

Newsletter n° 125

August - September 2024

Foreword from the President



The start of the new academic year for Business Science Institute will be marked by International Week, which will take place from 25 to 27 September at the iaelyon School of Management, with the presentation of 19 Certificates of Research in Business Administration, 22 thesis defences and the participation of 84 professors from Business Science Institute.

In addition, we are offering a new seminar format, “DBA Impact(s)”, with interviews with Doctors who will present the impact of their Executive DBA thesis and explain the choice of their thesis topic and the methodology used to complete their research.

Lastly, from October onwards, a new newsletter called ‘Impact and Knowledge’, which will be published every two months, will be devoted entirely to content featuring impact(s), with original productions by members of the Faculty and Alumni from Business Science Institute.

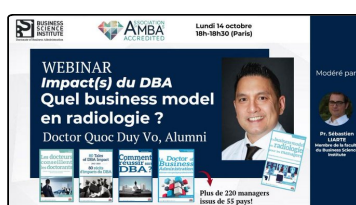


2024 International Seminar

25-27 September 2024

Key figures and highlights:

- **19** CRBA presentations
- **22** thesis defences
- **84** professors participating
- Inaugural talk by **Jérôme Chabanne-Rive** (iaelyon) on “How to navigate global societal challenges in a time of polycrisis while fostering a human-centered future in Doctoral Management Education: lessons -and questions- from the perspective of EIASM”.
- Methodological workshops, professor-doctoral candidate-alumni meetings, presentation of new books published in the BSI-EMS collection in 2024.
- The award of Doctor Honoris Causa to 2 personalities: **Jean-Philippe Courtois**, President and co-founder of Live for Good, President of SKEMA Business School, Former EVP, President of Microsoft Corp and member of the executive board; **Silvia Gherardi**, Senior Professor of Sociology of Work and Organization, University of Trento, Italy.
- The graduation ceremony with the presentation of the CRBA and DBA 2024 graduates from Business Science Institute (March and September sessions), the presentation of the 2023 DBA awards from iaelyon School of Management and the presentation of the 2024 Managerial Impact Award.



“DBA Impact(s)” Webinars

Managerial impact is part of the DNA of Executive DBA theses, and this is what distinguishes them from traditional PhDs. With

this in mind, Business Science Institute is launching a new series of seminars on the impact of the DBA. The proposed format is a 30-minute interview with a Doctor by their thesis supervisor or another Business Science Institute faculty member.

The Doctor is invited to answer 3 questions:

- Why this topic?
- What will be its impact?
- What research methodology was adopted?

The first DBA Impact(s) seminar will focus on the theme: 'What business model for the radiology sector? It will be presented by Doctor **Quoc Duy Vo** (DBA distance learning no. 5, 2024), Business Science Institute DBA alumnus and Chief Physician at the EHC Radiology Department, Morges, Switzerland, and moderated by Professor **Sébastien Liarte**.

For further information, please contact : frederic@business-science-institute.com

[Registration →](#)



DBA Chartered Accountancy

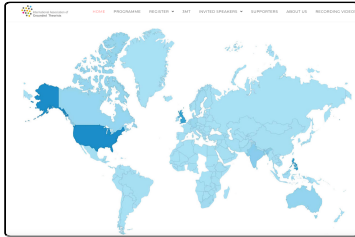
Laurent Benoudiz, Vice-President in charge of the National Training Council, **Michel Kalika**, President of Business Science Institute and **Dominique Nechelis**, Director of the National Training Council, 'The Doctorate of Business Administration, now available to chartered accountants!' SIC-Mag, the magazine of the French Order of Chartered Accountants, July-August 2024, p. 20.

'Many candidates regret that the work done for the dissertation cannot be followed up by a research project that is both rewarding and recognised in the world of practice. The Doctorate of Business Administration (DBA) is made for them!'

[Read the article →](#)

Find out more about the new DBA Chartered Accountancy at the Conseil National de l'Ordre des Experts Comptables (National Council of Chartered Accountants) 2024 graduation ceremony.

[Watch the video →](#)



Conférence

19-20 September: Grounded Theory online conference

Grounded theory is the most widely cited methodology in qualitative research. There are several variants of this methodology, and thousands of grounded theory researchers are currently studying and working around the world. The future of grounded theory is in their hands, and in our hands too. Within the Business Science Institute community, Professor **Helen Scott** is an active member of the 2024 conference steering committee.

The two-day programme will include talks by **Francesca Goi** (Digital DBA no. 3), and Doctors **Christine Yates** (Digital DBA no. 4, 2023) and **Catherine Stoddart** (Digital DBA no. 4, 2023).

