



**BUSINESS
SCIENCE
INSTITUTE**

**N°77
Nov.
2019**



NEWSLETTER

**Evaluation of the International Week in Wiltz - Interview of the month -
New academic management positions - Technostress survey -
'Occupational Mindset' survey - Focus on ISEOR - Publications - Videos –
Conferences - Photo highlights - Agenda - Admissions - Management
research news.**



EVALUATION OF THE INTERNATIONAL WEEK IN WILTZ

The 5th edition of the Business Science Institute International Week took place from 23 to 26 September 2019 in our headquarters at Wiltz Castle located in the

Grand Duchy of Luxembourg.

See below the results of our participant satisfaction survey using SPHINX software solutions:

Survey population: Wiltz 2019

Sample size: 78 responses

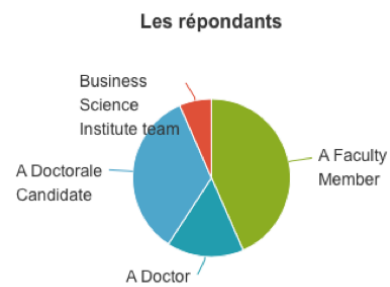
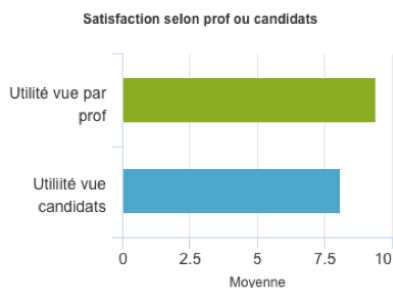


Réalisation des attentes / 10

Satisfaction globale / 10

8,7

9,1



Some examples of participant feedback:

Members of the Academic Council:

‘Everything was nicely done’; ‘Nothing to report; everything was just fine’;
 ‘Criticism is easy, art is difficult. Bravo for the art... ‘; ‘Ab Fab!!!’; ‘For me, there is clearly a problem of overcrowding due to issues related to organisation and logistics (hotels, reception areas...) as well as problems with the clarity of the programme, the subjects, the scheduling of meetings with students...’; ‘Small tables to think about the future of Business Science Institute (improvements, etc.)’; ‘The Organization was excellent! The atmosphere was good! Very useful week. Congrats!’; ‘Wiltz is also a doctoral think tank! As well as being an extended academic enterprise, it’s also a huge success!’ ...

Doctors:

‘My sincere congratulations to the Business Science Institute for the quality of the organisation and above all the quality of the speakers. The institution is destined to have a bright future in the higher education galaxy. Bravo to Professor Kalika and his dynamic team’; ‘The organisation was faultless, and it was a pleasure to be made to feel so welcome in what is a very pleasant working environment, with good food to boost our energy levels and amazing opportunities to meet new people and to take part in very interesting conferences. Bravo and thank you to everyone on the Business Science Institute team’; ‘Wiltz became too small for an event like that’.

Doctoral candidates:

‘Nothing to report’ ...

[Click here to see the full results of the survey.](#)

INTERVIEW OF THE MONTH

Interview with Professor [Jean-Philippe Denis](#), member of the [Business Science Institute](#) Academic Council.



- Hello Pr. Denis, could you introduce yourself to our readers and tell us something about your work?

My work is split between a variety of traditional teaching, research and administrative activities carried out by a university professor. I currently have a position in the [Jean Monnet](#) Faculty of Law, Economics and Management at the [University of Paris-Sud](#) where I’m in charge of the Masters specialisation in Strategic Management awarded by the University of Paris-Saclay. Finally, I’m a

member of the [RITM](#) Centre for Research in Economics & Management at the [University of Paris-Sud](#).

In addition to this, at a national level I'm currently Chief Editor of the [Revue française de gestion](#). (French Management Review). In order to strengthen the impact of the Review on industry practice and the national media as well as management research more widely, I also manage a number of partnerships with organisations such as [Xerfi Canal](#) or [The Conversation France](#), for example.

Concerning this second aspect of my work, the best possible reward for me is that for the third year running the articles published by the [Revue française de gestion](#) were consulted more than a million times via the French-language [CAIRN](#) platform, which is the leading French-language academic platform with more than 80 million visits in 2018 (editor's note: cf. below in the 'Management Research' section).

- What are your ties with the [Business Science Institute](#) and what is your role?

I'm a member of the [Business Science Institute](#) Academic Council, which means I teach (strategic management, Hip-Hop management seminar), I supervise doctoral candidates, and I'm a DBA thesis examiner. We've also been working on developing a partnership together about achieving impact.

- Exactly, you've developed an innovative audiovisual partnership called [Fenêtres ouvertes sur la gestion](#) (An open window on management) designed to promote research. Can you tell us something more about it? And how did you get the idea initially?

