



N°42
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NEWSLETTER

NEWS FROM THE BUSINESS SCIENCE INSTITUTE

Graduation ceremony the 28th, 29th and 30th of September at Château de Wiltz in Luxembourg



September 28th:

Meeting of the doctoral students and the doctors who graduated in 2015

Thesis defenses: [P. Modou Ndiaye](#), [M. Ben Ali](#) and [R. Sfeir](#).

Methodological workshops

September 29th:

Panel discussion with professors from the Business Science Institute

“Successfully formulating an Executive DBA thesis project”

Public thesis presentations by Business Science Institute doctoral students

Graduation ceremony

September 30th:

Presentation of on going work by doctoral students from various cohorts

Enrollment for [Casablanca](#), [Genève](#), [Luxembourg](#), [Dakar](#) has begun.

Application deadlines:

- Geneva: **10th of September 2016**
- Casablanca: **20th of September 2016**
- Dakar: **30th of October 2016**



THE BUSINESS SCIENCE INSTITUTE TEAM IS GROWING!

Welcome to:

- Catherine, support for the remote DBA
- Julia, translations and response to information requests
- Maëlle, Moodle support
- Ramunas, recording of classes

CREATION OF THE BSI LAB

The Business Science Institute doctoral student-managers benefit from support to execute their research.

The community of doctoral-student managers preparing the *Executive Doctorate in Business Administration* (DBA) is organized around the methodological and technical supervision proposed by Professor [Jean Moscarola](#).

How to mobilize the right sources and collect data, choose the right approach and appropriate sample, and make the databases reveal as much as information as possible? How to make the best of the available resources and tools, by choosing the best-adapted collection protocol and analysis?

[Find out more](#)

NEW MEMBER OF THE SCIENTIFIC COUNCIL

Jean-François Trinquecoste is a university professor (IAE, University of Bordeaux). He holds the *agrégation* of Management Sciences (a prestigious and highly selective civil service examination for the public education system), and directs the Research Institute of Organizational Management (IRGO) of the University of Bordeaux, the Research Team in Marketing and the IAE master in marketing. He has on multiple occasions been a member of the board of the French Association of Marketing and co-editor in chief of the journal *Décisions Marketing*.



As a member of the editorial boards of several journals marketing, he is the author of numerous national and international academic publications, focused on strategic marketing, consumer behavior and marketing theory (ethics and epistemology). Among these publications are more than fifteen books written, co-authored and/or edited, including a chapter devoted to Shelby D. Hunt in "*Les grands auteurs en marketing*" [The great authors in marketing] published by EMS in 2016, the text entitled "Éthique et marketing sous le signe d'Hermès" [Ethics and marketing under the sign of Hermes] in *Le Professeur de management à 360°* (2014), the chapter dedicated to "strategic marketing" in *MBA Marketing* (2011), *Stratégies Marketing pour chefs de produit* [Marketing strategies for product managers] (2009), *Management et cognition ; pilotage*



La confiance
en questions

Sous la direction de
Sophie Aguilhon
François Guarnieri
Samy Perrelli
Yves Perquignat
L'Harmattan

offers a deep reflection on the subject of trust. The eminence of the thirty-five authors who contributed to this fascinating book helps define the many meanings of this concept.

New editions of 4 publications written or co-written by Professor [Michel Kalika](#),
[Systèmes d'Information et Management des Organisations](#) [Information Systems and Management of Organizations], Vuibert, 7th edition, 2016 (R. Reix, updated with B. Fallery, F. Rowe), 480 pgs.

[Management, stratégie et organisation](#) [Management, strategy, and organization], Vuibert, 10th edition, 2016 (with J.P. Helfer, J. Orsoni), 480 pgs.
[Comment réussir sa thèse. Définir un sujet, conduire une recherche, soutenir sa thèse](#) [How to write a successful thesis: defining a topic, pursuing research, defending a thesis], Dunod, (with P. Romelaer) 3^{ed} edition, 2016, 175 pgs.
[Le mémoire de Master. Piloter un mémoire, rédiger un rapport, préparer une soutenance](#), [The Master's Thesis. Managing a thesis, producing a report, preparing a defense], Dunod, 4th edition, 2016, 191 pgs.



