



**BUSINESS
SCIENCE
INSTITUTE**

Doctorate of Business Administration

**GROUPE
IGENSIA
EDUCATION**

Newsletter n°135 May-June 2026



Foreword from the President

This new issue fully reflects the momentum of internationalisation and knowledge dissemination that characterises the Business Science Institute. The announcement of the strategic partnership with Manchester Metropolitan University for the launch of a double DBA degree is a major illustration of this, strengthening the programme's international academic recognition while preserving its grounding in managerial practice.

The contemporary transformation of organisations also remains central to the reflections of our community. The doctoral conference organised with ICD Business School, devoted to organisations in transition, reflects our commitment to creating spaces for dialogue between disciplines, fields of practice and approaches, in order to gain a deeper understanding of the changes under way and their implications for organisational actors.

This momentum is also reflected in the recognition of intellectual contributions to the field of management, as demonstrated by the 2026 FNEGE label awarded to a number of books. Several publications by members of the Business Science Institute Faculty are among the prize-winning books, illustrating the diversity of the themes explored and their connection with contemporary issues. Among them, Professor Alain Burlaud's book on the Doctorate of Business Administration in Chartered Accounting, published in the Business Science Institute collection with EMS, provides directly applicable guidance for

accounting professionals facing transformations in their profession. Finally, as always, this issue also highlights the achievements of members of our Faculty and Alumni.

I wish you all an enjoyable read.

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

Strategic Partnership for a Double DBA Degree with Manchester Metropolitan University



The Business Science Institute has entered into a strategic partnership with Manchester Metropolitan University to launch a double DBA degree. This collaboration will enable doctoral candidates to benefit from dual international academic recognition, including a British doctoral-level degree, while retaining the educational DNA and impact-oriented approach of the Business Science Institute.

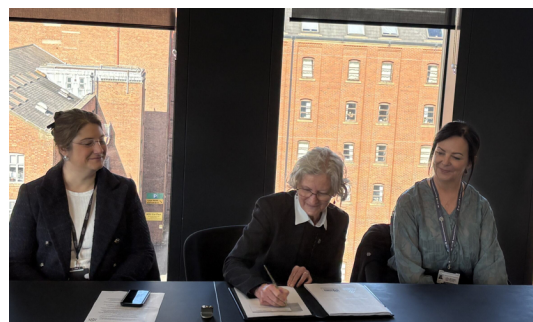
This partnership marks a new stage in the institution's internationalisation strategy by strengthening its presence in key markets, including the Middle East, Asia and German-speaking countries. It also opens the way for joint research projects on major themes such as the transformation of work, organisational responsibility and issues relating to information overload.

The partnership with Manchester Metropolitan University builds on the academic collaborations already established by the Business Science Institute, notably with ICN ARTEM Business School and Université Paris-Saclay.

“We are proud to partner with the Business Science Institute to offer a dual-award DBA that combines academic excellence with operational impact. This partnership fully reflects our commitment to developing strong international collaborations and to supporting applied

research that addresses the major contemporary challenges facing organisations, whether in the transformation of work, societal responsibility, or sustainable performance”. – **Poppy Denning**, International Partnerships Manager, Manchester Metropolitan University.

*“This partnership with Manchester Metropolitan University represents an important milestone in the international development of Business Science Institute. It strengthens the academic positioning of our DBA while preserving what defines our approach: a doctorate grounded in managerial practice and oriented towards tangible impact within organisations. Enabling our participants to receive two DBA awards provides meaningful support for senior leaders pursuing international career trajectories”. – Professor **Michel Kalika**, President, Business Science Institute*



Reminder: Business Science Institute - ICD Business School Doctoral Conference, 23 June 2026



“Organisations in Transition: Actors, Practices and Issues in Management Sciences”

Contemporary organisations, whether private, public, non-profit or part of the social and solidarity economy, are undergoing multiple transitions: digital, ecological, social, demographic, regulatory and geopolitical.

These transformations affect governance models, managerial practices, working relationships, marketing strategies, management control systems and forms of stakeholder engagement.

In this context, management sciences play a central role in analysing, understanding and supporting these transitions, by drawing on a range of theoretical, methodological and empirical approaches. The doctoral conference “Organisations in Transition: Actors, Practices and Issues in Management Sciences” will provide a forum for doctoral candidates from the different fields of management sciences to meet, discuss and engage in dialogue around their work.

Paper proposals should be submitted by 20 May 2026.