[Fenêtres Ouvertes sur la Gestion](#) is a television channel we've been developing in partnership with [Xerfi Canal Productions](#) since 2014. It's part of a broader initiative to promote management research called [IQSOG](#). The aim is to develop and leverage the work of the [Revue française de gestion](#) in partnership with le groupe Xerfi based on the shared conviction that academia must equip itself with a new set of tools to better interact with the world of politics, the media and industry, so as to reinforce the impact of the work done by scholars and their institutions. I manage this project with [Alain Charles Martinet](#), who I've been working with for many years ever since he supervised my own PhD thesis back in ... 1990! The idea behind this project is based on the very simple observation that publishing an article, even in a highly regarded journal, is not sufficient: the importance of impact for business organisations and more widely speaking for Society means we need to run a more global and ambitious project to promote management research. In a day and age when it's becoming increasingly vital to identify the true from the false, and distinguish fake news or fake science from valid knowledge, the [IQSOG – Fenêtres Ouvertes sur la Gestion](#) project specifically aims to make the best in academic research available, and in the most meaningful fashion possible. And we believe that this research can also originate from the professional domain, since the academic world is far from having a monopoly on relevance!

- What are the links between [Fenêtres Ouvertes sur la Gestion](#) and the [Business Science Institute](#)?

The [Business Science Institute](#) and [IQSOG – Fenêtres Ouvertes sur la Gestion](#) share the same conviction that the impact of new knowledge is now the major issue for scholars and business professionals, as well as for business organisations and Society. It was therefore perfectly logical to join forces and develop joint projects.

The partnership with the [Business Science Institute](#) therefore gives more exposure to the knowledge produced by the ‘manager-doctoral candidates’ studying at the [Business Science Institute](#). In particular, this means we make videos about the books in the [Business Science Institute collection](#) published by [éditions EMS](#), and written by both the doctoral candidates and their professors, who also contribute greatly to these activities.

Finally, since 2018 during the International Week in Wiltz, we have awarded the [Business Science Institute](#) - [IQSOG](#) - [Xerfi Canal](#) Managerial Impact Prize to the best DBA thesis. In 2019, it was impossible to nominate a clear winner, so we had to innovate and ended up awarding the prize to 3 candidates!

- In your opinion, what are the benefits of [Fenêtres Ouvertes sur la Gestion](#) for the [Business Science Institute](#) doctors and doctoral candidates?

Whereas the question of impact too often focuses only on producing research, the overall objective of the [IQSOG – Fenêtres Ouvertes sur la Gestion](#) project is to deal with the issue in a more subtle way. What we try to do is to match a carefully crafted delivery of research of the highest quality (in terms of style and content) with a hand-picked and influential audience (leading media, political, economic and industry figures). Guaranteeing the widest possible impact, influence and promotion of the best management research output and institutions, can only be beneficial to [Business Science Institute](#) Doctors! In particular, we interview the Managerial Impact prize winners about the results of their theses. Needless to say, this offers the Doctors fantastic recognition for their work since our programmes are not only watched by many leading French scholars (universities, schools, centres for research), but also by the media and politicians.

- What is the role of the new means of communication in the higher education professions?

Well, they obviously have a major role to play that is too often misunderstood by HE professionals who aren’t always very familiar with the logic behind the work done by the media and communications industry. Impact is never a given, and it has to be worked on if only because whatever various actors may say, they all certainly want to develop the impact of their work, which means competition for attention is fierce. In such a highly competitive environment, many institutions make the mistake of believing that you can go it alone and do it all. Of course, this is the wrong approach. On the contrary, you need to develop the right sort of partnerships and alliances with appropriate and

reputable players, even if building up alliances is not enough on its own and you need to support them over time. On this point, I'm very proud that over a period of more than 6 years the [IQSOG – Fenêtres Ouvertes sur la Gestion](#) project has been able to create and develop meaningful alliances to the benefit of all. I'm especially pleased that over the last few years the [Business Science Institute](#) has found its place in this partnership structure that focuses on impact.

- What is your vision of the future of doctoral studies? And where will [Fenêtres Ouvertes sur la Gestion](#) be in 5 years' time?

We're currently going through a real crisis created by the over-production of low impact scholarly articles. So, what is the purpose of a mountain of academic papers that ends up being read by nobody? The question of impact will therefore become an increasingly important one for both scholars and professionals alike. If you're not able to demonstrate your ability to generate impact, in whatever form that might take, then the chances are high that research themes and topics as well as the scholars and the institutions financing this work will end up finding it difficult to justify their investment in research. This is exactly the idea I developed in one of the chapters in [Research Methods for the DBA](#) co-edited by [Françoise Chevalier](#), [Martin Cloutier](#) and [Nathalie Mitev](#).

