



**BUSINESS
SCIENCE
INSTITUTE**

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NEWSLETTER

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AWARD



Thierry Lamarque, one of our recent [Business Science Institute](#) graduates ([Paris Cohort N°1, 2016-2019](#)) is the proud winner of the 1st ever Business Science Institute Managerial Impact Award for his Executive DBA thesis supervised by Professor [Bérengère Deschamps](#): *Le processus de négociation dans les opérations de transferts externes de PME : le regard du repreneur* (Negotiations in outside takeovers of SMEs: the buyer's view). The award was presented to Thierry

during the graduation ceremony at the recent [International Week](#), which took place in Wiltz last September.

Thesis Summary:

The takeover of SMEs by external individual buyers, coming from outside the company, account for half of such operations in France, and constitutes a major economic challenge across the country in terms of safeguarding employment. This doctoral work analyzes the negotiation process during external business transfers. It highlights the strategy of the key players, the manifestation of bias and emotions during the exchanges, as well as the role of the advisors and the entourage of the buyer during the various negotiation phases. Through a better overall knowledge of the process, this study makes it possible to identify the ten key factors for success in negotiations, and proposes five managerial recommendations for the individual buyers and their advisers.

In collaboration with Martine Story, Dr. Thierry Lamarque is the co-author of [*Reprendre une entreprise*](#), (*Taking over a business*). The 2nd edition (2018) has been published by *éditions Maxima*.



BUSINESS SCIENCE INSTITUTE NEWS

NEW PARTNERSHIP AGREEMENT

A new partnership agreement has been signed between the [Business Science Institute](#), University of Technology Sydney Business School and [SKEMA Business School](#) concerning the award of the [Certificate of Research in Business Administration](#) (CRBA) and the marketing & promotions of the [Digital Doctorate in Business Administration](#) (DDBA).



PHOTO HIGHLIGHT (WILTZ 2018)

The nine recent [Business Science Institute](#) graduates from left to right in the photo below:



Thierry Lamarque Paris 1 / 2016-2019 ;
Yves d'Aviau de Ternay Genève 2 / 2014-2017 ;
Mikou Léopold N'Guessan Dakar 1 / 2014-2017 ;
Kubeterzié Constantin Dabire Dakar 3 / 2016-2019 ;
Amara Kouyate Dakar 3 / 2016-2019 ;
Rozen Kone Luxembourg 2 / 2015-2018 ; **Olivier Kovarski** Luxembourg 1 / 2014-2017 ; **Hendrik Lohse** Luxembourg 1 / 2014-2017 ;
Mohamed El Khayma Genève 2 / 2014-2017.

‘SUSTAINABLE RESEARCH’

During last September's [International Week](#) in Wiltz, two conferences were organised on the theme of sustainable development. Professor [Michelle Bergadaà](#) presented the topic in French and the English version of the conference was given by Professor [Yvon Pesqueux](#).

It was decided to include these two conferences into the programme at Wiltz to equip our doctoral candidates with a heightened awareness of the crucial importance of engaging with thesis subjects that reflect upon major societal issues, such as the environment, poverty, etc. *“Executive DBA theses can only have true impact if they give due consideration to modern-day managerial issues”*. Sustainable development, ethics and diversity represent the three [values](#) of the [Business Science Institute](#).

AGENDA

[BAMAKO](#)

Executive DBA Bamako - Cohort n°1 (2018-2021)

- Seminar 1: Introduction to Doctoral Studies (Managing a Thesis) **22, 23, 24 November 2018**



GENEVA

Executive DBA Geneva - Cohort n°5 (2018-2021)

- Seminar 1: Introduction to Doctoral Studies (Managing a Thesis): **15, 16, 17 November 2018**



Luxemburg (GERMAN)

Executive DBA Luxembourg (German) – Cohort n°2 (2018-2021)

- Seminar 2: Thematic Paradigms I, **29 November - 1 December 2018**



PARIS

Executive DBA Paris - Cohort n°3 (2018-2021)

- Seminar 4: Epistemology & Qualitative Research Methods, **25-27 October 2018**



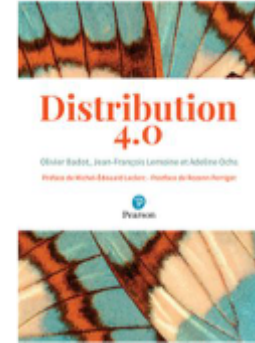
NEW MODULE - DIGITAL MARKETING

A new module taught by Professor [Jean-François Lemoine](#) covering research in the field of digital marketing will be offered to students during the 'Epistemology & Qualitative Research Methods' seminar attended by [cohort n°3 of the Paris Executive DBA](#). Professor [Jean-François Lemoine](#), who is also a new member of the [Business Science Institute Academic Council](#), has agreed for his module to be filmed allowing us to create new content also to the benefit of the [Executive DBA en ligne](#) students.

