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As 2025 draws to a close, it is timely to reflect on the profound transformations under way, particularly those driven by the rise of artificial intelligence.

In this 8th edition of our Impact & Knowledge newsletter, two contributions invite both caution and reflection.
The first examines how AI, beyond its extraordinary promises, may in fact be fuelling an economic bubble.
The second warns of the risks of a uniform, polished and standardised language. Together, these perspectives remind us that AI is not neutral: it reshapes scientific, economic and cultural practices, as well as our ways of thinking, producing, writing and communicating. Far from rejecting AI, the objective is to embed it within a responsible, informed approach -one that respects diversity, depth and the human dimension.

The two "Impact(s)" articles in this newsletter pursue this line of inquiry in different domains - responsible finance and public procurement - illustrating how rigour, ethics and analytical depth remain the foundation of any serious endeavour.

We therefore invite you to stay the course: remain curious, demanding, critical and consistently engaged. May your current and future work continue to embody the depth and diversity of academic thought.

We wish you all a very happy end-of-year season.

Pr. Michel Kalika
President Business Science Institute - Groupe IGENSIA Education

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Forums

The AI bubble: deciphering an economic phenomenon (in partnership with Polytechnique Insights)

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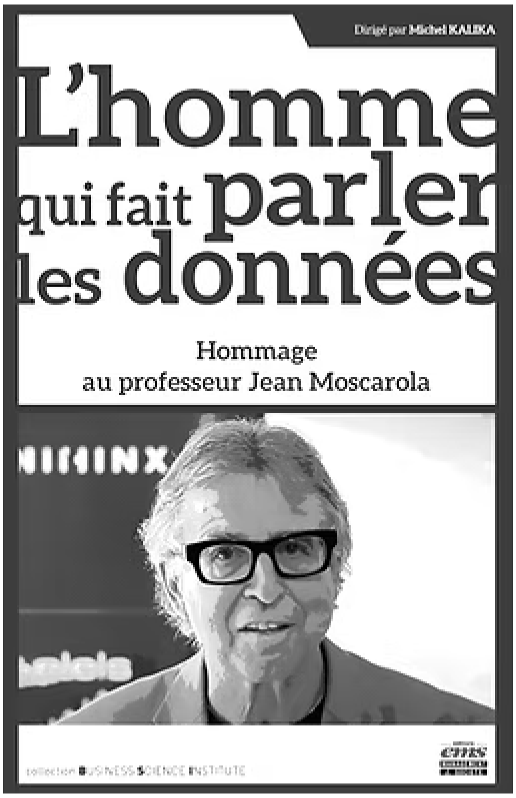
*First published in Polytechnique Insights :
https://www.polytechnique-insights.com/en/columns/digital/the-ai-bubble-deciphering-an-economic-phenomenon/

Artificial intelligence (AI) now occupies a central position in economic, political and managerial discourse. It is presented as a driver of social transformation, an unprecedented lever for productivity and a tool for creativity. However, beyond the technological enthusiasm, the economics of AI remain fraught with profound uncertainty because, despite the massive investments that demonstrate the confidence of public and private actors in its potential, observed impacts on growth and productivity remain unclear – sometimes even disappointing.

This tension between promise and reality raises questions about the conditions for value creation in AI-based digital ecosystems. Far from being a universal technology, AI is deployed according to different sectoral, institutional and territorial logics. Forms of AI integration vary based on to the availability of data, the skills of the players and organisational strategies. As developments in IT have already shown in the past, productivity gains depend not only on algorithmic performance, but also on the transformation of routines, complementary skills and coordination mechanisms.

Read the article ➜

AI, watch out for the nova language! Preserving the friction of intersubjectivity



Professor Jean MOSCAROLA

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The rise of generative artificial intelligence (Le Chat, ChatGPT, Note Book Lm, Midjourney, etc.) is profoundly transforming our research, teaching, and communication practices. These tools, with their ability to produce text, images, or analyses in record time, offer new opportunities: time savings, easier access to information, and stimulation of creativity. However, their widespread use raises a fundamental question: what happens to critical thinking when language itself is *generated by algorithms optimized for fluidity, consensus, and efficiency, rather than rigor, nuance, and the confrontation of ideas?*

Read the article ➜

Impact(s) Articles

Reducing public procurement rule violations in cote d'ivoire: what is the impact of regulatory authority decisions?

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How can the decisions issued by the Autorité Nationale de Régulation des Marchés Publics (ANRMP – National Public Procurement Regulatory Authority) contribute to reducing regulatory violations in the public procurement process? This question highlights a major societal challenge in Côte d'Ivoire, which lies at the heart of this Doctorate in Business Administration research.
To address it, we have progressively explored several sub-questions. First, to describe the institutional landscape, we asked: what are the different types of regulatory violations occurring during the pre-contractual phase of public procurement, and what types of decisions does the ANRMP issue to address these violations? Building on this mapping, it seemed important to examine the evolving trends, particularly over time, regarding these types of violations. Finally, we sought to understand the relationships that may exist between the types of decisions rendered by the ANRMP and the types of regulatory violations, in order to identify the impact of these decisions on the public procurement process during the pre-contractual phase.

Read the article ➜

The impact of socially responsible investment on environmental performance: illusion or reality?

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As COP30 meets in Belém, Brazil, this November, we are tempted to ask the question that preoccupies every citizen, investor, and entrepreneur: to what extent do socially responsible investments impact companies' environmental performance?

From an academic point of view, the relationship has long been difficult to prove, mainly for two reasons: the lack of non-financial data published by companies and the lack of transparency regarding the assets held in investment fund portfolios. In Europe, the regulations that emerged from the Green Deal have addressed these constraints. First, SFDR, which requires investment companies to publish the contents of their portfolios since 2021, makes quantitative analyses in this regard possible. Second, CSRD, which reinforces the NFDR adopted in 2014 for large companies, will provide more detailed information on the ESG performance of the companies concerned once it is fully implemented. Thus, the comparison of these data has already given rise to a number of empirical studies.

Read the article ➜

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