



**BUSINESS
SCIENCE
INSTITUTE**

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NEWSLETTER

**Focus on the 5th Business Science Institute International Week -
Interview of the month - Faculty awards - Publications - Videos - Photo
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FOCUS ON THE 5th BUSINESS SCIENCE INSTITUTE INTERNATIONAL WEEK

The 5th edition of the [Business Science Institute](#) International Week took place at the Château de Wiltz in Luxembourg, from 23 to 26 September 2019. Over the four days, more than 50 professors along with 90 doctoral candidates and graduates participated in the event.



Photo highlights



The new [Business Science Institute](#) graduates are:

- Guy François Able (Dakar 2 / 2015-2018)
- Diaga Basse (Dakar 4 / 2017-2020), Abderrahmane Bellali (Paris 1 / 2016-2019)
- Sébastien Bourbon (DBA à distance n°1 / 2017-2020)
- Ahmed Boutamo (Paris 1 / 2016-2019)
- Fayçal Djaouti (Paris 1 / 2016-2019)
- Papa Souleye Faye (Dakar 3 / 2016-2019)
- Mallé Ibn Aboubakry Fofana (Dakar 4 / 2017-2020)
- David Hayes (Digital DBA n°1 / 2017-2020)
- Constantin Naloyarè Hien (Dakar 2 / 2015-2018)
- Zamira Pode Hirsch (Luxemburg 2 / 2015-2018)
- Aboubacar Korao (Dakar 3 / 2016-2019)
- David Larivière (Paris 2 / 2017-2020)
- Zeinabou Sanda Mamane (Dakar 3 / 2016-2019)
- Didier Mwewa Wa Mwewa (DBA à distance n°1 / 2017-2020)
- Boubacar Ndaw (Dakar 2 / 2015-2018)
- Kouamé François N'Dri (Dakar 2 / 2015-2018)
- Frédéric Ntezimana (Genève 2 / 2014-2017)
- Djawed Sangdel (Genève 4 / 2016-2019)
- Ndéye Aïssatou Sy (Luxemburg 1 / 2014-2017)
- Fadoua Tahari (Paris 2 / 2017-2020)
- Yawotse Vovor (Dakar 4 / 2017-2020).

The Business Science Institute Team



And a special mention for Kahwa, the mascot for this particular international week!



INTERVIEW OF THE MONTH



Interview with Professor [Michel Kalika](#),
President of the [Business Science Institute](#).

The 5th edition of the International Week has just come to an end. How did it go?

It was an exceptionally good week for us with more than 90 doctoral candidates and graduates from previous years there to advise the candidates, along with over 50 professors also taking part over the 4 days! The atmosphere was perfect, with lots of exchanges and hard work with everyone having a very positive attitude to the event.

How has this important event for the Institute evolved between the first edition and today?

There has been a spectacular development from both a quantitative and qualitative perspective. But what surprises us the most is that the increase in dimension has done nothing to take away the hard-working and friendly atmosphere.

What has the feedback been like from the doctors, candidates and professors who took part over the 4 days?

The doctors really enjoyed exchanging with the candidates, who paid close attention to the advice offered by their 'seniors'. Our professors especially appreciated the opportunity to meet up again and exchange with their peers, whilst being able to advise the candidates who themselves stimulate the professors' thinking and are a great source of inspiration to them.

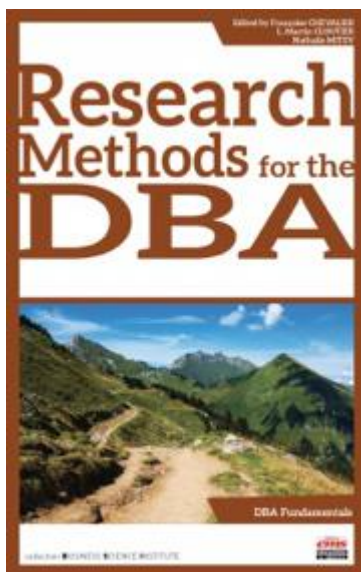
Here are just a few of the comments we received once the international week had finished:

"This week has been the best of my year. I made really interesting encounters, benefitted from rewarding exchanges, learnt a lot, etc., and had a great time!"