[Discover more →](#)

Impact & Knowledge

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

TV Shows



Doctor **Cedric Baudet**, *Associate Researcher* (Genève n°1, 2015), “All is data”.

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

[Watch the video →](#)



Professor **Pierre-Jean Benghozi**, “Former à la créativité : oxymore et mission impossible ?” (Training for creativity: oxymoron and mission impossible?).

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.

Contact: hugo@business-science-institute.com



Doctor **Quoc Duy Vo** (DBA à Distance, 2024), "Navigating the Radiology Business Model In a Complex and Competitive Healthcare Landscape".

“For several years now, the healthcare sector has been grappling with numerous challenges. These include government measures such as budget cuts, reduced reimbursements for treatments, and restrictions on facilities, as well as steadily rising costs. Other challenges include rising patient expectations and deficits in healthcare establishments”.

[Read the article →](#)



Doctor Darren Hassan (DBA à distance, 2024), “Is Sustainability Reporting Fuelling Greenwashing?”

“With organisations encouraging and incorporating Sustainability Reporting, should it be a purely optional and voluntary disclosure tool available for organisations seeking to highlight their combined social, environmental and economic activities? Is the insistence on SR pushing organisations towards greenwashing rather than honest, ethical business decisions?”.

[Read the article →](#)



Doctor Antoinette Kemp (DBA à distance, 2024), “Less Heroic, More Context-oriented: Time to Reconsider the Role of Leadership in Cultural Transition!”

“Heroes, saviours, almighty individuals: the pervasive images of the powerful and invulnerable (masculine) leader have long dominated the leadership narrative. In the face of the current economic, social, environmental and political challenges, this rhetoric is increasingly being challenged as it often benefits only a privileged few and tends to prevent us from thinking differently about how to pursue new ways of leadership and cultural change. Against this background, today’s leaders are increasingly required to rethink their traditional leadership understanding and ask themselves: Can a leader address new challenges with old recipes? What can be the role of leaders in times of cultural transition?”.

[Read the article →](#)



Doctor **Mustafa Semlali** (DBA à Distance, 2024), “Towards Relational Governance”.

“Central to governance are men and women guided by laws and good practice. However, beyond these institutional protocols, it is the interactions that shape decision-making processes. The effectiveness of governance depends not only on conventional mechanisms, but also on the ‘interpersonal synergy’ (Semlali, 2024) in play between its participants”.

[Read the article →](#)

[View all the articles →](#)

Tribunes



Professor **Anne Bartel-Radic**, Can the Management Tools Used by Salaried Employees be Applied to Volunteers? *The Conversation France*.

[Read the article →](#)



Professors **Julien Cloarec** and **Hugo Gaillard**, Promoting Doctoral Research: A Key Issue for DBA Theses and the World of Practice.

[Read the article →](#)



Professor **Michel Kalika**, President of Business Science Institute, From Slogan to Reality: The Imperative of Measuring Sustainable Impact (SI).

[Read the article →](#)



Professor **Ulrike Mayrhofer**, Multiple crises Affect the Acquisition Strategies of French Multinationals, *The Conversation France*.

[Read the article →](#)

Research Encounters

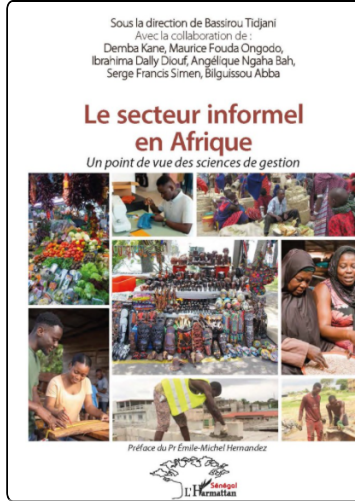


Rethinking and reasserting the art of bringing together research and practice.

Thomas Paris (HEC Paris) Aurélien Rouquet (NEOMA Business School), **Françoise Chevalier** (HEC Paris), **Pierre-Jean Benghozi** (CNRS, Polytechnique) **Alain Charles Martinet** (Université Lyon 3).

[Read the article →](#)

Books



The informal sector in Africa. A Management Science Perspective, edited by Professor Bassirou Tidjani, L'Harmattan Sénégal, 2024.

'The informal sector plays a crucial role in African economies, making a significant contribution to GDP and job creation. However, discussions on its origins, functioning, dynamism and persistence are marked by varied and often contradictory opinions. Until now, management sciences have been relatively absent from these debates'.

[Discover more →](#)

Faculty - Scientific and editorial News



Deschamps B., Thévenard-Puthod C. (2024), « La reprise d'entreprise par les femmes : stéréotypes liés au genre et construction de la légitimité » (Company takeovers by women: gender stereotypes and the construction of legitimacy'), *Revue Internationale PME*, 37 (1), 27-51.

