



BUSINESS SCIENCE INSTITUTE

Newsletter #29 - June 2015

NEWS FROM THE BUSINESS SCIENCE INSTITUTE



Michel Kalika is joining IAE Lyon!

At the start of this academic year, Professor [Michel Kalika](#), member of the Business Science Institute's Scientific Council, will join IAE Lyon University of Management, currently headed by Jérôme Rive, who is also president of the [IAE network](#).

In October of 2014, a [partnership](#) between the Business Science Institute Luxembourg (BSI) and IAE Lyon was initiated, for the international development of a *Doctorate in Business Administration*.

[More about Michel Kalika on his blog](#) (in French)

AGENDA

DAKAR

Class of 2015-2017

Seminar 4: Thesis supervision, selection of thesis topics – **June 14th 2015**

Class of 2014 - 2016

Seminar 6: Thesis supervision – **June 14th 2015**



LUXEMBOURG



NEWS FROM THE BUSINESS SCIENCE INSTITUTE

A doctoral student from the Business Science Institute was awarded an AIM-Sphinx award



Thursday the 21st of May, at the 20th conference of the Information & Management Association (AIM) in Rabat, Morocco, an AIM-Sphinx award was presented to [Cédric Baudet](#), doctorate student of the Business Science Institute for his article "*L'utilisation des médias sociaux par les organisations à but non lucratif: une étude exploratoire*" ("The use of social media by non-profit organizations: an exploratory study").

The AIM international conference brings together professor-researchers, researchers, professionals, and specialists in the domain of technology and information management. Cédric Baudet, 39 years old, is a Professor at the Arc School of Management (HES-SO), where he teaches management of business information systems and project management. He also works as a consultant and is the leader of research projects. He became a part of the Business Science Institute program in Geneva in 2012 and is currently preparing his [Executive Doctorate in Business Administration](#), on the dimensions of user participation in the success of information systems.

NEW MEMBERS OF THE SCIENTIFIC COUNCIL



Christophe Fournier

Christophe Fournier is a University Professor in Marketing at the Institute of Business Administration of the Montpellier University where he leads the Marketing research team at the *Centre de Recherche en Gestion des Organisations* (Research Center in Organisational Management) and is the creator of a MOOC entitled "[Management de la force de vente](#)" ([Management of the sales force](#)). His teaching focuses on management of sales forces, direct marketing, the multichannel approach and sales force, as well the marketing of institutions providing healthcare. His research focuses on management of sales forces, direct marketing and e-commerce. His most recent article, co-written with F. Poujol, S. Hollet and

PRESSE

[Challenge, May 21st, 2015, "Témoignage de Frédéric Favre"](#) (in French)

VIDEOS

[3 key factors for the success of a EDBA thesis– Professor Michel Kalika, Member of the Scientific Council of the Business Science Institute](#) (in French)

[Key factors for the success of a EDBA thesis – point of view of the doctorate students](#) (in French)

The videos offered on this platform provide an academic resource, available to the doctoral candidates-managers:

- The videos with the BSI logo were created by the Business Science Institute;
- The videos mentioning the CS, have been authored by a member of the [Conseil Scientifique](#) of BSI;
- The other videos were put together for the benefit of visitors on the site.

In order to receive a monthly summary of the videos added to this platform, please subscribe to:

<http://www.business-science-institute.com/videos/>

PUBLICATIONS

"Finding one's way around various methodological guidelines for doing rigorous case studies: A comparison of four epistemological frameworks," *Systèmes d'Information et Management*, [Vol 20, No 1 \(2015\)](#), **Marie-José Avenier** & Catherine Thomas.

The expanding popularity of qualitative research, and more particularly case study research, in the field of Information Systems, Organization and Management research, seems to have been accompanied by an increasing divergence in the forms that this research takes, and by recurrent criticisms concerning its rigor. This paper develops a heuristic framework for guiding the design of a rigorous case study depending on the research's goal and epistemological framework, as well as for guiding its evaluation.

Crowdsourcing - porté par la foule ("Crowdsourcing – carried by the crowd") by **Jean-Fabrice Lebraty**, member of the Business Science Institute's Scientific Council and **Katia Lobre**, published by ISTE, 2015.

It presents the different dimensions of crowdsourcing and how it can be used to create value and new opportunities for businesses.



[Management International](#) vol. 19, n°2, 2015

In summary:

Hélène Delacour, **Sébastien Liarte**, "*Stratégie d'innovation continue dans un contexte de Red Queen Effect : Une étude empirique*" ("Strategic continuous innovation in a context of the Red Queen Effect: An empirical study")

Rachel Bocquet, **Caroline Mothe**, "*Le rôle de la gouvernance des clusters dans les capacités dynamiques d'absorption des PME*" ("The role of governance of clusters in the dynamic capacities of absorption of SMEs")

Li Yan, **Taïeb Hafsi**, "Philosophy and Management in China: An Historical Account"

NEWS IN MANAGEMENT RESEARCH



In the digital era, Business in 2020!

A parliamentary report on business in digital security has incorporated the work of the CIGREF

(in French)

Digital security and risks: challenges and opportunity for businesses. Why did this parliamentary report on digital security of businesses include a CIGREF report? The answer from **Jean-François PEPIN**, General Delegate of the CIGREF.



Europe, a driving force in the development of digital skills.
We already have a shortage of digital skills... and it will get worse! (in French)

Scientific plagiarism and fraud: the academic perspective

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