

Newsletter n° 124 Juin-Juillet 2024

Foreword from the President



One of the highlights of the spring and early summer was the partnership with the Conseil National de l'Ordre des Experts Comptables (French Chartered Institute of Accountants) to deliver a DBA in Accountancy.

This new partnership adds a bridge between the worlds of practice and academia for chartered accountants, marking the accountancy profession as the pioneer in leveraging the synergy between practitioners and academics at the doctoral level.

We are also delighted to announce the publication of the results of the theses of two Business Science Institute Doctors, Stephan Meyer and Stéphane Royer.

We also appreciate the many contributions, articles, videos and interviews of our Alumni, who continue to make a positive impact on the world of business through the results of their research carried out as part of their DBA.

In keeping with the technological advancements and the current discourse surrounding AI, the Business Science Institute actively participated in the 3rd

IRAFPA Research and Action on Academic Integrity international research colloquium. The theme of the colloquium was “Challenges and uncertainties of academic integrity in the age of artificial intelligence”.

I wish you all a very pleasant and studious summer and look forward to seeing you at our next event in September.

Prof. Michel Kalika
President Business Science Institute



Michel KALIKA

*Président du Business
Science Institute et
professeur*

Launch of a DBA in Chartered Accounting in partnership with the French Chartered Institute of Accountants

The French Chartered Institute of Accountants (Conseil National de l'Ordre des Experts Comptables - CNOEC) has joined forces with the Business Science Institute to enable chartered accountants to benefit from its extensive network of professors and international recognition. A CNOEC-Business Science Institute partnership agreement was signed on 23 May 2024, in the presence of Cécile de Saint Michel, President of the CNOEC, Laurent Benoudiz, Vice-President of the CNOEC, **Michel Kalika**, President of the Business Science Institute, and **Alain Burlaud**, a member of the Business Science Institute faculty who initiated the agreement. This new partnership will enable the Business Science Institute, the University of Lyon 3 (iaelyon School of Management) and the CNOEC to jointly award the DBA to chartered accountants.



[Learn more →](#)

[Watch the video presentation →](#)



IRAFA 2024

The 3rd International Research Colloquium of Research and Action on Academic Integrity was held from 20 to 23 June 2024, at the University of Coimbra in Portugal. The theme was “Challenges and Uncertainties of Academic Integrity in the Age of Artificial Intelligence”. Professor **Michelle Bergadaà**, President of IRAFA and a member of the Business Science Institute Faculty, along with Professor Paulo Peixoto from the University of Coimbra, introduced the conference.

During the first session, which focused on the risk of paranoia in relation to generative AI, Professors **Michelle Bergadaà** and Paulo Peixoto presented a paper titled “Attitudes of Doctoral Students, Supervisors, and Directors of Doctoral Schools in the Face of the Dual Constraint of Integrity Demands and AI Temptations”.

In the fifth session, which discussed academic ethics in a changing organization, Professors **Jean Moscarola**, Chairman and Founder of Sphinx and a member of the Business Science Institute Faculty, and **Michel Kalika**, President of Business Science Institute, delivered a talk on “AI: A Double Interpretation - Academic Integrity and Artificial Intelligence”.

[See the full programme →](#)

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

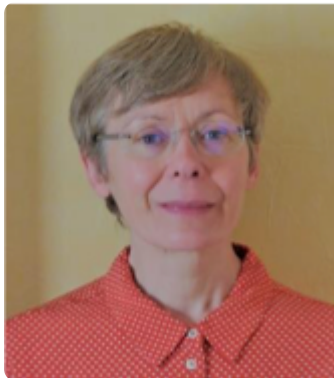
exceptional opportunity to share and exchange ideas on management science and DBA research.



20 April 2024 “Innovative Management Strategies to Address Challenges in the Agri-Food Sector in the Era of Sustainability and Technology” presented by Professor **Sylvain Charlebois**.

[Watch the video →](#)

[Read the summary →](#)



22 June 2024 “Secteur public et enjeux sociétaux : réflexions d'un chercheur en management public” (The public sector and societal issues: reflections from a public management researcher), presented by Professor **Nathalie Dubost**.

Find all the “Insights into Research” episodes on the Business Science Institute web site →

TV Shows



Doctor Martine Story, Associate Researcher (Paris n°4, 2021), “Intégration par acquisition : créer la confiance, conserver les compétences” (Integration by acquisition: building confidence, safeguarding skills).