"I never fail to be impressed by what the Business Science Institute has achieved. Congratulations for your strategic vision of DBAs and the approval by AMBA to begin the accreditation process!"

"Thank you so much for this international week. The meetings I had were of the highest quality, I found participating as an examiner to be stimulating, I made some rewarding encounters, the atmosphere was friendly and the organisation perfect!"

"I just wanted to congratulate and thank you for a very successful international week in Wiltz! I was delighted to take part. A big thank you to Caroline for the amazing work she has done since the creation of the Business Science Institute – we are going to miss you."



If you had to choose one of the best parts of the week, what would it be?

The presentation of the book co-edited by Professors [Chevalier](#), [Cloutier](#) and [Mitev](#), which is a model of its kind! Our DBA is the first ever to develop a collection of work that clarifies exactly what a DBA means and how to manage DBA studies effectively.

What are the major projects for the [Business Science Institute](#) over the coming months?

We are going to continue structuring and reorganising ourselves whilst continuing to put the focus on our ability to react quickly to students' needs.

FACULTY AWARDS



Professor [Ulrike Mayrhofer](#) has won the 'Top Author' Prize awarded by the CCMP (a prize awarded to the academic whose newly published cases have been the mostly widely used by higher education institutions in 2018) for a long list of case studies:

- [« Le monde de Swarovski »](#) -

'The world of Swarovski'



- [« Mixel Agitateurs : l'expérience interculturelle d'une PME en Chine »](#) - 'Mixel Agitateurs: the intercultural experience of an SME in China' (case co-written with Noémie Dominguez, iaelyon School of Business)
- [« Neolid, une start-up à la conquête de l'Asie »](#) - 'Neolid, a start-up starting out in Asia' (case co-written with Noémie Dominguez, iaelyon School of Business)
- [« Audi A1, une success story »](#) - 'Audi A1, a success story' (case co-written with Sylvie Hertrich, EM Strasbourg)
- [« Lacoste, la marque au crocodile à l'international »](#) - 'Lacoste, the crocodile brand on the international stage' (case co-written with Claire Roederer, EM Strasbourg).
- [« Stratégies d'implantation des constructeurs automobiles en République tchèque »](#) - 'Car manufacturers' strategies for locating in the Czech Republic' (case co-written with Hana Machkova, University of Prague)
- [« ATOM, une petite entreprise multinationale »](#) - 'ATOM, a small multinational company' (case co-written with Giovanna Magnani and Antonella Zucchella, Università degli Studi di Pavia).

[Watch the video of Professor Ulrike Mayrhofer.](#)

PUBLICATIONS



A first-ever publication with academic impact originating from a DBA thesis!

One of the objectives of a DBA thesis is to create impact.

There are two kinds of impact: managerial and societal impact that aims to create knowledge that is useful to organisations and society, and academic impact that aims to communicate knowledge to academics who read academic reviews.

DBA graduates create managerial impact through the recommendations made in their thesis, which may also be implemented in companies and organisations. Graduates can also create impact by publishing their work in the Business Science Institute's collection of books edited by [EMS](#).

The article titled 'Ambidextrie adaptative et environnement dynamique : étude longitudinale d'une PME' (*Adaptive ambidextrousness in a dynamic environment : a longitudinal study of an SME*) to appear in [Management International](#) (FNEGE rank 2, CNRS rank 3) stems directly from the DBA thesis of Doctor [Jean-Christophe Bogaert](#) examined successfully in Wiltz in September 2017 and supervised by Professor [Caroline Mothe](#). His research demonstrates that adaptive ambidextrousness can be maintained over time thanks to organisational plasticity by combining different types of ambidextrousness and using external networks. This publication is the result of a successful collaboration between a doctoral candidate with expert knowledge of the field as a member of a senior management team since the creation of Galactic company more than 20 years ago, and a DBA professor with in-depth knowledge and experience of the rules and demands of publishing in major international academic reviews.

