



**BUSINESS
SCIENCE
INSTITUTE**

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NEWS FROM THE BUSINESS SCIENCE INSTITUTE

GENEVA

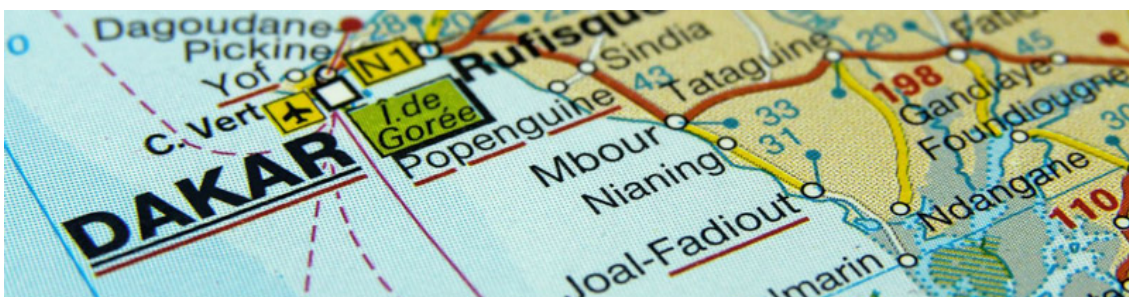


In April of 2015, a new **Executive Doctorate in Business Administration** of the Business Science Institute will open its doors in Geneva.

Download the booklet [Executive Doctorate in Business Administration 2015](#)

[Sign up now!](#)

DAKAR



Embodying the partnership agreement signed between [Business Science Institute Luxembourg \(BSI\)](#) and the [African Center for Higher Education in Management d'Etudes Supérieures en Gestion \(CESAG\)](#) (African Center for Management Graduate Studies) for the development of the [Executive Doctorate in Business Administration](#) (Executive DBA), in October of 2014, a new program has materialized in January

of 2015.

The first seminar, “conduct of the thesis”, took place from the 22nd until the 25th of January 2015, in the presence of professors:

- [Michel Kalika](#), Business Science Institute
- [Birahim Gueye](#) Gaston Berger St Louis University of Sénégal
- Pr Mouhamed El Bachir Wade Université Cheikh Anta Diop Dakar
- [Boubacar Baidari](#), General Director of the Centre Africain d'Études Supérieures en Gestion (CESAG) (African Center for Management Graduate Studies)

The class of 2015-2017 of Dakar consists of 13 African managers operating in sectors as diverse as public administration, NGOs, the agriculture and food economy, telephony, banking, micro financing, and education.

The [Executive DBA](#) program allows student-managers, all MBA graduates (or equivalent), to prepare an Executive Doctorate in Business Administration (Executive DBA) based on their previous experience.

For videos (in French):

[Cérémonie de lancement](#)

[Interview du professeur Michel Kalika, Conseiller Scientifique du Business Science Institute](#)

[Interview du professeur Boubacar Baidari, Directeur du CESAG](#)

Publishing agreement between the Business Science Institute and EMS Management & Société Publishing for the launch of a collection of books for managers and students of the Business Science Institute

A prominent feature of this collection will be the creation of knowledge by the managers. It will showcase the scholarly works that the faculty members and the doctoral candidates will produce in the framework of the [Business Science Institute](#) and will provide images as well as documentation for the students and the managers.

Some planned titles for 2015 include:

La création de connaissance par les managers, (Creating Knowledge for Managers) [Paul Beaulieu](#) and [Michel Kalika](#)

Comment réussir son DBA ? (How To Successfully Complete a DBA?) [Michel Kalika](#)

La théorie enracinée pour les managers, (Ground Theory for Managers) [Isabelle Walsh](#)

Les compétences adaptatives des managers, (Adaptive Skills for Managers) [Frédéric Favre](#)

L'appropriation des technologies de l'information par les managers, (Information Technology Appropriated by Managers) [Cédric Baudet](#)

Le management des cliniques, (Managing Private Clinics) [Mohamed El Hédi Guelmami](#)

The Doctorate in Business Administration (DBA): A Doctorate For Managers, *Le Monde Blogs*, January 29th, 2015

Not everyone can—or wants to—begin a traditional doctorate. Management professionals, MBAs or Masters, have the opportunity to obtain a specific diploma: the Doctorate in Business Administration (DBA). President of the [Business Science Institute](#) (which offers a DBA), Michel Kalika explains the benefits such a degree brings to its holders.

[Read more \(in French\).](#)

Videos Seeds of Knowledge

With the support of the audio-visual resources of the Luxembourgian Ministry of Education, the Business Science Institute has launched an online library of short videos of the members of the faculty Scientific Council, intended to help the working executive in preparation for the Executive DBA.