[Find out more →](#)

Insights into Research



Each month, a Business Science Institute professor addresses the community to discuss their recent research, findings, and managerial and societal impact. For manager-researchers, this is an exceptional opportunity for knowledge-

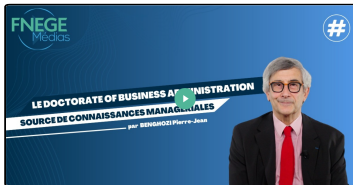
sharing and dialogue on research in management sciences and the DBA.

Episode 18: “A Strategic Approach to Intellectual Property”, presented by Professor **Pascal Corbel**, Université Paris-Saclay.

[Watch the video →](#)

Watch all episodes of “Insights into Research” on the Business Science Institute website →

Videos



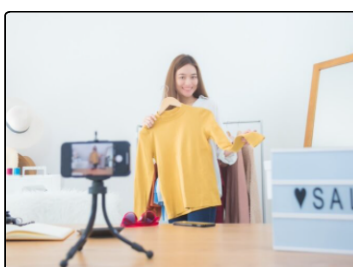
Discover the latest FNEGE Médias videos by Professor **Pierre-Jean Benghozi**, a member of the Business Science Institute Faculty, on the Doctorate of Business Administration.

“The Doctorate of Business Administration as a Source of Managerial Knowledge” →

“Recognition of the Doctorate of Business Administration in Companies: A Booster” →

“The Doctorate of Business Administration: Beyond Managerial Recommendations, an Impact on Society and Organisations” →

Medias



“Online Shopping: The Power of ‘Flow’ in Live Shopping”, an opinion piece by Professors **Jean-Éric Pelet**, a member of the Business Science Institute Faculty, and Basma Taieb, published in *Ecommercemag.fr* on 22 April 2026.

Books



FNEGE - Books Awarded the 2026 Label

The FNEGE Management Book Labelling Committee aims to assess books in order to identify those that are grounded in, and make a contribution to, the field of management research, and to give greater visibility to book publications alongside academic articles. In total, 61 books were awarded the label in 2026: 7 books in the “Essay” category ; 17 books in the “Higher Education Textbook” category ; 31 books in the “Collective Research Book” category ; 6 books in the “Non-Collective Research Book” category Including:

Barneto, P., Dubocage, E., Girard-Guerraud, C., Rannou, Y., & Serret, V. (2025). *Finance: Finance décarbonée pour une économie durable* [Finance: Decarbonised Finance for a Sustainable Economy]. Éditions EMS.

Bergadaà, M., & Peixoto, P. (2025). *Réinventer l'intégrité académique à l'ère de l'intelligence artificielle* [Reinventing Academic Integrity in the Age of Artificial Intelligence]. Éditions EMS.

Niculescu, M., & **Burlaud, A.** (2025). *Durabilité & RSE* [Sustainability and CSR]. Éditions Foucher.

Bensadon, D., & **Burlaud, A.** (2025). *Le Doctorate of Business Administration “expertise comptable”* [The Doctorate of Business Administration in Accounting Expertise]. Éditions EMS. Collection Business Science Institute.

Gaillard, H., Baray, J., & **de Becdelièvre, P.** (2025). *Réussir son mémoire de master en management* [Successfully Completing Your Master's Dissertation in Management].

Coron, C., Gaillard, H., & Hulin, A. (2025). *Nouvelles recherches en égalité, diversité et*

inclusion [New Research in Equality, Diversity and Inclusion].

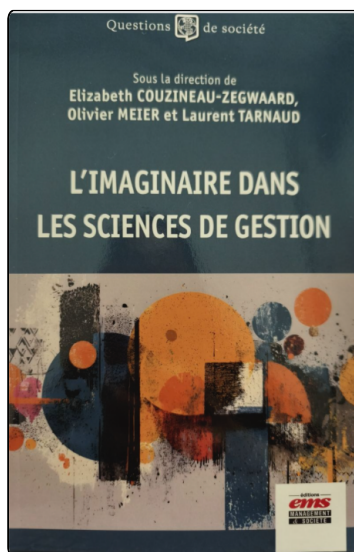
Hirigoyen, G. (2025). *La transmission des entreprises familiales et entrepreneuriales: Aspects psychologiques et comportementaux* [The Transfer of Family and Entrepreneurial Businesses: Psychological and Behavioural Aspects]. Éditions EMS.

Couzineau-Zegwaard, E., **Meier, O.**, & Tarnaud, L. (2025). *Le temps des transitions* [The Age of Transitions]. Éditions EMS.

