



**BUSINESS  
SCIENCE  
INSTITUTE**

Doctorate of Business Administration



## Newsletter n°127

### January - February 2025

# Foreword from the President

2025 marks the beginning of an exciting new chapter for the Business Science Institute as we join the Groupe IGENSIA Education.

This decision to partner with a leading group in the education sector stems from our commitment to securing the long-term future of our networked institution, the Doctorate of Business Administration (DBA) programme, and the distinctive nature of our business model, in alignment with the requirements of accreditation bodies.

We have chosen the IGENSIA Education Group because it shares our not-for-profit association structure and offers significant opportunities for the continued development of our DBA programme.

Founded in 1975, the IGENSIA Education Group is a key player in higher education and training, encompassing five core business areas. With a diverse range of over 200 programmes, from undergraduate to postgraduate levels, the Group operates 10 schools across four campuses in France, collaborates with 10,000 partner companies, and engages with 80,000 alumni.

Through this partnership, the Business Science Institute will retain its operational autonomy, including its partners, team, organisational structure, information system, network of professors, and commitment to responsiveness. Moreover, our founding president will continue to drive the business unit within IGENSIA. Moving forward, the Business Science Institute will benefit from the full range of the Group's support services, particularly in marketing and communications.

This collaboration will enable the Business Science Institute to expand its international reach, furthering the accessibility of our DBA programme. It will

also enhance our ability to generate both managerial and societal impact through academic research in management.

Wishing you all a Happy New Year, and long live the DBA – the bridge between management research and the world of practice!

*Pr. Michel Kalika*  
*President Business Science Institute*

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**Partnership with Global Future of Work  
Foundation**



The Business Science Institute and the Global Future of Work Foundation are partnering to develop an innovative Executive DBA programme, incorporating a future of work perspective that will combine the academic excellence and expertise of the Business Science Institute with the forward-thinking vision of the Foundation. Designed for experienced professionals, the programme will aim to develop leaders capable of meeting the challenges of rapidly changing technologies and markets, while actively contributing to shaping the future of organisations.

The Global Future of Work Foundation (GFWF) is an organisation dedicated to the study and promotion of innovations and transformations related to the future of work. Officially founded in 2020 and directed by Professor Simon L. Dolan, former holder of the Future of Work chair at ESADE Business School, the foundation draws on a solid research base to support companies and leaders facing the challenges of technological, organisational and societal change. It stands out for its visionary approach and specialised content, designed to anticipate and respond to emerging issues in the world of work.

Find out more about the new DBA in partnership with the Global Future of Work Foundation:

[president@business-science-institute.com](mailto:president@business-science-institute.com)

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## Media



### **Training: what is the DBA or Doctorate of Business Administration?**

An article was published on 22 November 2024 in the Express Education featuring an interview with Professor Michel Kalika, President of the

Business Science Institute.

*‘The DBA is a doctoral programme created in 1953 by Harvard University. It gives managers the opportunity to complete a thesis’, explains Michel Kalika,*

[Read the article →](#)

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## DBA Impact(s) Webinar



Managerial impact is part of the DNA of Executive DBA theses, and this is what distinguishes them from traditional PhDs. With this in mind, the Business Science Institute is inaugurating 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 any other Business Science Institute Professor. The Doctor is asked to reply to 3 questions:

- Why this subject?
- What impact will it have?
- What methodology?

The first DBA Impact(s) seminar, ‘What business model for radiology?’, was presented by Doctor **Quoc Duy Vo** (DBA à distance no. 5, 2024), a Business Science Institute DBA alumnus and Head Physician at the EHC Radiology Department, Morges, Switzerland, and moderated by Professor **Sébastien Liarte**.

For further information, please contact  
[frederic@business-science-institute.com](mailto:frederic@business-science-institute.com)

[Watch the replay →](#)

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## Insights into Research

Each month, a professor from the Business Science Institute addresses the community to talk about their recent research, their findings and their impact on management and society. For doctoral candidates and managers, this is an exceptional opportunity to share and exchange ideas about DBA and management science research.

Episode 12: 'Issues and challenges facing international management in Africa', presented by Professor **Suzanne Apitsa**.

[Watch the video →](#)

Discover all the 'Insights into Research' episodes on the Business Science Institute website.