The raison d'être of the [IQSOG – Fenêtres Ouvertes sur la Gestion](#) project is to support the best research in developing its impact. Beyond our TV channel, which is of course the spearhead of this project, within 5 years the main vehicle for development will be to continue organising academic events and talking about the value of research to a wider public, and why not the general public? We've already tried this out by holding [la vitrine inaugurale](#) (1st Showcase Event) of the [Revue française de gestion](#) in 2017 in Wiltz on the theme of 'Management & Digital Technologies'. Since then we've organised two French Management Review Festivals (at the IAE de Grenoble and in the premises of CAIRN in Paris) and several showcase events in Paris, Tours, Poitiers... and we're going to organise yet another event in Wiltz in 2020!

- Do you have an anecdote that you'd like to share with our readers concerning your work?

One day, a very well-known researcher asked me what I'd got out of more than 10 years of work on new media (blogs, social networks, etc.). It made me laugh, because I'd never really asked myself the question like that! I spontaneously answered that it had offered me the opportunity to spend 90% of my time talking with people who I'd never spoken a single word to 10 years previously and a few of whom I didn't even know (quite wrongly) existed. In hindsight, I think this is the true value of research, and it is also how I justify my investment in developing the topic of impact. True research should always encourage you to take the risk of exploring things you'd never have dared to imagine, thus helping you above all to develop as an individual!

TECHNOSTRESS SURVEY

This study on the effects of information and communication technologies is being carried out by a team of researchers from the [Business Science Institute](#), [iaelyon School of Management](#), [Université Paris Descartes](#) and [Paris School of Business](#).

In the context of your work, your employer provides you with information and communication technology tools (ICT): email, shareware, social networks, etc. The aim of this survey is to evaluate the effect of these tools on their users. Thank you in advance for answering this questionnaire.

[Click here to answer the survey \(in French\)](#).

NEW ACADEMIC MANAGEMENT POSITIONS

Two members of the [Business Science Institute](#) Academic Council have recently taken on new responsibilities at [iaelyon School of Management](#):

[Marco Heimann](#) is now joint programme manager for the Masters in International Management and Business with Hanane Beddi.

[Marie-Christine Chalus-Sauvannet](#) has been nominated programme manager for the Executive DBA.



OCCUPATIONAL MINDSET' SURVEY

This survey follows on from the chapter written by Professors [Denise Potosky](#) and John Juzbasich 'Creating a mesure of Managerial Mindsets to Support Research: An Occupational Culture Perspective' featured in the book co-edited by Professors [Françoise Chevalier](#), [L. Martin Cloutier](#) and [Nathalie Mitev](#), [Research Methods for the DBA](#), in the [Business Science Institute Collection](#) published by éditions ems in 2019. To assess the psychometric properties and the validity of this new measure, an online survey certified by the Penn State Institutional Review Board has been designed. We invite you to answer the survey.

[Click here to answer the survey \(in English\)](#).

FOCUS ON ISEOR



[ISEOR](#) is a centre for socio-economic research and expertise for businesses and organisations.

Some recent major contributions include:

A public document published by the French National Assembly called, [l'amendement Raphan à la Loi PACTE](#) (from the Raphan amendment to the PACTE law) adopted on 9 March last, in favour of the development of business organisations. Thanks to this report, previously

unpublished figures and indicators of hidden costs were able to be officially released (“20,000 to 70,000 € per person and per year, ...”). This is a major contribution to giving credibility to financial stakes that had never previously been calculated by business professionals or by scholars before the research done by ISEOR in 2,000 business organisations covering a period of 45 years. For further details, read [Innovation managériale et raison d’être de l’entreprise](#) (*Managerial Innovation & the raison d’être of business organisations*) published in French in [Forbes](#) on 26 August 2019.

A French-language article in [Revue Parlementaire](#) (*The Parliamentary Review*) on stimulating the productivity of civil servants *La productivité publique : un levier puissant de satisfaction des citoyens et de dignité des fonctionnaires* (*Public productivity: leveraging the satisfaction of citizens and the dignity of civil servants*) by Laurent Cappeletti and Henry Savall.

A tribune in [Le Monde](#) newspaper on low interest rates as a sign and factor of economic prosperity by encouraging consumption, and investment by companies [Un scénario du taux d’intérêt bas peut favoriser la prospérité](#) (*Low interest rates can encourage prosperity*) by Laurent Cappeletti and Henry Savall, published on 26 September 2019.

An article in the *Aujourd’hui en France* newspaper illustrating how absenteeism costs 108 billion euros per year to France: [Le coût caché de l’absentéisme au travail : 108 milliards €](#) (*The hidden cost of absenteeism: €108 billion*) by Laurent Cappeletti and Henry Savall, published on 21 November 2018.