Boussaguét, S., & **Schmitt, C.** (2025). *L'entrepreneuriat en schémas* [Entrepreneurship in Diagrams]. Éditions Ellipses.

Petit, R., **Savall, H.**, & **Zardet, V.** (2025). *Vitalité et prospérité durable des très petites et moyennes entreprises* [Vitality and Sustainable Prosperity in Very Small, Small and Medium-Sized Enterprises]. Éditions EMS.

[Learn more →](#)



Couzineau-Zegwaard E., **Meier O.**, , A., & Tarnaud L. (2026). *L'imaginaire dans les sciences de gestion*. [The Imaginary in Management Sciences] Éditions EMS, 168 p.

How can we think about management differently and enrich management sciences, which naturally sit at the crossroads of several disciplines but often struggle to apply this transversality in practice? This book explores a dimension that often remains at the margins of the sciences: the role of the imaginary and of metaphors. Far from being mere flights of fancy, imaginaries and metaphors provide a foundation for rationality and a strategic lever for understanding and transforming organisations, while renewing theoretical thinking by questioning it. Faced with ecological, social and economic crises, traditional approaches are showing their limitations. There is an urgent need to rethink paradigms in order to integrate creativity, meaning and cooperation, by offering an experience that is both sensitive and thought-provoking...



Thévenet M. (2026), *Leader sur le TAS. Le management en 51 Théories, Axiomes, Syndromes.* [Hands-On Leadership: Management in 51 Theories, Axioms and Syndromes] Éditions EMS, 168 p.

If you are a leader. The challenge is not becoming one, but being one more effectively and more serenely. The hands-on leader is a practitioner, even if not necessarily a believer. They face the difficult task of bringing a project to completion, fulfilling a mission and making a team perform. To achieve this, they do what they can, and this book helps them do a little more. Rather than imposing the three golden rules, the six pillars or the eleven commandments of leadership, the book simply helps readers to take a step back, change perspective and look at their everyday leadership practice in a realistic and modest way, without losing its sense of humour...

[Find out more →](#)

Business Science Institute Collection

Discover the books in the Business Science Institute collection published by Éditions EMS. The collection is edited by Professors **Paul Beaulieu, Michel Kalika et Alain-Charles Martinet.**



[Discover the books →](#)

Faculty/Alumni: scientific and editorial news



Revue française de gestion Publication Workshop, 18 May 2026, Aix-en-Provence, organised by Professor **Kiane Goudarzi** as part of the Aix-Marseille University inter-laboratory days.

The morning session will be devoted to a presentation of the journal, practical advice on publishing in the *Revue française de gestion*, and reflection on the conditions for increasing the impact and visibility of contributions, either in person or online. In the afternoon, a workshop will be held on the articles submitted.

[Registration →](#)



News admissions

Consult the calendar of forthcoming DBA intakes, either face-to-face or 100% online, for 2026.

[Find out more →](#)

Agenda for May-June 2026

- **20, 22, 23, 27, 29 & 30 May 2026**, Qualitative Methodologies seminar for doctoral candidates in the DBA Sustainable Innovation Management Cohort 4, in partnership with ICN Business School, led by Professors **Nathalie Mitev, Martin Cloutier** et **Françoise Chevalier**.
- **21, 22 & 23 May 2026**, Qualitative Methodologies seminar for doctoral candidates in the DBA Paris-Saclay Cohort 1, led by Professors **Denis Chabault, Pauline de Becdelièvre** et **Florent Pestre**.
- **28, 29 & 30 May 2026**, Thematic Paradigms II seminar for doctoral candidates in the DBA Chartered Accounting Cohort 2, in partnership with the French Order of Chartered Accountants (CNOEC), led by Professors **Geneviève Causse, Jean-François Casta, Pascal Barneto, Henri Savall, Guillaume Biot-Paquerot** et **Jean-Philippe Denis**.
- **6, 7, 13 & 14 June 2026**, Thematic Paradigms I seminar for doctoral candidates in the DBA Paris-Saclay Shanghai Cohort 1, led by Professors **Amélie Clauzel, Thomas Renault** et **Christophe Benavent**.
- **11, 12 & 13 June 2026**, Thematic Paradigms II seminar for doctoral candidates in the DBA Beirut Cohort 1, in partnership with AUST Beirut, led by Professors **Antoine Harfouche, Bruno Amann, Jad Bahma, Jean-François Lemoine, Ghada Salem** et **Sébastien Liarte**.
- **24, 26 & 27 June 2026**, sQualitative Methodologies seminar for doctoral candidates in the DBA Sustainable Innovation Management

Cohort 4, in partnership with ICN Business School, led by Professors **Jean Moscarola** et **Stéphane Ganassali**.

