methods I learned at Business Science Institute.

Caroline: Your research topic addresses the counter-intuitive managerial practice of setting unclear objectives for employees in order to maintain appraisal flexibility. How do you see this research changing managerial behaviour today, or at least contributing to it?

Gyulia Nagy: My research is important because it highlights a hitherto unknown managerial behaviour that leads to a decrease in the effectiveness of company performance management. Furthermore, as the research is directly related to goal setting, which is used by companies worldwide and has proven to be the most effective motivational tool, the research has far-reaching practical implications. The research has also been published in the Academy of Management Proceedings and will hopefully be useful to many practitioners.

ALUMNI NEWS



Read the interview with Dr [Gyulia Nagy](#) in HR One, 31 January 2022.

[Learn more.](#)

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!

Discover the extraordinary career of Robert Stoll, a doctoral student at [Business Science Institute \(Paris Cohort No. 5\)](#) in *HR One*, 17 February 2022. [Learn more.](#)



FEBRUARY HIGHLIGHTS

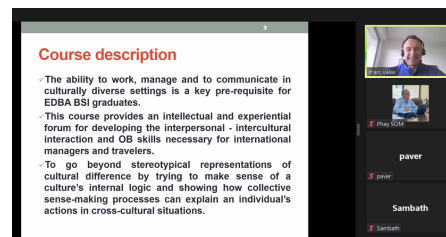
- Seminar [Shanghai 1 & 2](#), 27 February 2022 (online).

Table 3: Reliability (α) and convergent validity of the scales

Constructs	α	AVE	Loadings ($p < .001$)	Source
EE – Effort Expectancy	.87	.70	.77	Venkatram et al. (2012)
I would find it easy to use and set up a smart home and its connected services.			.92	
I would find it easy to become skillful at using a smart home and its connected services.			.83	
I would quickly learn how to use a smart home and its connected services.				
PE – Performance Expectancy	.95	.83	.88	Venkatram et al. (2012)
A smart home and its connected services would be a good assistant in my daily life.			.92	
A smart home and its connected services would help me save useful time in my daily life.			.92	
A smart home and its connected services would make my everyday life easier.			.93	
A smart home and its connected services would increase my efficiency in my daily life.				
BU – Behavioral Intensions of usage	.92	.83		Venkatram et al. (2012)
Looking at its benefits, I intend to live in a smart home in the future.			.96	

This seminar was delivered by Professor Julien Cloarec.

- Seminar [Bangkok 3](#), 18 & 19 February 2022.



This seminar was delivered by Professor [Marc Valax](#) (Research in Organisational Behaviour).

- Academic Steering Committee Meeting, 17 February 2022.



In the presence of Professors [Paul Beaulieu](#), [Françoise Chevalier](#), [Jean-Pierre Helfer](#) (Chairman of the Academic Steering Committee), [Michel Kalika](#), [Nathalie Mitev](#) and [Damien Mourey](#).

- **Seminars** [Dakar 7](#), 3, 4 & 5 February 2022.

These seminars were delivered by Professors [Françoise Chevalier](#) (Management Research) & [Jean Biwolé Fouda](#) (Research in African Organisation Theory).

During this time in Dakar, meetings were organised with Dr. [Mohamad Gakou](#) and Dr. [Mohamed Laye](#).



Meeting with Dr [Mohamad Gakou](#) in the presence of Professors [Pierre-Jean Benghozi](#), [Françoise Chevalier](#) and [Fatou Diop Sall](#).

VIDEOS

XERFI Canal

[L'application Stop-Covid : les leçons de l'expérience pour le numérique](#),

The Stop-Covid application: lessons from practice for digital technology, 3 February 2022.

[Valoriser son expérience pratique au pays de l'élitisme et des grandes écoles](#)

Valuing practical business experience in the land of elitism and Grandes Ecoles 9 February 2022.



Xerfi Canal spoke to [Pierre-Jean Benghozi](#), faculty at [Business Science Institute](#), professor at the Ecole Polytechnique, research director at CNRS and former professor at the University of Geneva, about the lessons of Covid-19 for digital technology.

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

MEDIAS

‘[Much of the research carried out in the field of management is artificial](#)’, University Business | The Business of Higher Education, 23 February 2022.

[Michel Kalika](#), Président of [Business Science Institute](#), , explores how to bridge the gap between research and the real world.



February 23, 2022

‘Much of the research carried out in the field of management is artificial’

PUBLICATIONS



2022
[Burger-Helmchen, T.](#), *Fast and Curious Management. Apprendre vite et bien*, (Learning fast and well).
Vuibert, 2022, 48 p.

Oriama, R., Mudida, R., & [Burger-Helmchen, T.](#) (2021). [Capturing niche development in secondary disease prevention through a salutogenesis-bioeconomy framework: trends from Kenya](#). *International Journal of Technological Learning, Innovation and Development*, 13(4), 341-369.

Cappelletti, L., Heurtel, P., & Lefebvre, S. (2022). [Crise de la connaissance et connaissance de la crise: Les points de vue du Conservatoire national des arts et métiers](#). Éditions EMS, 2022.
(*Knowledge crisis and understanding the crisis: The viewpoints of the Conservatoire national des arts et métiers*).
With chapters by Professors [Alain Burlaud](#) and [Madina Rival](#).



ADMISSIONS

- **Executive DBA (French language)**



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[Executive DBA Douala - Cohort n°4 \(2022-2026\)](#)

- Executive DBA (English language)

BANGKOK

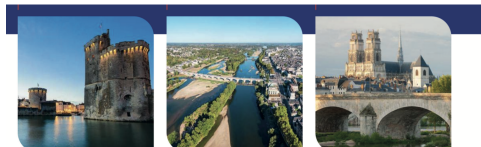


[Executive DBA - Bangkok - Cohort n° 3 \(2022-2026\)](#)

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[Tourism & Hospitality - Cohort n°1 \(2022-2026\)](#)

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