

Newsletter n° 123

April - May 2024

Foreword from the President



What are the most frequently asked questions about DBAs?

1- “What is the difference between a PhD and a DBA?”

The answer is made clear by EQUAL, a federation of international accreditation bodies and some twenty academic management associations: the PhD and the DBA are two doctoral programmes with distinct objectives:

- The PhD aims to prepare full-time academics, who are typically early-career researchers.
- The DBA is intended for experienced managers who want to take a step back from their practice, capitalise on their experience and publish, or teach part-time, etc.

EQUAL also specifies that a DBA lasts 4 years, as required by the AMBA accreditation body.

2- “How do I choose a DBA programme?”

The answer is simple: the DBA involves doctoral supervision by professors with extensive hands-on experience of supervising theses.

This is why Business Science Institute has a network of over 150 professors with

such experience, and it is also why we pay particular attention to the quality of their supervision and to responding quickly to the needs of our participants.

*Pr. Michel Kalika
President Business Science Institute*



Caroline, who has worked at the Business Science Institute since its inception, has announced her retirement at the end of May.

You were here when we had 4 students, and you're leaving us now that we have over 220 students and more than 170 Doctors of Business Administration from 60 countries!

*A big thank you to you Caroline for your involvement over all these years.
Take care.*

Michel



DBA Chronicles

Business Science Institute was delighted to collaborate with DBA Chronicles, a resource platform designed exclusively for DBA enthusiasts.

Best known for its podcast and blog, hosted by co-founders Valrie Grant, Amy Horner and Kelly Burich, DBA Chronicles features testimonials from industry experts and respected academics to present a valuable insight into the educational experience and opportunities that a DBA can offer.

Professor Michel Kalika, President of Business Science Institute, shares his thoughts on “The Future of the DBA”, in an article on the DBA Chronicles platform.

[Read the article →](#)

[DBA Chronicles →](#)



Executive DBA Council Conference 2024

The annual Executive DBA Council conference, of which Business Science Institute is a member, will be held in Europe this year from 5 to 7 September in London, both face-to-face and online. This is a great opportunity for DBA students to present their research projects, for Doctors to present their results and for professors to propose papers or lead workshops. The theme of the conference is “Applied Business Management Research: Impact for a Brighter Future”.

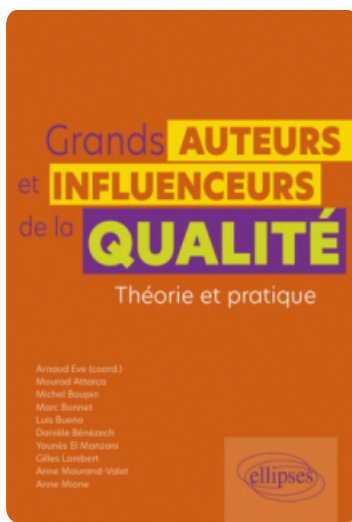
[Learn more →](#)



FNEGE Books Awards

Each year, the FNEGE (National Foundation for the Advancement of Management Studies and Research) acknowledges and presents awards to outstanding management books across several categories.

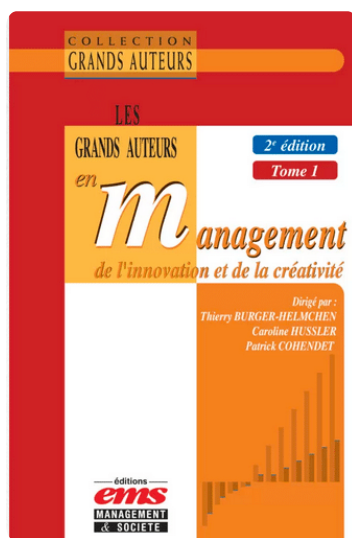
These categories include Non-collective Research Books, Collective Research Books, Essays, Handbooks for Higher Education in Management, and Corporate Social Responsibility (CSR). Discover the complete list of books by members of Business Science Institute's faculty that were awarded a prize by the FNEGE's Award Committee in 2024:



Eve, A., Attarça, M., Baupin, M., Bénézech, D., **Bonnet, M.**, Bueno, L., ... & Mione, A. (2023). *Grands auteurs et influenceurs de la qualité : Théorie et pratique*. Editions Ellipses, 252 p.

The quality (of a product or service) occupies an important place in management science, so it is well worth taking an interest in the authors and influencers who have contributed to shaping this concept...

[Learn more →](#)



Hussler, C., **Burger-Helmchen, T.**, & Cohendet, P. (2016). *Les grands auteurs en management de l'innovation et de la créativité*. Editions Ems, 416 p.