**SYSTÈMES
D'INFORMATION
ET MANAGEMENT**

Vuibert



**MANAGEMENT
STRATÉGIQUE**

Vuibert



Sylvie Hertrich, [Michel Kalika](#), [Ulrike Mayrhofer](#), [DANONE : Un leader mondial de l'industrie agro-alimentaire](#), CCMP G 1711 - [DANONE: A world leader in the food-processing industry](#) G 1711 (GB), 2016.

COMMUNICATION

[M. Ben Ali](#), doctoral student at the Business Science Institute, "Evaluation des pratiques d'essaimage dans le contexte de la responsabilité sociétale de l'entreprise - L'expérience de la STEG dans le secteur public tunisien" [Evaluation of swarming practices in the context of corporate social responsibility – The experience of the STEG in the Tunisian public sector], *International Colloquium of the International Network of Research on Organizations and Durable Development (RIODD16)*, at the *Ecole Centrale des Mines de Saint-Etienne*, July 6th-8th 2016 [Engineering school in Saint-Etienne]

How to encourage management education in France: the role of the FNEGE [French Foundation for Management Education]

Former general director [Pierre-Louis Dubois](#) and new general director [M. Thévenet](#) present their vision for management education in France, and the role that their Foundation plays.

[Watch the interview with Olivier Rollot, June 28th 2016](#)

The challenge faced by management sciences today is their recognition by managers

After the publication of the study on the impact of management research coordinated with Professors [Sébastien Liarte](#) and [Jean Moscarola](#), Professor Michel Kalika explains why this impact is still insufficient in companies and how it can be increased.

[Watch the interview with Olivier Rollot, July 18th 2016](#)



Creation of the [Institut International de recherche et d'action sur la fraude et le plagiat académiques](#) [International institute for research and action on academic plagiarism and fraud], on the 18th of June 2016 in Geneva.

This association, whose President is Professor [Michelle Bergadaà](#), is intended to create an international and interdisciplinary meeting space for scientific work on fraud and plagiarism; to support the development of theoretical and applied research in these specific fields; to establish a collaborative platform that will host the work to enhance the mutual enrichment of knowledge; to help and support individuals affected by fraud or academic plagiarism; to set up a broadcasting device for educational films, software for documentary learning, online conferences; to organize thematic meetings, specialized and/or multidisciplinary conferences or workshops; to promote training and information on fraud and plagiarism; to manage and develop an academic reference portal, to publish and distribute the newsletter "fraud and ethics", as well as articles, books, web documents; to develop and disseminate methodological expertise on fraud and plagiarism.

AWARDS

[Marie-José Avenier](#) and Catherine Thomas have received the AIM Best Paper Award for their article: ["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, n. 1, 2015.





2015 AOM conference prize, ORM Best Paper Award for the article [“What Grounded Theory Is...A Critically Reflective Conversation Among Scholars”](#) co-written by [Isabelle Walsh](#) J.A. Holton, L. Baylin, W. Fernandez, N. Levina and B. Glaser.

ACTUALITES DE LA RECHERCHE EN MANAGEMENT

[Academy of Management Journal](#) Volume 59, Issue 4, August 2016



[Letter 69 – July 4th 2016](#)

[Revue française de gestion N° 257 - 2016/4](#)

Performance collective en contexte extrême [Collective performance in extreme contexts]



Systèmes d'Information
et **M**anagement

[Systèmes d'Information et Management, vol. 21, n° 2, 2016](#)



[Quelle évolution pour le « Supply Chain management » au sein de l'entreprise numérique ?](#) [Which evolution for the “supply chain management “within a digital company?”] [Entreprise Numérique](#), 2nd of August 2016



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