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

[Watch the video →](#)



Professor **Michel Kalika**, President of Business Science Institute, “Les émeutes en France : une lecture managériale” (A managerial perspective

on the riots in France).

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

[Watch the video →](#)

Articles Impact(s)

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

Improving information system projects through the power of sense-making



Doctor Vivek Sharma
Digital DBA n°4, 2020-2024
Business Science Institute

Doctor Vivek Sharma (Digital DBA n°4, 2024), “Improving information systems projects through the power of sense-making”.

Information systems projects are essential but difficult to manage. Their dynamic nature and the involvement of diverse stakeholders make them complex. This research explores the idea of 'sense-making' in these projects, and how this can improve their outcomes. By using sense-making frameworks, we can better understand how stakeholders perceive and make decisions, offering valuable insights into improving the delivery of information systems projects.

[Read the article →](#)

[See all the articles →](#)

Perspectives



Professor **Michel Kalika**, President Business Science Institute, has written a thought-provoking article on “The Future of the DBA Market”. As the founding president of Business Science Institute, which was established a decade ago, Professor **Kalika** has observed firsthand the evolution of the DBA market. He noted that at the time of the institute’s inception, there were very few DBAs in France, despite the qualification

being more prevalent in the Anglo-Saxon world. Today, the DBA market is experiencing robust growth, with a surge of new players entering the field. This development signifies the increasing recognition and value of the DBA qualification in the academic and professional world.

[Read the article →](#)

Research Encounters

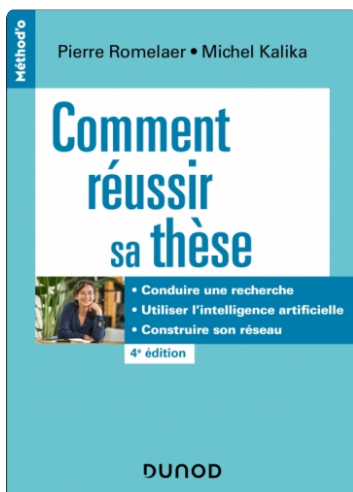


Introduction to the DBA Programme - An encounter with the Paris School of Management

A session chaired by Professor **Pierre-Jean Benghozi**, in the presence of Michel Berry, Director of Research at the CNRS and founder of the École de Paris du management, and Christophe Deshayes, co-director of the Phénix Grandes Entreprises d'Avenir Chair - Mines Paris-PSL and seminar leader at the École de Paris du Management.

[Watch the video →](#)

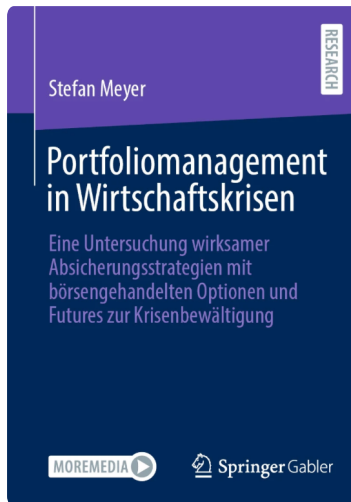
Books



Romelaer, P., & **Kalika, M.** *Comment réussir sa thèse. Définir un sujet, conduire une recherche, soutenir sa thèse*, (Identifying a topic, conducting research, defending your thesis) 4th edition, Dunod, 2024.

Writing a thesis is both exciting and challenging. How can you give yourself the best chance of success? This book is aimed at doctoral students (and future students) who want to manage their research effectively... ChatGPT, developing your network, publishing in scientific journals... This 4th edition is enriched by the concerns of today's PhD students.

[Discover more →](#)



Meyer, S. *Portfoliomanagement in Wirtschaftskrisen. Eine Untersuchung wirksamer Absicherungsstrategien mit börsengehandelten Optionen und Futures zur Krisenbewältigung*, Springer, 2024.

Doctor **Stefan Meyer** (Frankfurt no. 2, 2023) has published the results of his thesis “Portfolio management in an economic crisis: A study of effective hedging strategies with options and exchange-traded futures for dealing with the crisis”, supervised by Professor **Marco Heimann** and defended in September 2023, published by Springer.

[Discover more →](#)



Royer, S. *La face cachée de la négociation. Secrets et techniques pour tous les instants de votre vie*, éditions EMS, collection Business Science Institute, juillet, 2024, 208 p.

