

Newsletter n° 110 – December 2022

Foreword from the President



2022 is coming to an end at a steady pace with the schedules of the various groups that are currently open and the seminars planned for the month of December, more specifically: the DBA in Sustainable Innovation Management programme in partnership with ICN (group 1) and the Executive DBA in Shanghai (groups 3 and 4) and Abidjan (group 2). The end of the year has also been marked by Business Science Institute's solidarity with the Ukrainian people. Following the partnership with the Business School of UCU, Business Science Institute has decided to relay the Ukrainian President's request for support in setting up an army of drones. Finally, I am proud to announce a new partnership with Sphinx for the Paris 8 group which will begin in March 2023. I look forward to seeing you in January, with a year ahead of us already full of events that you will find out more about in the next newsletter. Until then, I wish you all a very happy end of the year for 2022.

Michel Kalika
President Business Science Institute

Business Science Institute supports Ukraine



As part of its partnership with the Business School of UCU (LvBS), Business Science Institute is relaying the following link to the United24 website in support of the Ukrainian people to build a drone army.

[Learn more →](#)

New partnership with Sphinx



Business Science Institute has opened its 8th group in Paris in partnership with Sphinx. The doctoral candidates joining this new group will be able to use their experience acquired with the tools offered by Sphinx.

[Learn more →](#)

Conference



As part of the Employment & Enterprise 2022 week, Professors Michel Kalika, President of Business Science Institute, and Jean Moscarola, member of Faculty and founder of Sphinx Développement, co-hosted the closing conference on the theme: "L'homme qui fait parler les

données" (The man who makes data speak), in reference to the book bearing the same name published in the Business Science Institute's collection, in homage to Prof. Jean Moscarola, on Thursday, 10 November, at the IAE Savoie Mont Blanc in Annecy, France.

[Learn more →](#)

Impact & Knowledge by Business Science Institute



TV Shows

Check out the videos of the faculty members and alumni of Business Science Institute, including the very latest:

- Michel Kalika: “Les stratégies d'entreprise et perceptions nouvelles: climat, énergie, guerre, RSE etc.” (“Corporate strategies and new perceptions: climate, energy, war, CSR etc.”).
- Gérard Hirigoyen: “Comment la gouvernance actionnariale détruit de la valeur” (“How shareholder governance destroys value”).
- Jean-Fabrice Lebraty: “A l'origine de l'inertie face aux transformations digitales et environnementales” (“At the origin of inertia in the face of digital and environmental transformations”).
- Michel Kalika: “Savoir gérer sa surcharge informationnelle” (“How to manage information overload”).

And in the collection "Grands auteurs francophones" (“Leading French authors”), Professors:

- Michelle Bergadaà,
- Romain Laufer,

- Yvon Pesqueux,
- Jean-François Trinquecoste
- Alain Burlaud.

[Watch the videos →](#)

Faculty Voices

Read the columns written by Business Science Institute's faculty and associate faculty, including the very latest:

- Christophe Fournier “Les commerciaux sont-ils tous des escrocs?” ("Are all salespeople crooks?").

[Read all the columns →](#)

Impact(s) Articles

- Dr. Stéphane Royer (Remote DBA n°3) “Obtenir de meilleurs accords grâce à un modèle systémique de Négociation” (“Getting better deals through a systemic model of negotiation”).
- Dr. Céline Cheval-Calver (Geneva n°6) “Démarches d’achats responsables dans les supply chain amont” ("Responsible purchasing approaches in upstream supply chains").

[Read the articles →](#)

Books



Discover the books written by the Faculty and Alumni of Business Science Institute.

[Read the books →](#)

Faculty - Scientific and editorial news



**Systèmes d'Information
et Management**

Pavone, G., **Meyer-Waarden, L.**, & Munzel, A. (2022). Rage Against the Machine: Experimental Insights into Customers' Negative Emotional Responses, Attributions of Responsibility, and Coping Strategies in Artificial Intelligence–Based Service Failures. *Journal of Interactive Marketing*.

Meyer-Waarden, L., Cloarec, J., Adams, C., Aliman, D. N., & Wirth, V. (2021). Home, sweet home: How well-being shapes the adoption of artificial intelligence-powered apartments in smart cities. *Systemes d'information management*, 26(4), 55-88.

Campus life



November Seminars

Shanghai n°3

- **26 & 27 November** - Seminar Module 5 “Quantitative Methodologies” with Professor Kiane Goudarzi.
- **12 & 13 November** - Seminar Module 5 “Quantitative Methodologies” with Professor Jean Moscarola.

Bamako n°2

- **24, 25 & 26 November** - Seminar Module 3 “Thematic Paradigms 2” with Professors Nicolas Poussing (Research in CSR) & Emmanuel

Kamdem (Intercultural Management and Diversity Management in the African context).

Shanghai n°4

- **19 & 20 November** - Seminar Module 2 “Thematic Paradigms 1” with Professor Jessie Pallud (Research in Information Systems).
- **5 & 06 November** - Seminar Module 1 “How to conduct your DBA thesis” with Professors Stéphane Bourliataux-Lajoinie & Vincent Chauvet.

Casablanca n°1

- **17, 18 & 19 November** - Seminar Module 3 “Thematic Paradigms 2” with Professors Florence Laval (Research in HR) & Mehdi Nekhili (Research in Finance).

Paris n°7

- **17, 18 & 19 November** - Seminar Module 4 “Qualitative Methodologies” with Professors Hanane Beddi, Marc Bonnet & Nathalie Mitev.