[Watch the episodes →](#)

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## Habilitation to Supervise Research (HDR)



On 19 December 2024, Professor **Hugo Gaillard** defended his Habilitation to Supervise Research (HDR) entitled "Le fait managérial total : une analyse par la méthode des cas et l'exemple du fait religieux au travail" at the IAE Tours Val de Loire, University of Tours. His defence took place in the presence of Professors Séverine Ventolini and Véronique des Garets, and the jury, chaired by Professor **Jean-Philippe Denis**, Professors Annabelle Hulin, **Françoise Chevalier**, Amaury Grimand and Lionel Honoré.

The Business Science Institute extends its most sincere congratulations to him and thanks Hugo for his contribution to the institution!



## TV Shows



The AIM (Artificial Intelligence Market insights) interview with Professor **Cédric Baudet** 'Digital accessibility in management sciences'.

*'99% of the world's websites are inaccessible... This means that a person with a motor, visual, hearing or psychological disability will not be able to use websites properly in their everyday life...'*

[Watch the video →](#)



ARCOSPHERE, Professors Maria Sokhn and **Cédric Baudet**, 1st edition of the Digitalisation Day ("Journée de la digitalisation").

*'Digitalisation is an Anglicism and in French it should be translated as 'numérisation'. We need to understand that the notion of digitalisation should have 3 states: digitalisation, computerisation and digital transformation, a radical shift in the way companies operate...'*

[Watch the video →](#)



Professor **Alain Burlaud**, 'A Doctorate of Business Administration for chartered accountants', Entretiens de l'Académie des Sciences et Techniques Comptables et Financières.

*'A DBA is a doctorate designed by professionals for professionals who want to train in research...'*

[Watch the video →](#)

## Radio



Professor **Cédric Baudet**, ‘The challenge of artificial intelligence for companies and institutions in the Jura region’.

*‘Artificial intelligence should be seen as an IT project and, more broadly, as a project for the digital transformation of the SME or company...’*

[Learn more →](#)

## Books



### The Business Science Institute Collection

Discover the complete Business Science Institute Collection published by EMS, a series edited by Professors **Paul Beaulieu**, **Michel Kalika** and **Alain-Charles Martinet**.

[Discover more →](#)

## Publications



Medina, M. J., Thoo, Y. J., & **Baudet, C.** (2024). 3.1 Accessibilité numérique: évolution et état actuel. In *Innovation Booster Technologie et Handicap* (pp. 157-169). (3.1 Digital accessibility: evolution and current status. In *Innovation Booster Technologie et Handicap*) Association Sociographe.

"Barely 0.5% of web pages have zero accessibility errors and two-thirds of web pages have at least 10 accessibility errors' (Martins & Duarte, 2023). This is essentially what a recent large-scale scientific study on web accessibility tells us..."

[Learn more →](#)



Jeanneret Medina, M., & **Baudet, C.** (2024). Modèles de maturité numérique: de la mesure à l'action (Digital maturity models: from measurement to action.). *Management & Datascience*.

"'According to the recent bibliometric analysis conducted by Saoudi et al. (2024), digital technologies make it possible - with rare exceptions - to boost the performance of small and medium-sized enterprises (SMEs)..."

[Read the article →](#)

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## Campus Life



## Admissions

### Online DBA (English)

The fourth cohort of the asynchronous online DBA in English will start their course in January 2025.

There is still time to join this group of managers from 3 continents and 7 different countries.

[Learn more →](#)

### **DBA Sustainable Innovation Management (English)**

The third cohort of the DBA in Sustainable Innovation Management in English will start their course on 15 January 2025.

There is still time to join this group of managers from 3 continents and 6 different countries.

[Learn more →](#)

Check the schedule of upcoming DBA admissions (face-to-face or 100% online).

[Learn more →](#)

### **Course schedule January - February 2025**

- **15, 17, 18, 22, 24 & 25 January 2025**, 1st seminar (“Managing the Executive DBA Thesis”) of the 3rd DBA Sustainable Innovation Management cohort in partnership with ICN Business School, run by Professors **Michel Kalika, Elisabeth, Paulet, Caroline Mothe** and **Pierre-Jean Benghozi**.

- **23, 24 & 25 January 2025**, 3rd seminar (“Thematic Paradigms 2”) of the 6th Frankfurt cohort run by Professors **Lars Meyer-Waarden, Marco Heimann** and **Rolf Alexander Teubner**.

