



NEWSLETTER

FOREWORD

On the occasion of the first-ever Impact Seminar, some sixty professors took part in workshops aimed at reviewing the Business Science Institute's strategy and activities, as well as organising nine thesis defences and a series of supervisory seminars.

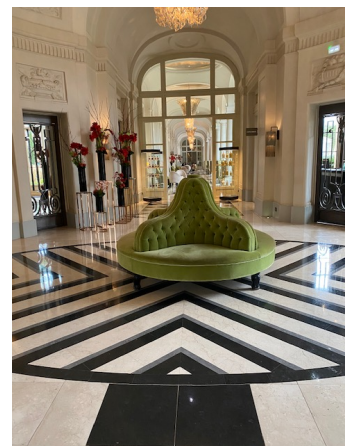
Over the three days, the results of the communication audit carried out by Professor [Jean-Philippe Denis](#) were presented, the organisation of the next international week was outlined and the principle of recurring events was agreed upon:

- 27-30 September 2022: CRBA Certificate and DBA thesis defences in central Paris.
- 1 October 2022: graduation ceremony, impact meetings with alumni, and launch of the "strategic meetings" at the Trianon Palace in Versailles.

Save the date in your diary for Saturday 1 October, which promises to be an exceptional day for the [Business Science institute](#) community.

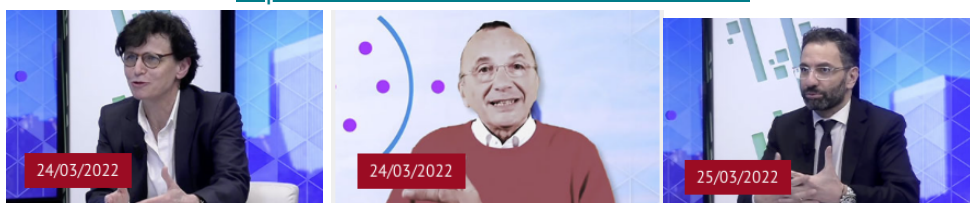
[Michel Kalika](#)

President du [Business Science institute](#)



Check out all the XERFI Canal videos from the [Business Science institute](#) on our new website, in the media section:

<https://www.business-science-institute.com/>



IMPACT SEMINAR

The first-ever [Business Science Institute](#) Impact Seminar was held from 10 to 12 March 2022, both in person at the Espace Vinci in Paris and online.

The 3-day event was marked by the enthusiasm of the participants who were finally able to meet up again after two years of working and studying at a distance due to the health crisis.



The event was marked by the enthusiasm of the participants who were finally able to meet and work together again after two years apart due to the health crisis.

The faculty members, alumni and doctoral students present had the opportunity to learn about the latest news from the [Business Science Institute](#) and to participate in numerous thematic workshops and conferences. For the first time, Alumni were also part of the jury for the defence of the Executive DBA theses.

For [Frédéric Rozière](#), a graduate of the [Business Science Institute](#) (Paris n°1, 2016-2019), this presence is justified for three reasons:

- The alumni know the requirements and expectations of a DBA thesis.
- He has experienced the doctoral student's journey, working as a manager during his thesis research.
- He has a slightly more focused view of the managerial implications of a DBA thesis

COLLECTION BUSINESS SCIENCE INSTITUTE

The Business Science Institute collection from EMS is enriched with two new books :



Teko, H. T., & Etogo, G. (2022). [Le pluralisme managérial en Afrique: Hommage au professeur Emmanuel Kamdem](#) (Managerial pluralism in Africa: Tribute to Professor Emmanuel Kamdem). Éditions EMS, collection Business Science Institute.

Kalika, M. (2022). [L'homme qui fait parler les données: Hommage au professeur Jean Moscarola](#) (The man who makes data speak: Tribute to Professor Jean Moscarola). Éditions EMS, collection Business Science Institute.

FACULTY NEWS

Hugo Gaillard

Hugo Gaillard, Lecturer in HRM and Governance at Le Mans University, joins the [Business Science Institute](#).

Hugo Gaillard is a lecturer in HRM and Governance at Le Mans University. He has a PhD in management and has completed a CIFRE (professional) thesis on the contribution of organisational justice theories to the regulation of religious expression at work.

Member of the ARGUMans laboratory, his research focuses on religious expression at work, sustainable careers and responsible governance. Hugo Gaillard is also a member of the board of directors of the AGRH, and is in charge of the Promotion of the Revue française de gestion.

He is a member of the Business Science Institute faculty, where he is also in charge of social media communication. In 2019, he founded the Université Populaire d'Allonnes, an association that works for the dissemination of scientific culture, using popular education techniques.



JOINT INTERVIEW



Interview with Professors [Aurélie Dudézert](#), [Chantal Fuhrer](#) and [Florence Laval](#) who presented, on the occasion of the Business Science Institute's Impact seminar on 11 March, their chapters published in the book in honour of Professor [Jean Moscarola](#), "La petite reine de Jean" and "Devinez...ou vous serez dévorés!", edited by Professor [Michel Kalika](#) and published by EMS, Business Science Institute collection: In this joint interview, the three Business Science Institute professors allow themselves a little humour...

Aline: You presented on March 10th during the impact seminar the chapters you wrote in the book in homage to Professor [Jean Moscarola](#): The man who makes data speak: "The little queen of Jean" and "Guess...or you will be devoured!", could you share the main messages of your speech with our readers who were not present?