In today's age of globalization and hyper-competition, organizations across the spectrum, from multinationals to small and medium-sized enterprises (SMEs), from high-tech firms to family-owned businesses, whether operating in industry or services, are confronted with a common question: How can we innovate more effectively, efficiently, and sustainably?

[Learn more →](#)



Gosse, B., & **Cornet, A.** (2023). *Mieux comprendre les organisations*, Presses Universitaires de Liège, 134 p.

This book is designed to offer a comprehensive framework for analysing companies and organisations, encompassing public services and associations. It caters to undergraduate students or those new to understanding the organizational and social dynamics of the economic world.

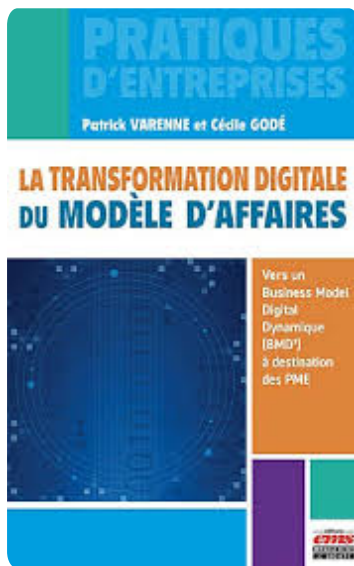
[Learn more →](#)



Gaillard, H., Cloarec, J., Senn, J., & Grandazzi, A. (2023). *L'expérience de la thèse en management : Regards croisés de jeunes docteurs*. Éditions EMS, 468 p.

While there is a great deal of methodological material available, the actual experience of undertaking a doctoral thesis is poorly documented. The aim of this book is to provide a collection of insights derived from the experience of early-career PhDs as they navigated through the thesis process...

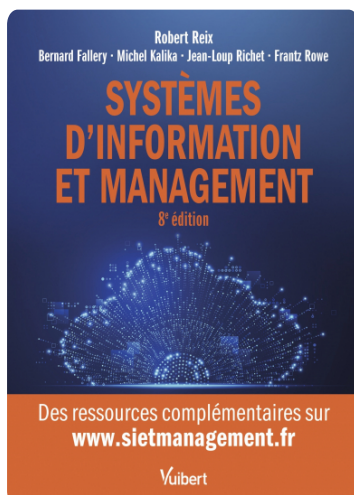
[Learn more →](#)



Godé, C., & Varenne, P. (2023). *La transformation digitale du modèle d'affaires : vers un Business Model Digital Dynamique (BMD2) à destination des PME*. Éditions EMS, 144 p.

The onset of Covid-19 prompted companies to accelerate their digital transformation efforts, often confronting challenges head-on. This is especially true among small and medium-sized enterprises (SMEs), many of which encounter significant hurdles when it comes to investing in costly technological solutions, the deployment of which often involves the restructuring of their business models, adding further complexity to the process...

[Learn more →](#)



Reix, R., Fallery, B., Kalika, M., & Rowe, F. Richet, J.-L. (2023). *Systèmes d'Information et Management des Organisations*, 8ème édition, Paris, Vuibert, 512 p.

Written by specialists in the field, this book addresses the key concepts associated with information technology. Clear and accessible in its approach, it sets out the main issues in information systems (IS) management, covering topics such as defining usage, resource management, strategic decision-making, and IS stewardship, etc.

[Learn more →](#)



Kalika, M., Mouricou M., Garreau L., (2023). *Le mémoire de master*, 6e édition, Paris, Dunod. 240 p.

Writing a high-quality master's dissertation can seem a daunting undertaking. It is much more than a mere formality; it demands a diverse set of skills that students need to effectively implement. This practical guide, which has won rave reviews from its readers, is tailored to assist students in navigating this pivotal phase of their academic journey. Its aim is to empower students to conquer the challenges, avoid feeling overwhelmed, and fully capitalise on the knowledge gained throughout their years of study.

[Learn more →](#)



Lavastre, O., & Ageron, B. (2023). *Cas en logistique et Supply Chain Management*. Éditions EMS, 328 p.

Beyond the media spotlight generated by recent crises, Logistics and Supply Chain Management (SCM) now occupy a strategic position within companies. SCM is defined as the range of activities associated with a company's industrial macro-process...

[Learn more →](#)



Dambrin, C., & Mourey, D. (2023). *Les grands courants en contrôle de gestion: Approches organisationnelles et sociétales du contrôle*. Éditions EMS, 552 p.

The field of management control and the underlying research have evolved considerably: it is no longer simply a question of understanding management control as an economic approach to optimisation within companies...