- **6, 7 & 8 February 2025**, 2nd seminar (“Thematic Paradigms 1”) of the 1st DBA - Chartered Accountancy cohort in partnership with the Conseil National de l'Ordre des Experts Comptables and with the 10th Paris cohort on the premises of SUP EXPERTISE in Courbevoie run by Professors **Yvonne Muller, Karima Bouaïss, Geneviève Causse, Pascal Barneto** and **Nathalie Dubost**.

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### **Photo highlights**

- **5, 6 & 7 December 2024**, 1st DBA - Chartered Accountancy cohort in partnership with the Conseil National de l'Ordre des Experts Comptables and with the 10th Paris cohort on the premises of SUP EXPERTISE in Courbevoie run by Professors **Yvonne Muller, Karima Bouaïss, Geneviève Causse, Pascal Barneto** and **Nathalie Dubost**.



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## Alumni

## Publications

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**Canonero A.** (2024) *War of the Ecosystems: Strategies for Growing Your AI, Cloud, and SaaS Businesses.*

*"Will your business survive- or thrive in the fierce battle of modern technology? Tech giants like Amazon, Google, Microsoft, and many others are waging war to control AI, Cloud, and SaaS ecosystems, leaving unprepared businesses vulnerable to disruption. War of the Ecosystems is your essential guide to navigating and dominating today's Ecosystem-driven marketplace. Dr. Alejandro Canonero is an industry expert with a proven track record in building business ecosystems across multiple continents who reveals the strategies executives and tech leaders need to gain the upper hand in an ever-evolving technology landscape..."*

[Learn more →](#)

Doctor **Alejandro Canonero** (Digital DBA no. 3) defended his Executive Doctorate of Business Administration (EDBA) in September 2024 on the topic 'Critical success factors for Cloud, SAAS & AI partner ecosystems' under the supervision of Professor **Lapo Mola**.

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**Mahamat A.-H.**, *L'essentiel du PCEC de la zone Afrique Centrale*, Coollibri.com, décembre 2024  
*"L'essentiel du Plan comptable des Établissements de Crédit applicable dans la zone CEMAC is a reference guide for anyone interested in bank accounting. This first edition (Volume 1) aims to fill a gap manifested by the absence of a document containing the full set of regulatory developments, without which the prudential statements produced would be inappropriate..."*

[Learn more →](#)

Doctor **Al-Hafiz Mahamat** (DBA distance learning no. 4) defended his Executive Doctorate of Business Administration (EDBA) on the topic of 'Management of banking risk by a central bank: proposal for a financial rating system' under the supervision of Professor **Karima Bouaïss**, Professor at the University of Lille in France.



**Tchangai, J. K.** (2024). *Entrepreneurs agricoles en Afrique de l'Ouest (Agricultural entrepreneurs in West Africa). Food Systems/Systèmes Alimentaires*, (9).

*"This article explores the characteristics of West African agricultural entrepreneurs and examines their profiles and projects, based on a sample of Togolese and Beninese entrepreneurs. The results paint a picture of millennials who do not come from a farming background and who systematically set up outside the family framework, and indicate that West African agricultural entrepreneurship involves the ex nihilo creation of an agro-economic entity due to the specific context of this region."*

[Learn more →](#)

Doctor **Jean Koudjokoum Tchangai** (Dakar n°5) defended his Executive Doctorate in Business Administration (EDBA) in September 2021, on the topic 'contribution à la connaissance du financement bancaire de la PME au Togo: le point de vue bancaire' (contribution to knowledge of bank financing of SMEs in Togo: the banking perspective) under the supervision of Professor **Gérard**

**Hirigoyen**, Emeritus Professor of Universities, Honorary President of the Université Montesquieu Bordeaux and Honorary Director of the IAE de Bordeaux.

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## Columns



Doctor **Martine Story** (Paris n°4, 2021) and Professor **Olivier Meier**, ‘Les biais cognitifs de l'acquéreur lors des opérations de transmission d'entreprise’ (Cognitive biases of purchasers during business transfers), Le monde du chiffre en 3 épisodes, September-November 2024 :

[Episode 1 →](#)

[Episode 2 →](#)

[Episode 3 →](#)

In September 2021, Doctor **Martine Story** defended her Executive Doctorate in Business Administration (EDBA), on the topic of ‘Issues and tensions within the buyer-investment fund dyad during an external transfer of an SME’, under the supervision of Professor **Céline Barredy**, Professor at the University of Paris Nanterre.

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## Social Media

Follow the Business Science Institute community on social media:

 [LinkedIn](#)

 [YouTube](#)

 [X \(ex-Twitter\)](#)

 [Facebook](#)

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