- Our speech pointed out the accuracy and relevance of the textual data analysis methodology developed by Professor [Moscarola](#). As an illustration, we have applied, in our own way, this methodology to the book written in his honor. Thus, Professor [Moscarola](#) was able to realize the extent of the work that remains to be done to enable us to reach his level of practice. We believe that he has understood the importance of his continuing to work for many years in the [Business Science Institute](#).

Aline: A bell was heard several times during the intervention, what was it?

- Professor [Moscarola](#) is torn between two passions: textual data analysis and cycling. During our talk, a member of the special forces for the defense of cycling activity entered the room and tried to disrupt our tribute with a bicycle horn. It was childish and childish. Fortunately, we knew how to be strong and, as Professor [Moscarola](#) taught us, we continued our analysis of the textual data without being distracted. After a tight interrogation where we threatened him with being devoured by the Sphinx, the challenged individual confessed that he wanted to have Professor [Moscarola](#) recognized as a bicycle racer and not as an academic expert. He claimed to be guided by the voice of the "Great Guidon" to justify his act. At the time of writing, we still do not know how he got into the [Business Science Institute](#) Impact seminar. An investigation is underway, led by Caroline who knows a lot about this.

Aline: As teacher-researchers, what have you learned from Professor [Jean Moscarola](#)'s career?

- That to be a great teacher, it is important to ride a bike and love mythology.

Aline: When Professor [Jean Moscarola](#) talks about the [Business Science Institute](#), he talks about a "happy academic activity", how do you understand it?

- We think that Professor [Jean Moscarola](#) particularly appreciates the [Business Science Institute](#) because he is fully recognized as a high quality researcher, as an outstanding teacher, as a visionary entrepreneur and as a unique knowledge broker. We also suspect that he particularly likes the fact that he can do textual data analysis on a bicycle, but we don't have enough evidence for that yet.

Aline: What were the highlights of the [Business Science Institute](#) Impact seminar for you?

- We were all looking forward to this moment of reunion after two years of Covid working remotely. The possibility of finally meeting again, of renewing informal links, of exchanging with the doctoral managers, of awarding diplomas, of paying tribute to the founding researchers of our practice was a great joy. Each moment allowed us to meet again and to measure the contribution and the interest of the networking that the [Business Science Institute](#) allows us.

Aline: Have you ever considered a career in acting

- Teaching is not acting. However, when we are in front of an audience of students, we sometimes have that pleasant feeling of

putting ourselves on stage. So, considering a career in acting, maybe not, but perfecting our acting skills, we will consider it from now on!

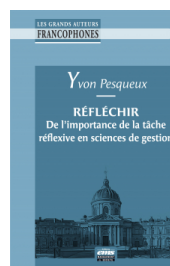
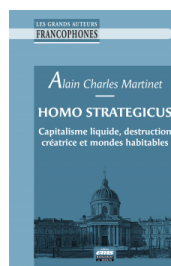
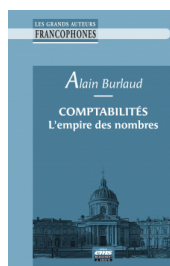
PUBLICATIONS



Cloarec, J., [Meyer-Waarden, L.](#), & Munzel, A. (2021). [The personalization–privacy paradox at the nexus of social exchange and construal level theories](#). *Psychology & Marketing*.

Professor [Lars Meyer-Waarden](#), a faculty member at [Business Science Institute](#), and his co-authors discuss the paradox of personalisation and privacy at the intersection of social exchange and construct level theories in an article published in the journal *Psychology & Marketing*.

[To learn more.](#)



The collection "Les grands auteurs francophones" ("leading French-speaking authors") published by EMS has been further extended with four new books by faculty members at [Business Science Institute](#):

[Burlaud, A.](#) (2022). [Comptabilités, l'empire des nombres](#). (Accounting, the empire of numbers) Éditions EMS, 180 p.

[Martinet, A.C.](#), [Homo Strategicus](#), Éditions EMS, 228 p.

[Pesqueux, Y.](#) (2022). [Réfléchir: De l'importance de la tâche réflexive en sciences de gestion](#). (The importance of reflective practice in management science), Éditions EMS, 336 p.

[Trinquécoste J.-F.](#), [Epistémodico](#), Éditions EMS, 396 p.

MEDIAS



« [PhD or DBA: Which Path to Take?](#) », AACSB's weekly newsletter, March 2022.

[Michel Kalika](#), President of [Business Science Institute](#), explains the fundamental differences between the PhD and the DBA, as well as the merits of both degrees. Between the production of theoretical or applied knowledge, the degree of control over the subject, the recognition and qualification of the degree, and the teaching arrangements, the article concludes that the benefits are equal but different.

ADMISSIONS

- Executive DBA (French language)



[ABIDJAN](#)

[Executive DBA Abidjan – Cohort n°2 \(2022-2026\)](#)

BAMAKO

[Executive DBA - Bamako - Cohort n° 2 \(2022-2026\)](#)



CASABLANCA

[Executive DBA - Casablanca - Cohort n°1 \(2022-2026\)](#)



DOUALA

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

- **Executive DBA (English language)**



BANGKOK



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

ILE MAURICE

[Executive DBA Mauritius \(2022-2026\)](#)



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

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 inquiries concerning the online DBA:

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