- **25 & 26 June 2026**, Quantitative Methodologies seminar for doctoral candidates in the DBA Paris-Saclay Cohort 1, led by Professors **Amélie Clauzel** et **Clotilde Coron**.

Alumni

Nomination



Dr **Stéphane Royer**, a Business Science Institute graduate, has been ranked among the world's Top 14 Global Gurus in the negotiation category. This international recognition is based in particular on his DBA research on negotiation dynamics and their grounding in managerial practice. Stéphane Royer has been responsible for negotiations since 2008. He is a certified NVC mediator, teaches at HEC Geneva and Lausanne, and founded inness, a company dedicated to the transmission of social skills. He began his career in IT services management at Nestlé and Orange. He is currently Head of Purchasing in the pharmaceutical sector at Ferring, where he is responsible for supplier management, commercial and contractual negotiations, and conflict resolution.

He defended his Executive Doctorate in Business Administration (EDBA) in September 2022 on the topic "A Negotiation System for Managers", under the supervision of Professor **Michelle Bergadaà**.

Books



Ndao M. (2026). *La Chine et le financement des infrastructures africaines. Cas du Sénégal* [China and the Financing of African Infrastructure: The Case of Senegal]. Editions L'Harmattan.

This book analyses China's rise as a central actor in the financing of infrastructure in Africa, in a context of structural deficits in energy, transport, water, telecommunications and sanitation. Drawing on a theoretical approach that combines transaction costs, collective strategies and resource theory, the book examines the forms of Chinese intervention through foreign direct investment, concessional loans and public-private partnerships. It highlights the priority sectors, the financial instruments used, the conditions attached to financing and the project governance mechanisms involved. Based on economic analyses focusing in particular on ECOWAS countries and on the Senegalese case, the author assesses the impact of China-financed infrastructure on growth, productivity and economic development. The book highlights both the opportunities offered by this South-South cooperation and the issues of financial sustainability, dependency and economic sovereignty, before formulating recommendations to improve the effectiveness of investments...

[Discover more →](#)



Dr **Mamadou Ndao** (Dakar Cohort 7, 2025) is currently Director General of the Senegalese Agency for Road Works and Management. He defended his Executive Doctorate of Business Administration (EDBA) in October 2025 on the topic “China's Rise in Africa and the Financing of Infrastructure: The Case of Senegal”, under the supervision of Professor **Pierre-Jean Benghozi**, Professor at CNRS - École Polytechnique, Paris, France.



Mindjos T. (2026). *Le Playbook du marketing africain. Stratégies, influence, digital et pratiques d'un marketing durable* [The African Marketing Playbook: Strategy, Influence, Digital and Sustainable Marketing Practices]. Éditions EMS, 192 p.

What if Africa were no longer simply an emerging market, but a laboratory for marketing innovation? At a time when brands are competing for attention and trust, The African Marketing Playbook offers a clear compass: to understand, influence and transform on the basis of African realities. This book is a strategic and practical guide, designed for those who want to move from knowledge to action. Through analyses, examples and concrete tools, readers discover how to: – design influencer marketing campaigns adapted to African cultural codes...

[Discover more →](#)



Dr **Thierry Mindjos** (Douala Cohort 2, 2022) is an engineer. With more than twenty years' experience in telecommunications, he supports executives, entrepreneurs and institutions in defining and implementing growth, digital transformation and innovation strategies. As a speaker, mentor and committed entrepreneur, he works to make marketing a driver of innovation, meaning and sustainable development for Africa. He defended his thesis, "Factors Influencing the Adoption of Mobile Money by Small and Medium-Sized Enterprises: Application to Cameroon", under the supervision of Professor **Damien Mourey**.

Join the Business Science Institute Alumni Community on LinkedIn



The Business Science Institute Alumni LinkedIn page continues to grow, and we would be delighted to see you there.

Our graduates publish books and articles in international journals, launch initiatives, carry out fieldwork and contribute to the transformation of organisations around the world. This page highlights these achievements while creating a space for exchange between manager-researchers.

We now have 132 members out of 243 graduates to date, and we are keen to strengthen this international community. If you have not yet joined, we invite you to join the BSI Alumni LinkedIn group and take part in the discussions.

If you have any questions, please contact Stephen Platt (Alumni Engagement Manager) – stephen@business-science-institute.com

Your research. Your practice. Your impact.

[Groupe Alumni Business Science Institute →](#)

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