

## Newsletter n° 106 – July 2022

### Foreword from the President



*After two online editions, owing to the health crisis, I am pleased to announce that we will finally be able to meet face to face in Paris this year for the 8th International Seminar, before returning to Luxembourg to celebrate the tenth anniversary of the Business Science Institute in 2023. Interviews are still currently underway on how the DBA has impacted our alumni. One of the key points coming out of the interviews is that Business Science Institute provides its doctoral candidates the opportunity to interact with a large number of internationally renowned professors. Beyond the shared pleasure of us all meeting back up again, this upcoming international seminar will therefore be an opportunity to congratulate our new graduates, to pay tribute to our Alumni Doctors who are creating impact, and also to inaugurate the 'New Strategic Future Meetings'!*

Michel Kalika  
President Business Science Institute



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# International Seminar and New Strategic Future Meetings



This first International Seminar in Paris will take place from 29 September to 1 October with the following provisional programme:

## **Espace Vinci, quartier Bourse (France) :**

- 29 September: opening conference, Certificate of Research in Business Administration oral presentations, meetings between professors and doctoral students.
- 30 September: DBA thesis defences, meetings between professors and doctoral students.

## **Trianon Palace, Versailles (France) :**

- 1 October 2022, the morning will be given to the inauguration of the "New Strategic Future Meetings" and followed by the awards of the Certificates of Research in Business Administration and the DBA degrees.

If you have any questions about the New Strategic Future Meetings, please do not hesitate to contact us by email:

[contact@rencontres-strategiques.com](mailto:contact@rencontres-strategiques.com)

[Learn more →](#)

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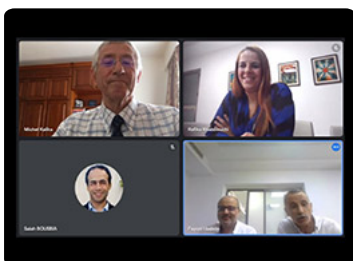
## **MoU Business Science Institute - Ukrainian Catholic University**



The Business Science Institute has signed a Memorandum of Understanding for collaboration with the Ukrainian Catholic University. The purpose of this memorandum is to establish and develop long-term cooperation in the fields of science, culture, higher education and to promote dynamic relations and mutual understanding between the two institutions. This cooperation reflects the willingness of the Business Science Institute to support a Ukrainian institution in the field of management education.

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## New Partnership with ESPRIT (Tunisia)

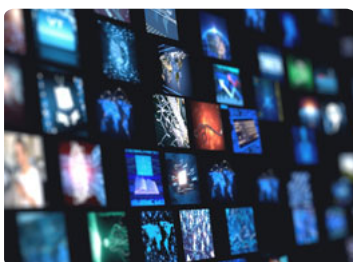


On Tuesday 28 June, the Business Science Institute signed an academic cooperation agreement for the Certificate of Research in Business Administration programme with the Ecole Supérieure Privée d'Ingénierie et de Technologie (ESPRIT) for students in ESPRIT's Executive MBA programme from the start of the new academic year in September 2022.

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## Impact & Knowledge by Business Science Institute

### TV Shows



Watch videos of Business Science Institute faculty members and alumni.

[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. See in particular, Martine Story's latest publication "Anticipating tensions between a buyer and an investment fund".

[Discover our articles →](#)

## Books



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

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## Faculty - Scientific and Editorial news



Catherine Léger-Jarniou, Faculty member of Business Science Institute, Yves Mboda and Anne-Sophie de Gabriac, *Du salariat à l'entrepreneuriat. Dix questions à se poser pour réussir*, Dunod, 2022 (From employee to entrepreneur. Ten questions for success).



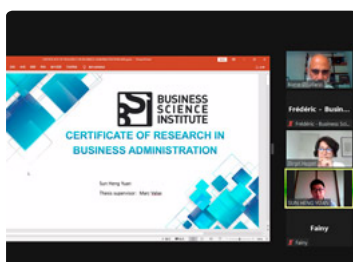
The first signing ceremony for the book edited by Henri Tedongmo Teko and Gabriel Etogo, *Le pluralisme managérial en Afrique. Hommage au professeur Emmanuel Kamdem* (Managerial pluralism in Africa. Tribute to Professor Emmanuel Kamdem), published by EMS, Business Science Institute collection, was organised by Professor Henri Tedongmo Teko, lecturer at the Department of Sociology of the University of Yaoundé 1, in the presence of Professor Emmanuel Kamdem, member of the Business Science Institute Faculty.



