



**BUSINESS
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INSTITUTE**

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NEWSLETTER

NEWS FROM THE BUSINESS SCIENCE INSTITUTE

PARIS

The final seminar of Paris Cohort 1 (2016-2019), "Quantitative Methodology" led by Professor Jean Moscarola, took place in Paris from the 25th to the 27th of January 2017. On this occasion, two students from Dakar Cohort 3 (2016- 2018) were also present.



DAKAR

FIRST DAY FOR THE 4th COHORT OF THE EXECUTIVE DBA (2017-2020)



The new doctoral students attended their first seminar "Conducting the thesis" from the 19th to the 22nd of January 2017, facilitated by professors [Michel Kalika](#), [Fatou Diop Sall](#) and [Jean Desmazes](#).

This 4th cohort is made up of 13 doctoral student-managers with 7 different nationalities (Guinea,

Chad, Senegal, Burkina Faso, Mauritania, Ivory Coast and Togo) who work in banking, finance, insurance, medicine and environment, security, industry and

training in public or private organizations.

A FIRST DOCTOR IN DAKAR!



On the 20th of January 2017 [Papa Modou Ndiaye](#) (Dakar Cohort 2014-2017), Managing Director of the Millennium Challenge Account in Senegal, formally defended his Doctoral thesis in Business Administration on “Facteurs de risque dans la gestion de projets de développement au Sénégal” [Risk

factors in the management of development projects in Senegal] in front of a committee composed of professors [Amadou Lamine Dia](#) (president), [Michel Kalika](#) (member), [Jean Desmazes](#) (rapporteur), [Mouhamed El Bachir Wade](#) (rapporteur), [Boubacar Baidari](#) (thesis supervisor), [Birahim Gueye](#) (member) and [Fatou Diop Sall](#) (member).



Soutenance solennelle : le CESAG fête son premier docteur

[After a formal thesis defense, the CESAG celebrates its first Doctor]

The relevance of the research carried out by Papa Modou Ndiaye was highlighted in an article published on the site AllAfrica « [Afrique: L'inefficacité de l'Aide publique au développement mise à nu](#) » [Africa: The ineffectiveness of Public Development Aid exposed], on the 23rd of January 2017.

The Business Science Institute on BFM Radio





EXECUTIVE DBA A DISTANCE

The Digital DBA Team during the webinar:

Professors [Isabelle Walsh](#) & [Michel Kalika](#)

[Find out more about the Digital DBA](#)

AGENDA

GENEVA Cohort 4 (2016-2019)

Seminar 2: Thematic Paradigm I : 9th to 11th of February 2017



PARIS Cohort 2 (2017-2020)

Seminar 1: Managing a thesis – 23rd to 25th of February 2017

NEW MEMBER OF THE SCIENTIFIC COUNCIL

Géraldine Michel



Géraldine Michel is Professor of Management Science at the IAE Paris, Paris 1-Panthéon Sorbonne University, where she teaches marketing and analysis of quantitative data. She is also an academic director, responsible for the Brand & Values department as well as for the Beijing MBA IAE of Paris / UIBE, and for the Master of Marketing and Commercial Practices. As a brand specialist, she has published numerous articles on this subject in international journals. She is

particularly interested in the role of brands in relation to consumers and employees, from the angle of social psychology. Her latest book, *Quand les artistes s'emparent des marques* [When Artists Seize Brands], was published by Dunod in 2015.

ZOOM

Professor [Henri Savall](#), Professor Emeritus of Management Science at the

iaelyon School of Management - Jean Moulin University, founding President of ISEOR, and member of the Business Science Institute, was awarded the Legion of Honor



(at the level of Knight) by the French Ministry of Education, Higher Education, and Research. This high national distinction rewards Henri Savall for the many projects he and his team have been developing over the last 40 years: for a more humane economy, a more ethical social life, and a more socially minded and less elitist university system, nationally and internationally.

In the FNEGE study on the impact of management research carried out by professors [Michel Kalika](#), [Sébastien Liarte](#) and [Jean Moscarola](#), and presented during the 2016 [FNEGE](#)'s Estates General of management, Henri Savall is ranked among the 50 most influential living authors in the field of management in the world, based on the frequency of citations.

PUBLICATION

After *Le mémoire de master* [The Master Thesis], 4th edition and *Comment réussir sa thèse* [How to successfully write a thesis], 3rd edition, co-written by P. Romelaer, published by Dunod in 2016, Professeur [Michel Kalika](#), President of the Business Science Institute, has published *Comment réussir son DBA ?* [How to pursue a successful DBA ?], published through the Business Science Institute collection of EMS Publishers. This book aims at answering the questions asked by managers who want to take a step back from their managerial practices to publish a thesis anchored in their experience and create knowledge.



What is a DBA? What are the differences between a DBA and a PhD? How can the DBA be completed in 3 years? How do you choose your DBA? What about the choice between a face-to-face DBA and a remote DBA? How do you choose a DBA thesis topic? How do you choose your thesis supervisor? How do you start your DBA? Which methodologies do you choose for your DBA? How should you organize for your DBA thesis ? And finally: how to bring value to your DBA ?

[Find out more](#)

NEWS IN MANAGEMENT RESEARCH

[Academy of Management Review Volume 42 Issue 1](#)



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