Let's hope that this academic paper is the first of many, even if the main objective of the [Business Science Institute](#) is to create managerial and societal impact.

[J.P. Helffer](#), [M. Kalika](#), J.P. Orsoni, [Management Stratégique](#), [Vuibert](#), 2019, 11ème édition.

This clearly written, pedagogical and highly accessible manual has become a reference in its field, with more than 50,000 readers since the first edition was published.

The book analyses strategies and their implementation in view of the most recent changes. Using numerous examples, each chapter details fundamental issues as well as the key skills to be equipped with. Readers are also offered a series of mini-case studies.



This new edition has been greatly enhanced and focuses on the challenges faced by companies in a globalised and digital business world. Readers will also find a new chapter dedicated to the links between strategy and entrepreneurship.

Religion et management (*Religion and management*), [Revue française de gestion](#) 2019/4 (N° 281).



In this edition, you can find an article by Professor [Sébastien Liarte](#) and Sarah Maire, « Étude de l'influence de la logique religieuse sur l'organisation. Le cas des Scouts et Guides de France », (*An exploratory study of the influence of religious logic on an organisation. The case of the French Scout and Girl Guide Association*) pp. 105-121.

VIDEO

[Constantin Dabiré](#), a graduate of the [Business Science Institute](#) ([Dakar n°3, 2016-2019](#)) appeared on the Journal du dimanche, Africa 24 on 25 August 2019 to present his book [Le partenariat public-privé comme alternative au financement des infrastructures publiques performantes : mythe ou réalité ?](#), (Public-private partnerships as an alternative to the financing of effective public structures: myth or reality?) published in 2019 by éditions [EMS](#) in the Business Science Institute collection.



[Watch the video](#)

PHOTO HIGHLIGHTS



[BANGKOK](#)

[Executive DBA Bangkok – Cohort n°1 \(2019-2021\)](#)

The first seminar was launched in the presence of Professor [Lars Meyer-Waarden](#) featured here with the four new candidates who work in the fields of business development, consultancy, real

estate and in the automobile industry.

AGENDA

BAMAKO

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

Seminar 5: Quantitative methods: **24, 25,
26 October 2019**



DAKAR

Executive DBA Dakar – Cohort n°6 (2019-
2022).

Seminar 4: Thematic paradigms II - **18, 19,
20 October 2019**



DOUALA

Executive DBA Douala – Cohort n°2
(2019-2022).

Seminar 4: Qualitative methodologies - **26-
28 October 2019**

GENEVA

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

Seminar 5: Quantitative
methodologies: **17-19 October 2019**



Executive DBA Geneva – Cohort n°6 (2019-2022).

Seminar 1: Introduction to doctoral studies: **10-12 October 2019**

ADMISSIONS

ALGIERS

Executive DBA Algiers – Cohort n°1 (2019-2022).



PARIS
Executive

[DBA Paris – Cohort n°5 \(2020-2023\)](#)



EXECUTIVE DBA A DISTANCE (in French) & DIGITAL DBA (In English)



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MANAGEMENT RESEARCH NEWS



Fenêtres ouvertes
sur la **gestion**
Libre parole aux chercheurs

Fenêtres ouvertes sur la gestion
(An open window on
management).

[See the 7 September 2019 edition](#)

Michel Foucault and consumption, leading authors, credit ratings...

Featuring the following video of Professor Michel Kalika « [Les grands auteurs en systèmes d'information](#) » (*Leading authors in the field of Information Systems*).

des grandes écoles (*Widening participation in top management schools*) / Réforme Blanquer (*The 'Blanquer' reform*) / Place des femmes en management (*The place of women in management*).

Featuring a video of Professor Michel Kalika « [Le mémoire de master](#) » (*The Masters dissertation*).



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