[Watch the first videos](#) (in French)

The Essentials of the Sup n° 95 – Friday January 30th, 2015

“With the DBA, the active managers can create a different type of knowledge from the traditional these”:
interview with Professor [Michel Kalika](#), President of the Business Science Institute

[Read more \(in French\).](#)

NEW MEMBERS OF THE SCIENTIFIC COUNCIL

Adja Anassé Augustin ANASSE

Professor and Dean of the Faculty of Economics and Development at the l'University Alassane Ouattara (Bouaké), Adja Anassé Augustin Anasse teaches strategic marketing, the epistemology of management science, marketing theory, mix-marketing, new theories of the firm. He has conducted research in management sciences and holds a doctorate from the University of Rennes 1, where he wrote about marketing segmentation in the context of the Côte D'Ivoire. A member of the Research Center for the Development (CRD) of the University Alassane Ouattara de Bouaké, his current research focuses on the producer-distributor relationship in the marketing channel of Ivory Coast, the stability of the segments of consumers despite constant changes in behaviour, the promotion strategies of cellular phone operators, and the measurement of the gap between the sellers' expectations and the implementation of these expectations in Ivorian companies. His last article, "Arbitration Homogeneity/Size of the Segments: Proposal for an approach for African SMEs", was published in *Management International*, 2013, vol. 17, n° 2.

Marie-Thérèse Um Ngouem

Professor and Dean of the Faculty of Economic and Management Sciences (FSEGA) of the University of Douala, her specializations are the ethics of business, corporate finance, financial markets, business financing (SME, EP, VSE...) and all informal financial systems. Her most recent research and on going publications investigate the borrowing behaviour of owners of very small businesses in Cameroun, the mentality of major actors in the informal financial system, known as Tontiniers, as well as the banking firms in Africa: a (collaborative) appraisal of the borrowing behaviour of Cameroonian small business owners.



Emmanuel C. HOUNKOU

Doctor of Economic and Management Sciences and Associate Lecturer in Management, Emmanuel C. Hounkou teaches at the Faculty of Economic and Management Sciences (FASEG) of the University of Abomey-Calavi in Bénin. Responsible for teaching modules in the areas of finance, organizational theory, organizational change, and research methodology, he conducts research in finance and organizations in developing countries. He is an associate researcher at the Laboratory for Studies on New Information Technology and Communication (LENTIC) at the HEC-University of Liège. His latest study "Measuring and cost of absenteeism in public enterprises Benin" was presented at the *Second African Management Conference CAM* in May 2014 in Cotonou.

Mouhamed El Bachir WADE

Professor at the University Cheikh Anta Diop of Dakar (UCAD) and the responsible for the research laboratory for Finance Organization Control and Strategy (FOCS), he is also the Chairman of the Scientific Council of the Catholic University of West Africa, Unité de Ziguinchor, and the Director of Studies, Politics and Cooperation of the Ministry of Higher Education and Research (MESR). He teaches strategic management control, accounting, audit and financial analysis. His research domains are public management, governance of private and public organizations, micro-finance, and Islamic finance. His latest work focuses on accounting standards and governance and research management.

PUBLICATIONS



[Françoise Chevalier](#), B. Moingeon, *PME & ETI La dynamique des entreprises en développement*, De Boeck, 2014, 256 p.
[Yves Pigneur](#), G. Bernada, A. Smith, T. Papadakos, *Value Proposition Design: How to Create Products and Services Customers Want*, Wiley, 2014.

[Management International](#), Volume 18, 2014, p. vi-228

« Ancrages culturels et dynamiques du Management International / Cultural and Dynamic Roots of International Management / Anclajes culturales y dinámicos de la Gestión Internacional »

Au sommaire : C. Peeters, [Sébastien Point](#), P. Garcia-Prieto et A. Davila « La diversité culturelle dans les délocalisations : apports nuancés de deux littératures », pp. 178-193

COMMUNICATION

[Michel Kalika](#), « Comment maîtriser la surcharge informationnelle et maintenir la qualité de vie au travail ? », *Annie Favoriser l'attention, éviter la dispersion : un nouvel enjeu managérial*
[Find out more](#) (French)

ONLINE

Volume 39 n°4, Winter 2015 of *Gestion* was just published!

Find a rich and full edition, complete with 20 articles, including one about logistics.

Online at: [Volume 39 n°4](#), [Winter 2015](#)

[Jean-Philippe Denis](#), « [Mémoires de crise \(I\)](#) », Permanent Publication of *MAUSS*, June 9th 2010



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