

Newsletter n° 105 – June 2022

Foreword from the Président



Is the Business Science Institute's strategy emergent or deliberate?

All my MBA and DBA students have at some point heard me quote Mintzberg on the difference between deliberate and emergent strategies. But what about our own international academic networked organisation? At the risk of being out of sync with the management textbooks, we have to admit that our strategy is rather emergent and opportunity-driven, though our mission statement and strategic ambition remain unchanged. Making the DBA accessible to managers internationally has always been our mission and becoming a key player in a growing market has been our vision. For the rest, our development has been driven by opportunities generated by contacts with what is the crucial link in a doctoral programme, namely, the professors, my colleagues. Development of a German language format, development in Shanghai, Bangkok, Dakar, Geneva, Douala and Bamako: this is proof of an emergent strategy. But also the development, long before COVID, of distance learning and English language formats: proof of a deliberate strategy. My colleagues and professors of Strategy will not fail to point out that what I call an opportunity can only be seized if it is aligned with the strategic vision...!

Leaving concepts aside and returning to practice, I am currently looking for Spanish speaking colleagues to develop our DBA in Spanish! And that's deliberate. :-)

Michel Kalika

President, Business Science Institute

Nomination EDBAC



Professor Michel Kalika, President of Business Science Institute, will join the Executive DBA Council Board as of 1 July.

[Learn more →](#)

Save the date !



The 8th International Business Science Institute Seminar will take place on **Thursday 29** and **Friday 30 September** at Espace Vinci, 25, rue des Jeûneurs, 75002 Paris, and at the Trianon Palace in Versailles on **1 October** for the graduation ceremony and the launch of the Rencontres Stratégiques (New Strategic Futures Meetings).

Impact & Knowledge by Business Science Institute

TV Shows



Watch videos of Business Science Institute faculty members and alumni, including the latest video from Professor Michel Kalika, President of the Business Science Institute

[Discover our videos →](#)

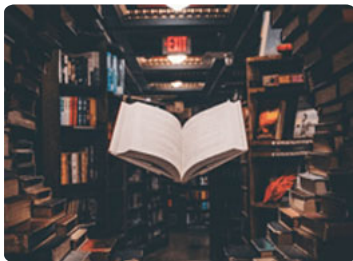
Faculty Voices



Read the columns written by the Business Science Institute's faculty members.

[Discover our columns →](#)

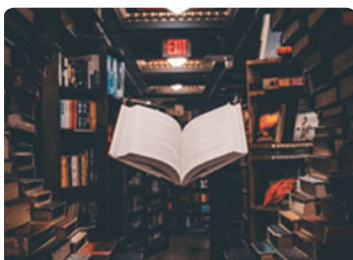
Impact(s) Articles



Read articles that generate impact(s), original pieces written by Business Science Institute faculty members and alumni.

[Discover our articles →](#)

Books



Read the books written by Business Science Institute faculty members and alumni.

[Discover our books →](#)

Faculty - Scientific and editorial news



Nouvelle Encyclopédie de la Stratégie (The New Encyclopedia of Strategy), edited by: Jean-Philippe Denis, Taïeb Hafsi, Alain-Charles Martinet, Franck Tannery.

The re-edition of the *Encyclopédie de la stratégie* marks the launch of this new collection from EMS.

[Read more \(in French\) →](#)



Pierre-Louis Dubois: **In 2019-2020, one student in five was studying management**, according to the FNEGE Observatory, May 2021.

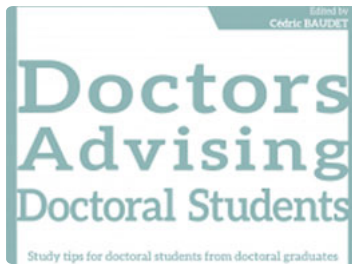
In 2019-2020, one student in five (19.62%) was studying management as their main subject, representing a slight increase since the last Observatory results published in 2015 ...

[Read more \(in French\) →](#)



Nathalie Dubost, “Comment comprendre les consommateurs vulnérables?” (“**How to understand vulnerable consumers**”), in: Wiki AFM *Marketing pour une société responsable - Se former au marketing et transformer le marketing* (Marketing for a responsible society - Training for and transforming marketing).