Doctor **Stéphane Royer** (DBA à distance n°3, 2022) has published the results of his thesis “A negotiation system for the manager”, supervised by Professor **Michelle Bergadaà**, and defended in September 2022 in the Business Science Institute collection at EMS editions.

This book, a culmination of 20 years of experience and 5 years of dedicated research, presents 22 contemporary secrets that are beneficial in everyday life. This method distills 400 years of literature and 40 distinct methods into an accessible format, ensuring that you utilize techniques that have received scientific endorsement from the Business Science Institute.

[Discover more →](#)

Faculty - Scientific and Academic News



Chatjuthamard, P., Lee, S. M., Kim, Y. S., Jiraporn, P., & **Potosky, D.** (2024). Climate change and shareholder value: Evidence from textual analysis and Trump's unexpected victory. *Journal of Business Research*, 180, 114728.

[Read the article →](#)

Campus life



May-June

- **16, 17 et 18 May 2024** - Module 3 Seminar Paris n°9. This séminaire was run by Professors **Ulrike Mayrhofer**, **Jean-Philippe Denis** and **Jean-François Lemoine**.
- **23, 24 et 25 May 2024**- Module 5 Seminar Francfort/Munich n°5. The last session of the “Quantitative Methods” Seminar was run by Professors **Anne Bartel-Radic** and **Marco Heimann**. The discussions continued in the evening over a good Bavarian beer!

- **1, 2, 15, 16, 22, 23, 29 et 30 June 2024** - Module 5 Seminar Shanghai n°4. This seminar was run by Professors **Kiane Goudarzi** and **Yashar Bashirzadeh**.
- **5, 7, 8, 12, 14 et 15 June 2024** - Module 5 Seminar DBA Sustainable Innovation Management n°2. This seminar was run by Professors **Stéphane Ganassali** et **Jean Moscarola**.
- **20, 21 et 22 June 2024** - Module 3 Seminar Dakar n°8. This seminar was run by Professors **Christophe Fournier** et **Mehdi Nekhili**.
- **20, 21 et 22 June 2024** - Follow-up Seminar. Attended by 29 doctoral participants and run by Professors **Stéphane Bourliataux-Lajoinie**, **Jean-François Lemoine**, **Karima Bouaïss**, **Sébastien Liarte**, **Hélène Delacour**, **Olivier Lavastre**, **Marc Favier**, **Madina Rival**, **Emmanuel Kamdem**, **Chantal Fuhrer**, **Caroline Mothe**, **Christophe Torset**, **Andreas Kallmünzer**, **Elaine Ferneley**, **Anne Bartel-Radic** and **Thierry Burger-Helmchen**.



July

- **4, 5 et 6 July 2024** - Module 4 Seminar Paris n°9, run by Professors **Hanane Beddi**, **Marc Bonnet** and **Michelle Bergadaà**.

Admissions

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

[Learn more →](#)

Alumni



Webinar

“DBA Geneva - Our Alumni Speak Out!” 17 June 2024

A webinar hosted by Professor **Michel Kalika**, President of Business Science Institute, with personal accounts by *Doctors* **Carol Aebi** (Digital DBA n°2, 2022), **Philippe Anhorn**, (Geneva n°5, 2021) **Gérald Brandt** (Geneva n°6, 2022) and **Vincent Mottet** (Geneva n°1, 2015) on their experience of the Business Science Institute DBA.

[Watch the replay →](#)



Appointment

Doctor **Diaga Basse** (Dakar No. 4, 2019) has been appointed Director General of Senegal's National Civil Aviation and Meteorology Agency (ANACIM).

His appointment as head of the Agence nationale de l'aviation civile et de la météorologie is the crowning achievement of a career marked by academic and professional success in the fields of civil aviation.

A civil aviation engineer with more than 25 years'

professional experience, he defended his thesis "Air traffic control put to the test by high-reliability organisations: the determinants of safety in air traffic management at ASECNA" in 2019, under the supervision of Professor **Jean-Fabrice Lebraty**.

[Read the article →](#)



Interview

Doctor Thierry Lamarque (Paris n°1, 2018), Associate Researcher at Business Science Institute and Professor **Olivier Meier**, were interviewed in the latest edition of *Fusions & Acquisitions* magazine in May-June 2024 on the subject of “The seller’s entourage: a decisive factor”.

[Read the interview →](#)

Social Media

Follow the Business Science Institute community on social media:



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X (ex-Twitter)



Facebook

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