PUBLICATION



« [Droit de réponse de Michel Kalika, Président du Business Science Institute](#) » (*Right of reply by Michel Kalika, President of the Business Science Institute*) in response to the article by

Michel Albouy ‘Business schools : en route pour l’uberisation des enseignants-chercheurs ?’ (*Business Schools: heading straight on for the uberisation of professors?*) in *The Conversation*, 26 August 2019 (in French).

VIDEO

[Fenêtres ouvertes sur la gestion : pourquoi il faut repenser toute l’évaluation de la recherche](#)

(*An open window on management: why research evaluation needs rethinking*) [Evaluation de la recherche : il faut tout repenser](#), conversation with [Jean-Philippe Denis](#) (interviewed by Mounia Van de Castelee)

CONFERENCE

[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?) – the case of the member countries of the West African Economic and Monetary Union (UEMOA) by Dr. [Kubeterzié Constantin Dabire](#), 30 October 2019.



PHOTO HIGHLIGHTS

[DAKAR](#)

[Executive DBA Dakar – Cohort n°6 \(2019-2022\)](#)

Seminar 4: Thematic Paradigms II - 18, 19 & 20 October 2019

The doctoral candidates are featured with Professors [Balibié Serge Auguste Bayala](#), Director of [CESAG](#) and [Fatou Diop Sall](#)



[GENEVE](#)

[Executive DBA Geneva - Cohort n°6 \(2019-2022\)](#)

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

The doctoral candidates are featured with Professors [Ulrike Mayrhofer](#) and [Caroline Mothe](#)



[Executive DBA Geneva – Cohort n°5 \(2018-2021\)](#)

Seminar 5: Quantitative Methodologies 17-19 October 2019

The doctoral candidates are featured with Professor [Stéphane Ganassali](#)



AGENDA

FRANCFORT

Executive DBA Francfort

- Seminar : Thematic 1- 21-23 November 2019.



PARIS

Executive DBA Paris - Cohort n°4 (2019 2022).

Seminar 5: Quantitative Methodologies - 21, 22, 23 November 2019.



SELECTIONS EN COURS



ALGIERS

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



DAKAR

Executive DBA Dakar - Cohort n°7 (2020-2023).

PARIS

Executive DBA Paris – Cohort n°5 (2020-2023).



EXECUTIVE DBA A DISTANCE (français) & DIGITAL DBA (anglais)



For all enquiries, please contact us:

- By e-mail: contact@business-science-institute.com
- By telephone: +352 62 11 53 945
- +33 6 07 34 76 33 (Catherine)

ACTUALITES DE LA RECHERCHE EN MANAGEMENT



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

[See the 12 October 2019 edition](#)

With videos featuring Professors:

[Jean-Philippe Denis](#), [Valoriser la recherche française plutôt que singer le modèle américain](#) (*Promote French research rather than mimicking the American model*)

[Michel Kalika](#), [Entrepreneur à l'université : mélanges en l'honneur de Michel Kalika](#) (*An entrepreneur in the University: an academic homage to Michel Kalika*)

[Revue Française de Gestion 2019/5](#) (N°282). *Sciences, techniques et pratiques de gestion* (French Management Review – Management sciences, techniques & practices)

[Click here to consult the contents \(in French\)](#).

An illustration of the ongoing success of the initiatives developed since 2014 in collaboration with [Xerfi Canal Productions](#) and [The Conversation France](#), for the third year running the [Revue française de gestion](#) has clocked up more than 1 million views.

In 2019 alone, the journal registered 1,044,936 consultations of its articles via the CAIRN platform between 1 January and 30 September. These results were communicated via the social networks:

https://twitter.com/R_F_G/status/1187416223715352577.

As mentioned above in the interview with Professor Jean-Philippe Denis, the [IQSOG](#) -

[Fenêtres Ouvertes sur la Gestion](#) project aims to produce and broadcast high-quality audiovisual programmes to promote knowledge from management research. The wider objective of the project is to match a carefully crafted delivery of research of the highest quality (in terms of style and content) with a hand-picked and influential audience (leading media, political, economic and industry figures). We therefore aim to ensure the widest possible impact, influence and promotion of the best research in the field of management.

[Xerfi Canal](#)

The video review of the economy, strategy and management.



Share



Tweet



Forward



www.business-science-institute.com - info@business-science-institute.com

transmettez vos informations pour la newsletter à

Share your information for the newsletter with

aline@business-science-institute.com

[Se désinscrire / Unsubscribe](#)

[Mettre à jour ses préférences / Update your preferences](#)

Copyright © 2019 BSI Luxembourg ASBL, All rights reserved.

You are receiving this email because you opted in at our monthly newsletter.