In more detail, his seminar will cover the following subjects:

1. The role of the atmosphere of web sites web in creating an online customer experience.
2. Internet private data collection and privacy.
3. The influence of anthropomorphic virtual agents on the behaviour of internet users.
4. The role of smartphones in the choice of tourist destinations plus discussion with the doctoral candidates on the progress made in writing their theses.

Professor [Jean-François Lemoine](#) is co-editor of [Distribution 4.0](#), published by *éditions Pearson* in August 2018 with Olivier Badot and Adeline Ochs.



NEW ACADEMIC COUNCIL MEMBERS



STEPHANE GANASSALI

Stéphane Ganassali completed his PhD in Management Sciences and his accreditation to supervise research (HDR) from the University of Grenoble, France. He is associate professor of marketing at the University of Savoie Mont Blanc School of Management (IAE), France. He created the European Master of Business Studies, a joint Master's programme run by the Universities of Trento (Italy), Kassel (Germany) and León (Spain). He runs

intensive Erasmus+ courses on market research, such as Eurosurvey or Consider. His teaching and research expertise focuses on survey methodologies, marketing research and consumer behaviour. He has been scientific advisor for Le Sphinx (software company) for 20 years.



JEAN-FRANCOIS LEMOINE

Jean-François Lemoine is full university professor, teaching e-marketing, experiential sensory point of sale marketing and data analysis at Pantheon-Sorbonne University and at ESSCA School of Management (France). He is the director of the Pantheon-Sorbonne Doctoral School of Management. In 2002, he created

the “Journées de Recherche” (*Research Days*) for e-marketing under the authority of the French Marketing Association (AFM), and has been the organiser for them ever since. His research deals with sensory marketing, experiential marketing, and e-commerce. His latest publications include: “Comment générer de la confiance envers un agent virtuel à l'aide de ses caractéristiques? Une étude exploratoire” (*How to create confidence in a virtual agent thanks to its characteristics? An exploratory study*), *Management & Avenir*, N° 58, 2012, pp. 169-188; “Agent virtuel et confiance des internautes vis-à-vis d'un site Web” (*Virtual agents and the confidence of internet users in a web site*), *Décisions Marketing*, N° 61, 2011, pp. 47-53; and “La « shazamisation » de l'offre : modalités, devenir et implications managériales” (*The “shazamisation” of services: modalities, future directions and managerial implications*), *Management et Avenir*, N°44, 2011, pp. 187-196. Professor Jean-François Lemoine is co-editor of [Distribution 4.0](#), published by *éditions*

MANAGEMENT SUPPORT TEAM



The management support team at [Business Science Institute](#) welcomes a new face!

After the departure of Julia, who we thank warmly for her hard work and professional devotion over the last 4 years, we are delighted to be able to welcome Yasemin onto the team. Based in Luxemburg, she will be in charge of administrative and teaching support.

PUBLICATIONS



Under the direction of Françoise Chevalier, [Des PME aux ETI, réussir la croissance . Questions de dirigeants et réponses pratiques](#), (Successful growth from SME to mid-sized business. Questions from directors and practical answers), De Boeck, 2018.

Michel Kalika, [“The Assessment of the Managerial Impact of Research: the M Index”](#)

Caroline Hussler, Marielle Payaud, [“Bargaining with the devil? A politicized view on cross-sector partnerships targeting the BoP”](#), Society and Business Review, 2018.



The [Business Science Institute](#) (éditions EMS) collection recently added two new books to its catalogue:

[Les conditions de réussite des joint-ventures internationales en Algérie](#) (Key Success Factors of International Joint Ventures in Algeria, written by Dr. Malik Bouacida,

[Gouvernance et management des risques. Les conseils d'administration en question](#) (Governance & Risk Management), written by Dr. Dramane Sidibe.

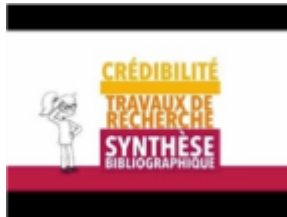


MANAGEMENT RESEARCH NEWS

Saturday 29 September 2018

[View the videos on line](#)

A special edition of SIM review (Information Systems & Management) called "Méthodes de Recherche en SI" (Research Methods in Information Systems) has just been published. See: <http://revuesim.org/sim/issue/view/96>



Are you a Master's degree student? Do you have to write an annotated bibliography or an *état de l'art*? If that's you, then we recommend the series "Ma recherche bibliographique, ma synthèse ou état de l'art & moi" ! (In French).

<https://www.universite-paris-saclay.fr/fr/masynthesebiblio>

EXECUTIVE DBA [A DISTANCE \(in French\)](#) & DIGITAL DBA (In English)



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