Bangkok n°3

- **2 & 3 November** - Seminar Module 5 “Quantitative Methodologies” with Professor Jean Moscarola.

Genève n°7

- **10, 11 & 12 November** - Seminar Module 1 “How to conduct your DBA thesis” with Professors Michel Kalika, Michelle Bergadaà & Caroline Mothe.

Francfort n°4

- **10, 11 & 12 November** - Seminar Module 2 “Thematic Paradigms 1” with Professors Ulrike Mayrhofer (Research in International Management) & Birgit Hagen (Research in Entrepreneurship).

DBA Sustainable Innovation Management n°1

- **09, 11 & 12 November** - Seminar Module 1 “How to conduct your DBA thesis” DBA Sustainable Innovation Management 1 with Professors Pierre-Jean Benghozi & Caroline Mothe.
- **02, 04 & 05 November** - Seminar Module 1 “How to conduct your DBA thesis” DBA Sustainable Innovation Management 1 with Professors Michel Kalika, Elisabeth Paulet (ICN) & Caroline Mothe.

[Photo highlights →](#)

Agenda

DBA Sustainable Innovation Management n°1

- **14, 16 & 17 December** - Seminar Module 2 “Thematic Paradigms 1” with Professor Rebecca Stekelorum (New Trends in Sustainable Supply Chain Management) & Tristan Roger (Green and sustainable Finance).
- **07, 09 & 10 December** - Seminar Module 2 “Thematic Paradigms 1” with Professor Rebecca Stekelorum (New Trends in Sustainable Supply Chain Management) & Tristan Roger (Green and sustainable Finance. Perspective) & Rebecca Stekelorum (New Trends in Sustainable Supply Chain Management).

Bangkok n°3

- **11 & 17 décembre** - Seminar Module 4 “Qualitative Methodologies” Bangkok 3 with Professor Nathalie Mitev.

Shanghai n°4

- **03 & 04 December** - Seminar Module 2 “Thematic Paradigms 1” with Professors Françoise Chevalier (Research in HRM), Pierre-Xavier Meschi (Research in Strategy & Performance) & Frédéric Ponsignon (Research in Operations & Supply Chain Management).

Shanghai n°3

- **03 & 04 December** - Seminar Module 5 “Quantitative Methodologies” Shanghai 3 with Professor Julien Cloarec.

Admissions

DBA (French language)

- Paris - Cohort n°8 (2023-2027)
- Casablanca - Cohort n°1 (2022-2026)
- Douala - Cohort n°4 (2022-2026)
- Dakar - Cohort n°8 (2023-2027)

DBA (English language)

- Bangkok - Cohort n° 4 (2023-2027)
- Mauritius - Cohort n°1 (2022-2026)
- Geneva - Cohort n°7 (2022-2026)

DBA (German language)

- Francfort - Cohort n°4 (2022-2026)

Online Executive DBA

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

Apply →

Doctoral Candidate



IAAL - Business transfer knowledge sharing event

Robert Stoll (Paris n°5) presented his Executive DBA research at an event organised by The INSEAD Alumni Association (IAA), of which he is a member, on 8 November. Professor Michel Kalika, President of Business Science Institute, also participated in the event to present the Executive DBA run by Business Science Institute.

Alumni



Sustainability in the watchmaking industry

Dr. Céline Cheval-Calvel (Geneva n°6) answered Raphaël Hatem's questions on Jobwatch. "The terms Corporate Social Responsibility (CSR) and Sustainable Development (SD) have become commonplace, yet their understanding by the actors in the watchmaking industry diverges and varies even in the way it is implemented. A better understanding of and support for the concepts of SD and CSR would enable the watchmaking

sector to avoid the effect of commercial hypocrisy. Getting back to the basics of these practices is essential to enhance the value of our supply chain professions”.

[Read the interview →](#)



Inauguration of the Beau-Séjour clinic in Tunisia

In 2018, Dr. Hedi Guelmami (Tunisia No. 1) took over in his role as Deputy General Manager the management of the project to create the largest private healthcare establishment in Africa, the Beau-Séjour clinic based in Tunisia. The clinic covers all medical and surgical specialties with a state-of-the-art technical platform. It adheres to the international health accreditation process established with Canada, promotes the CSR approach as well as compliance with the sustainable development criteria announced by the United Nations in 2015, in particular goal 3, which concerns health and well-being for all. The operation of the clinic started on October 4, 2021 and the official inauguration took place one year later, on October 4, 2022.

[Watch the video →](#)



Tales of Impact

In October, Caroline and Stephen wrote about their Alumni Impact Interview with Dr. Masialeti Masialeti, and then took a short sabbatical in November to take care of the EFMD-accredited review visit. They are now back in action and ready to deliver more details of how the DBA has impacted our doctors since the first cohort graduated in 2015. In this month's newsletter, you will be able to discover Dr Philippe Anhorn and his work in the Swiss healthcare sector.

[Read the interview →](#)

Social Networks

Find the Business Science Institute community on social networks:

 LinkedIn

 YouTube

 Twitter

 Facebook

Contacts

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

- +352 621 376 588 (Lux.)
- +33 7 60 73 42 15 (Fr.)

Questions about the Online DBA:

- +33 6 07 34 76 33 (Fr.)

WhatsApp International:

- +49 172 2066769

E-mail:

- contact@business-science-institute.com