Professors Ulrike Mayrhofer and Christophe Fournier were awarded the prize for the best pedagogical case in international management at the latest Atlas Afmi congress ( French-speaking Association for International Management) for their case "ALTRAD: world leader in industrial services".

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## Campus Life



### Thesis Supervisory Seminar 23, 24 & 25 June:

Thesis Supervisory Seminar for all doctoral students in years 2, 3 & 4 (online).



## Post-DBA media writing workshop 25

**June:**

Media writing workshop for Alumni led by Professor Madina Rival.



## Webinar 20 June:

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

[Watch on Youtube →](#)



## Executive DBA (French language)

- **Bamako cohort n°2:**  
9, 10 & 11 June: “Thematic Paradigms 1” with Professors Geneviève Causse and Stéphane Bourliataux-Lajoinie.
- **Paris cohort n°7:**  
9, 10 & 11 June: “Thematic Paradigms 1” with Professors Jean-Philippe Denis, Michelle Bergadaà and Ulrike Mayrhofer, and Dr Thierry Lamarque.
- **Casablanca cohort n°1:**  
16, 17 & 18 June: “Carrying out Research” with Professors Michel Kalika, Mehdi Nekhili and Jean-François Trinquecoste

## Executive DBA (English language)

- **Bangkok cohort n°3:**  
11 June: “Research in Digital and Technology Marketing” with Professeur Lars Meyer-Waarden.  
20 June: “Research in Service Marketing” with Professor Kiane Goudarzi (online).

- **Bangkok cohort n°2:**  
16 & 17 June: “Quantitative Research Methods” with Professor Julien Cloarec (online).
- **Shanghai cohort n°3:**  
18 & 19 June: “Qualitative Research Methods” with Professors Marc Valax and Grégor Bouville (online).

[View all photos →](#)

## To Come



- **Dakar cohort n°7:**  
30 June, 1-2 July: “Quantitative Research Methods” with Professor Jean Moscarola.

## Admissions



### Executive DBA (French)

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

### Executive DBA (English)

- Bangkok - Cohort n° 3 (2022-2026)
- Mauritius - Cohort n°1 (2022-2026)
- Geneva - Cohort n°7 (2022-2026)
- Sustainable Innovation Management in partnership with ICN

### Online Executive DBA

- Applications and enrolments for the online DBA (taught in English, French or German) are open throughout the year.

[Apply →](#)

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## Alumni



### Impact

Since last month's June 2022 Newsletter, Caroline and Stephen have been continuing their new-found vocations as journalists, interviewing alumni located across the planet from their place of work, and on more than one occasion from their secret holiday destinations (our lips will remain firmly sealed). Each DBA journey is unique, meaning we are able to add new dimensions to the notion of impact after each discussion. The transcription phase has now started, and thanks to Professor Olivier Lavastre we have been testing the SONIX software solution, a fully automated transcription service driven by advanced technology. So far, the promise of a 'fast, accurate and affordable' solution has been kept, and we would fully recommend it to our academic community.

[Read article →](#)



Thierry Lamarque (Paris cohort n°1, 2016-2019) and Olivier Mier, "Au cœur des négociations : les 7 facteurs-clés de succès du repreneur individuel" ("At the heart of negotiations: the 7 key success factors for the individual buyer"), *Le Journal de l'Economie*, 10 June 2022.

#### REPRENEURS D'ENTREPRISE ET FONDS D'INVESTISSEMENT, UN MARIAGE SOUS TENSION



Martine Story (Paris cohort n°4, 2019-2022), Les parties prenantes : le cas de la relation manager-fonds d'investissement lors d'un transfert externe de pme (Stakeholders: the case of the manager-investment fund relationship during an external transfer of an SME), *Observatoire Action Sociétale Action Publique*, June 2022.

[Read article →](#)

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## Social Networks

Find the Business Science Institute community on social networks:

 LinkedIn

 YouTube

 Twitter

 Facebook

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## Contacts

**Direct line (Mon-Fri, 9am-6pm):**

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