[Read more \(in French\) →](#)



Webinar "**Doctors advising doctoral students**" presented by Dr. Cédric Baudet, Business Science Institute Alumni (Geneva n°1, 2013-2016) and coordinator of the book *Doctors Advising Doctoral Students*. Study tips for doctoral students from doctoral graduates, EMS Publishing, 2021.

[Watch the video \(in French\) →](#)



Executive DBA (French language)

Dakar cohort n°7

The "Qualitative Methods" seminar for the Dakar No. 7 cohort (2021-2025), led by Professor Yvon Pesqueux, was held in Dakar from 19 to 21 May, with Dr. Oumar Soumare, Business Science Institute alumni (Bamako No. 1, 2018-2021) and winner of the 2021 Managerial Impact Prize, and Dr. Touba Fall (Dakar No. 1, 2014-2017) in attendance for an exchange of experiences.



Bamako cohort n°2

Opening of the Bamako cohort n°2 (2022-2026) from 5 to 7 May 2022 with a first seminar on "Conducting research" led by Professors Michel Kalika (online) and Yvon Pesqueux at ISPRIC whose Director General is Dr. Mohamed Gakou, a graduate of Business Science Institute (Dakar n°2, 2015-2018).

[See the pictures →](#)



Executive DBA (English language)

Bangkok cohort n°3

“Research in International Management” seminar on 13 and 14 May, led by Professor Anne Bartel-Radic



Executive DBA (German language)

Frankfurt cohort n°3

From 19 to 21 May, the 5th seminar of cohort n°3 (2021-2025) took place, led by Professors Anne Bartel-Radic and Marco Heimann.

Seminars June 2022



Executive DBA (French language)

Bamako cohort n°2

- 09, 10 & 11 June : “Paradigmes thématiques 1” with Professors Geneviève Causse and Stéphane Bourliataux-Lajoinie.
- 16 & 17 June : “Méthodes quantitatives” with Professor Julien Cloarec (online).

Bangkok cohort n°3

- 09 June : “Research in Digital and Technology Marketing” with Professor Lars Meyer-Waarden.

Paris cohort n°7

- 09-11 June : Seminar 2, espace Vinci, Paris.

Follow-up seminar

- 23, 24 & 25 June: Follow-up seminar for all Year 2, 3 & 4 participants (online).

Admissions



Executive DBA (French language)

- Abidjan - Cohort n°2 (2022-2026)
- Casablanca - Cohort n°1 (2022-2026)
- Douala - Cohort n°4 (2022-2026)

Executive DBA (English language)

- Bangkok - Cohort n° 4 (2022-2026)
- Mauritius Island - Cohort n°1 (2022-2026)

[Apply →](#)

New specialized program



DBA in Sustainable Innovation Management - Cohort n°1 (2022-2026)

Register for the webinar presenting this new specialist online DBA programme, created in partnership with the triple-accredited ICN Business School (AMBA, AACSB, EQUIS).

The webinar will be hosted by Professors Michel Kalika and Wolfram Berger.

[Sign-up \(Asia\) →](#)

[Sign- up \(Europe\) →](#)

Doctorant Prize



Mot d'or (Words of Gold)

Barnabé Lekama, a Business Science Institute doctoral student, (Paris n°5, 2020-2023) was awarded the first Mot d'Or de l'entrepreneur-

poète (literally meaning "Entrepreneur-poets' Words of Gold") by Jean-Marie Fèvre, Senior Lecturer in Management Sciences Cum Merito at the University of Lorraine, and by Jean- Marcel Lauginie. The award ceremony took place during the 32nd Business French and Partner Languages Day.

Alumni



Business Science Institute Alumni Impact Survey

Our alumni network currently stands at **118** members in **32** countries across **5** continents, representing a rich patchwork of realities. Since the beginning of May, Caroline and Stephen have been carrying out interviews with 27 graduates who accepted to take part in our 2022 Alumni Impact Survey.

Stay tuned for the first Alumni portrait in the July 2022 Newsletter!

[Learn more \(in French\) →](#)

Social Networks

Find the Business Science Institute community on social networks:

 LinkedIn

 YouTube

 Twitter

 Facebook

Contacts

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