[Learn more →](#)

Impact & Knowledge

Read impactful content, original publications by faculty members and alumni of Business Science Institute on the DBA Knowledge web site.

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.



20 April 2024 Insights into Research “Collecting data via Serious Games” hosted by Professor **Anne Bartel-Radic**.

[Watch the episodes →](#)

TV Shows



Professor **Michelle Bergadaà**, “The discipline of integrity faced with omerta, fraud and corruption”.

Interviewed by Professor **Jean-Philippe Denis**.

[Watch the video →](#)



Professor **Michel Kalika**, “Why accreditations are so widespread in management higher education”.

Interviewed by Professor **Jean-Philippe Denis**.

[Watch the video →](#)



Professor **Olivier Meier**, “External growth: the real strategic questions”.

Interviewed by Professor **Jean-Philippe Denis**.

[Watch the video →](#)



Doctor **Martine Story** (Paris n°4, 2021), “How to ensure failure in external growth?”

Interviewed by Professor **Jean-Philippe Denis**.

[Watch the video →](#)

Impact(s) Articles

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

How to successfully manage IT projects?



Doctor Soner Hewelt
Online DBA Deutsch (2020-2023)
Business Science Institute

*Doctor **Soner Hewelt** (Online DBA Allemand n°1, 2023), “How to successfully manage IT projects?”*

[Read the article →](#)

Comment organiser un service achats aligné sur la stratégie achats ?

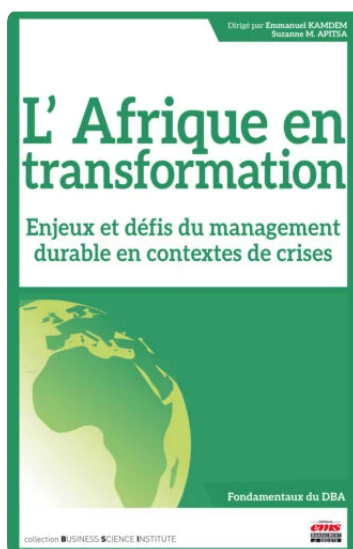


Doctor Karim Bouarfa
Promotion DBA à distance, n°4
Business Science Institute

*Doctor **Karim Bouarfa** (DBA à distance, n°4, 2023), “How to organise a purchasing department aligned with the purchasing strategy?”*

[Read the article →](#)

Books



Kamdem E., Apitsa, S. M., *L'Afrique en transformation : défis et opportunités pour le management durable en contexte de crises*, Caen, Editions EMS, collection Business Science Institute, 2024, 304 p.

In the last two decades, Africa has experienced significant managerial, economic, cultural, and geopolitical transformations. Against this backdrop, there arises a need to grasp the managerial changes unfolding across the continent. Targeting individuals operating in Africa or contemplating investment opportunities there, this book offers indispensable insights into comprehending the nature and ramifications of these transformations...

Faculty - Scientific and Editorial news



Ofstad, Barbara (Francfort DE n°2, 2022) & **Bartel-Radic Anne**, 2024 (in press). Cooperative Learning through Boundary Spanning: How a Corporate Learning Department Ensures that Trainers and Content Stay Current, *M@n@gement*.

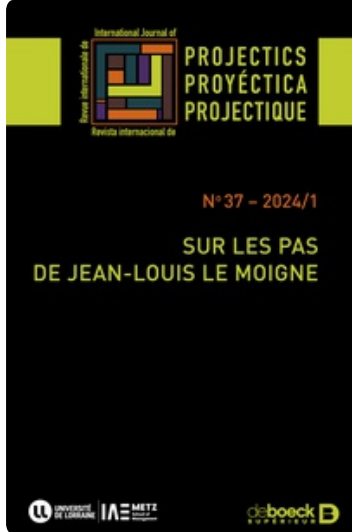
Continuous learning is central to ensuring organizations remain innovative and high-performing. Corporate trainers play a critical role in educating and training employees.

[Read the article →](#)

Gariel, Corentin & **Bartel-Radic, Anne** (2024, in press) Tidying up the concept of Grand Challenges. A bibliometric analysis. *M@n@gement*.

(Also exists in French: Challenger le concept de Grand Challenges ? Une analyse bibliométrique). *Management scholars increasingly seek to make a contribution to addressing the big issues faced by Society (climate change, poverty, migratory crises, etc.), often using the term Grand Challenges to refer to these.*

[Read the article →](#)



The journal *Projectics / Proy ctica / Projectique* 2024/1 (No. 37) devotes a special issue to the academic, scientific, university, professional and personal career of the epistemologist and researcher Jean-Louis Le Moigne (1931-2022).

