

Newsletter n° 121

December 2023/January 2024

Foreword



2023 is drawing to a close, a year in which there were some significant achievements for Business Science Institute:

- The award of 'Responsible Doctoral School' certification from IRAFPA (Institute for Research and Action on Fraud and Plagiarism).
- Re-accreditation by the Association of Masters of Business Administration (AMBA).
- The defence of 35 new DBA theses.
- The publication of 13 new books by Professors and Doctors
- ...

And the exceptional commitment of our Alumni, Professors and support team deserves a special mention.

Their commitment is matched by the confidence shown in us by more than 200 doctoral candidates representing 52 different countries.

In 2024, as part of a new strategic plan, we will continue to develop and

strengthen our institution.

Happy New Year to you all.

Pr. Michel Kalika
President, Business Science Institute

Impact & Knowledge

Read impactful content, original publications by faculty members and alumni of Business Science Institute on the [DBA Knowledge website](#).

Insights Into Research

Each month, a professor from the Business Science Institute talks to the community about their recent research, their results and their impact on management and society.

For doctoral candidates and managers, this is an exceptional opportunity to share and exchange ideas on management science and DBA research.



ChatGPT at each stage of the DBA. Uses, Prompts and Best Practices.

For the start of the new year, Professor **Jean Moscarola** has put together a series of 6 videos for DBA doctoral candidates. From the research question to the communication of results, he uses numerous examples to show how ChatGPT can stimulate, support and guide researchers. He concludes with a reflection on the impact of these technologies and the evolution of our methods.

TV Shows



Professor **Yvon Pesqueux**, "Management sciences are the new political science", an interview with Professor **Jean-Philippe Denis**.
"If I take up the metaphor that I share with Professor Alain-Charles Martinet about the necessarily disciplinary crossroads (...) this effectively raises the question of the status of management sciences and, more generally, that of the social sciences, which have been formed in silos...".

[Watch the video \(FR\) →](#)

Impact(s) Articles

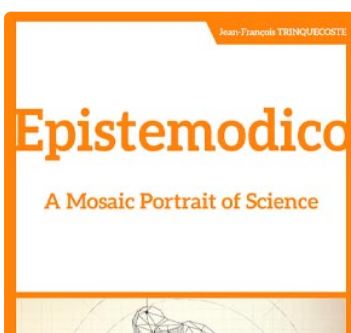
Discover the impact(s) articles, original contributions from members of the Faculty and Alumni at Business Science Institute.



Doctor **Mohamed Francis Keita** (Paris n°2, 2023), and Professor **Emmanuel Kamdem**,
"Financing climate adaptation in Mali: design and implementation of an integration model".

[Read the article →](#)

Books



Trinquecoste, J. F. (2023). *Epistemodico: A Mosaic Portrait of Science*. Éditions EMS, Business Science Institute Collection, December 2023, 324 p.

This book is an introduction to the philosophy of science, covering the main concepts — as well as a number of seminal authors — in dictionary form. The prologue and introduction place particular emphasis on the value and usefulness

of science, and the obstacles it has had to overcome — and sometimes still has to — in order to exist...

[Learn more →](#)

[Read the new books →](#)

Faculty - Scientific and Editorial News



Baudet, C., Point, S. (2023). Des empreintes aux traces numériques : sources de nouvelles analyses sur les médias sociaux (From footprints to digital trails: sources for new analyses of social media). *Recherches en Sciences de Gestion*, (4), 383-418.

Social media data is a source of data that is widely used by researchers. In contrast, the digital footprints left by individuals are rarely exploited despite their analytical potential. This article seeks to understand how the digital footprints of social media can be mobilised in management science through computational approaches.

[Learn more →](#)



Fuhrer, C. (2023). Intelligence Artificielle: que dit la recherche récente ? Une approche combinée bibliométrique et textuelle (Artificial intelligence: what does recent research say? A combined bibliometric and textual approach). *Management & Avenir*, (5), 89-111.

The aim of this article is to summarise the recent literature on Artificial Intelligence in the field of information systems by identifying the 200 most important articles from the 56 main specialist journals in this field. The study was carried out

in compliance with the PRISMA approach (Preferred Reporting Items for Systematic Reviews and Meta-analysis), combined with Text Data Analysis techniques.

[Learn more →](#)

Campus life



Admissions

Check the schedule of the upcoming DBA openings (in-person or 100% online) for 2024.

[Learn more →](#)



Professor **Michel Kalika**, President of Business Science Institute, presents the DBA in Real Estate which will open next February, in partnership with iaelyon School of Management.

[Learn more →](#)

Webinars replays



13 December - Executive DBA à Bamako. How can we continue to grow when everyone else is trying to survive?

Moderated by Professors **Michel Kalika**, President of Business Science Institute, **Yvon Pesqueux** and **Doctor Mohamad Gakou**, Director of ISPRIC (Dakar n°2, 2017).

[Watch the replay \(FR\) →](#)



28 November - Executive DBA in Dakar. The DBA, a response to crises?

Moderated by Professors **Michel Kalika**, President of the Business Science Institute, **Rosalina Worou**, Director of CESAG, and **Fatou Diop Sall**.

[Watch the replay \(FR\) →](#)



25 November - Online Executive DBA in India.

Moderated by Professor **Michel Kalika**, President of Business Science Institute.

[Watch the replay \(EN\) →](#)



Executive DBA (German language)

Under the leadership of Professor **Anne-Bartel Radic**, academic coordinator of Business Science Institute's German-language programmes, German-speaking Doctors and DBA students met in Munich on 23 November. This was the 2nd meeting of its kind, initiated on the occasion of the seminar on impact management research of the 7th cohort in German, held from 23 to 25 November.

Webinars



9 January - Executive DBA in Bamako. How can we continue to grow when everyone else is trying to survive? **Flexibility, responsiveness, resilience.**

Presented by Professors **Michel Kalika**, President of Business Science Institute, **Yvon Pesqueux** and Doctor **Mohamad Gakou**, Director of ISPRIC (Dakar n°2, 2017).

[Register →](#)



10 January - Executive DBA in Paris. **Women and governance, the response of the DBA.**

Presented by Professors **Michel Kalika**, President of Business Science Institute, **Marie-Christine Chalus-Sauvannet**, Director of the iaelyon School of Management and Doctor **Céline Cheval-Calvel** (Geneva 6, 2022).

[Register →](#)

Seminars

- **17, 19, 20, 24, 26 & 27 January 2024** - Seminar Module 1 ‘Managing the DBA Thesis’, DBA Sustainable Innovation Management 2. Presented by Professors **Michel Kalika**, **Elisabeth Paulet**, **Caroline Mothe** and **Pierre-Jean Benghozi**.
 - **25, 26 & 27 January 2024** - Seminar Module 3 ‘Thematic Paradigms 2, Abidjan 3. Presented by Professors **Stéphane Bourliataux-Lajoinie** and **Fatou Diop Sall**.
 - **25, 26 & 27 January 2024** - Seminar Module 3 ‘Thematic Paradigms 2, Frankfurt 5. Presented by Professors **Rolf Teubner**, **Marco Heimann** and **Lars Meyer-Waarden**.
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Interview



Doctor **Thierry Lamarque** (Paris n°1, 2018) and Professor **Olivier Meier**: “The importance of the business plan in a company takeover project”, *Fusions-Acquisitions* (Mergers & Acquisitions magazine).

[Read the interview →](#)

Social Media

Follow the Business Science Institute community on social media:



LinkedIn



YouTube



X (ex-Twitter)



Facebook

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