'Taking over a business is a socialisation process during which the buyer has to convince many players, both internal and external to the business being taken over, of their legitimacy. Considering that previous research does not take into account the influence of gender in the experience of takeovers, we seek to better understand how stereotypes linked to the female gender influence the construction of the legitimacy of women who take over a company.'

[Discover more →](#)



From Purpose to Impact. The University and Business Partnership, Edited By Nicholas O'Regan, 2024, 428 p.

With a contribution by Professor **Michel Kalika**, President of Business Science Institute, and **Stephen Platt**, QA & Accreditation Manager: The Two Imperatives of Business School Impact.

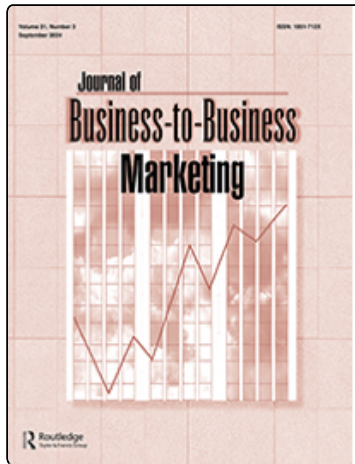
“The Two Imperatives of Business School Impact”. “Impact is one of the coolest buzz words in management education. Spurred on by the sudden demands of international accreditation bodies and newspaper rankings, deans are scrambling to make sure their school is seen to be reaching this new holy grail. Based on the experience of the authors in creating the Business School Impact System (BSIS) and the running of an international Doctorate of Business Administration (DBA) programme, this chapter aims to help business school managers disentangle the shiny web of impact, by providing practical advice on the measurement and development of a key aspect of any higher education management programme.”

[Discover more →](#)



Chávez, D. G., **Cloarec, J.**, & **Meyer-Waarden, L.** (2024). Opening the moral machine's cover: How algorithmic aversion shapes autonomous vehicle adoption. *Transportation Research Part A: Policy and Practice*, 187, 104193.

"Autonomous driving technology has made its way into the market at various levels, yet fully autonomous vehicles remain unavailable. The psychological barriers that must be overcome before fully automated vehicles (AVs) become mainstream are numerous. In addition to technological advancements, persuading consumers to transition from the traditional human-driven model to AVs poses a significant challenge..."



Berger, S. L., **Meyer-Waarden, L.**, Kuhn, M., & Hanisch, A. (2024). Navigating Uncharted Waters: Insights into Transformative Marketing in the B2B Mobility Ecosystem. *Journal of Business-to-Business Marketing*, 1-25.

"Transformative marketing (TM) has reached considerable attention of both academic and practitioner communities. Being defined as the "confluence of a firm's marketing activities, concepts, metrics, strategies, and programs that are in response to marketplace changes and future trends" (Kumar 2018, 2), TM aims at fostering beneficial customer-solutions and providing competitive advantages for firms and their stakeholders..."



Cloarec, J., Meyer-Waarden, L., & Munzel, A. (2024). Transformative privacy calculus: Conceptualizing the personalization-privacy paradox on social media. *Psychology & Marketing*.

"The rapid evolution of digital marketing underscores a critical tension between personalization and privacy, exacerbated by advances in data technologies and artificial intelligence. This study delves into the personalization-privacy paradox, emphasizing the dichotomy of consumer behavior—desiring customized interactions while guarding personal data..."



Photos Highlights

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



Agenda for September

- **5, 6 & 7 September 2024** - Seminar Module 4, Dakar Cohort n°8.

This seminar will be led by Professors **Yvon Pesqueux** and **Karim Ben Kahla**.

- **12, 13 & 14 September 2024** - Seminar Module 4, Paris Cohort n° 9.

This seminar will be led by Professors **Kiane Goudarzi** and **Stéphane Ganassali**.

Admissions

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

[Find out more →](#)

Alumni



Health campaign organised by the LEKAMA Foundation

Doctor **Barnabé Lekama** (Paris n°5, 2023) is a leading figure in the Lekama Foundation, which organised a health campaign from 25 to 27 July 2024 in the village of Ningoang, in the Ombessa district (Mbam-et-Inoubou department, Centre Region) in Cameroon. The aim of the campaign was to provide free direct medical assistance to the inhabitants of the Ombessa district, offering them healthcare records, minor surgery, examinations and medicines.

[Learn more →](#)



The Business Science Institute community sends its condolences to Professor **Emmanuel Kamden** following the passing of his wife on 13 August in Douala.

Social Media

Follow the Business Science Institute community on social media:



LinkedIn



YouTube



X (ex-Twitter)



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