Featuring contributions from (Business Science Institute Faculty in bold):

Bidan, M., & **Schmitt, C.** (2024). Sur les pas de Jean-Louis Le Moigne, pp. 3-4.

Avenier, M. J. (2024). Focus sur trois axes d'une  uvre   la fois profonde et large, pp. 5-14.

Cucchi, A., Fuhrer, C., & Gerbaix, S. (2024). La syst mique et le sens : Construire le sens qui nous construit pp. 29-44.

Martinet, A. C. (2024). La dialogique g n ralis e, fondement de la strat gie pp. 89-102.

Schmitt, C. (2024).   la rencontre de Jean-Louis Le Moigne : De la th orie du syst me g n ral   la mod lisation et au constructivisme, pp. 151-160.

[Read more →](#)

Campus life



3rd International Spring Seminar

The 3rd International Spring Seminar took place online on 28 and 29 March.

76 professors from 55 academic institutions took part in the event, as well as in the evaluation of the 17 Certificate of Research in Business Administration and 16 Doctorate of Business Administration theses defended over the two days.

It opened with lectures by Professors Anne-Laure Mention: “Regulatory sandboxes: research trajectories and societal impact” and Peter Stokes: “The unthinkable business model in the age of modernity: paradigms, trajectories and the role of generational change”.

[Watch the replay of the conference by Professor Mention →](#)

[Watch the replay of the conference by Professor Stokes →](#)



Webinar

9 April: L'École de Paris - 1500 cases for grounded research.

Presented by Professor **Pierre-Jean Benghozi** for Business Science Institute and, for the Ecole de Paris, by Professors Michel Berry (Founder of the Ecole de Paris du Management) and Christophe Deshayes (Researcher in Residence at the Ecole de Paris du Management).

[Watch the replay →](#)

Admissions

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

[Learn more →](#)

Photo Highlights



21, 22 & 23 March

Module 4 Seminar: “Qualitative Research Methodologies” Frankfurt-Munich 5, run by Professor **Anne Bartel-Radic**.



Encounter between alumni and doctoral students from German-speaking groups.

It was a great pleasure for Professor Anne Bartel-Radic to take part in another meeting with DBA alumni, students and professors from the German-speaking Business Science Institute cohorts in Frankfurt last March. Thank you to Doctors **Jérôme Emler** (Frankfurt no. 2, 2023), **Philip Lattauer** (Frankfurt no. 2, 2023) and Professor **Andreas Kallmuenzer** for sharing their experiences with DBA students who have recently started their learning journey and those who will soon be submitting their theses.

What a great community!



21,22 & 23 March

Module 2 Seminar : “Thematic Paradigms 1” Paris 9.

Run by Professors **Olivier Lavastre**, **Karima Bouaïss** and **Anne Janand**.



Seminars

- **11, 12 & 13 April** Module 5: “Quantitative Research Methodologies” Abidjan 3. Run by Professor **Jean Moscarola**.
- **17, 19, 20, 24, 26 & 27 April** Module 4: “Thematic Paradigms 1” DBA Sustainable Innovation Management 2. Run by Professors **Nathalie Mitev**, **Martin Cloutier** and **Françoise Chevalier**.

- **25, 26 & 27 April** Module 2: “Qualitative Research Methodologies”
Dakar 8. Run by Professors **Rosaline Worou**, **Jean Biwolé-Fouda**
and **Françoise Chevalier**.

Alumni



Appointment

Doctor Fayçal Djaouti (Dakar N°2, 2019) has been appointed Algerian Ambassador to Chad. He defended his thesis on The application of 'Lean Management' as a basis for change management to improve public cultural organisations. The example of its application to the Algerian Cultural Centre in Paris, supervised by Professor **Yvon Pesqueux** in September 2019.



Publication

Doctor Dorsouma A.H. (DBA à distance n°3, 2022), & Professor **Bouchard, M. A.** (2023). Addressing conflict-sustainability nexus in Africa: the role of environmental intelligence for sustainability framework. *Journal of Sustainable Development in Africa*, 25(4).

[Read the article →](#)



Interview

Doctor Thierry Lamarque (Paris n°1, 2018), Associate Researcher at Business Science Institute, and Professor **Olivier Meier**, “La période d’accompagnement : les 100 jours de la reprise d’entreprise” (The Onboarding Period: Navigating the First 100 Days of Business Takeovers), *Fusions-Acquisitions*, March-April 2024.

[Watch the interview →](#)

Social Media

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