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NEWSLETTER

DBAs for research that creates impact? – Business Science Institute: Key figures January 2020 – Impact of the Executive DBA – Interview of the month – Videos – Publications – Photo highlights – Agenda – Admissions – Management research news.

DBAs for research that creates impact?

For several years at the Business Science Institute, we have put forward the idea that a DBA programme goes beyond pure academic research and offers research opportunities for both managerial and societal impact.

In addition to this, research of this type is carried out by managers who are very likely to explore in practice the real-world issues faced by their own organisations. See below two avenues that could be useful sources of inspiration for our DBA programme:

Le Monde [Esther Duflo, an unusual choice for the 2019 Nobel Prize in Economics](#), *Le Monde*, 15 October 2019.

The French research scientist [Esther Duflo](#) was awarded the Nobel Prize along with her two American co-researchers [Abhijit Banerjee](#) and [Michael Kremer](#) for their experimental approach to alleviating global poverty. She is the youngest and only the second-ever woman to receive the prize.

[Responsible Research in Business & Management](#)

RRBM Responsible Research
in Business & Management

A responsible perspective on management research.

Business Science Institute: Key figures January 2020

In January 2020, the [Business Science Institute](#) was:

- 135 doctoral candidates enrolled on the programme;
- 57 Executive DBA theses successfully defended;
- 37 nationalities represented;
- [23 publications](#)



IMPACT OF THE EXECUTIVE DBA

Vincent Mottet



The [Business Science Institute](#) spoke to Vincent Mottet, graduate of the [Geneva cohort n° 1, 2013-2016](#) and author of [Construire une agglomération transfrontalière. Méthode pour surmonter les contradictions normatives](#), (*Building a cross-border district. A method to overcome normative contradictions*) éditions EMS, [Business Science Institute collection](#), 2016, 144 pages. After more than 15 years working in the finance department at the Republic and Canton of Geneva, he was nominated as Commissioner for Strategic Affairs in January 2019 by the Council of State. In charge of implementing a new digital policy, for which almost everything remained to be achieved initially, Vincent's learning experience on the Executive DBA has been of great use. At the same time, he is running for Mayor in the forthcoming elections in Spring 2020.

- What has been the impact of the DBA on your life?

My life hasn't changed at all and I haven't become a bookworm, a mad scientist nor a wise man. On the other hand, I've undoubtedly gained in intellectual maturity, in confidence and in assurance.

- And the impact on your family?

Let's not kid ourselves, a DBA takes up a lot of your time. But with a minimum of discipline and organisation, it's perfectly possible to lead a career whilst working on your DBA, which is often a source of pleasure and sometimes even an escape from professional life! For the record, my 3 adolescent children now call me "Master", to which I reply that it's not exactly true and that "Doctor" would be more appropriate!

- And on your career?

The impact hasn't really been direct, since I already had a stable job and total recognition in my position. What is more, I didn't do the DBA in the first place in order to find a new job, and even less so to obtain an academic qualification, a title or some form of recognition for my efforts. On the other hand, the secondary impacts have been much more numerous: for example, the desire to share my new-found knowledge and to want to continue my learning journey. This is how I discovered a passion for writing, thanks to a chance to publish books on my thesis topic (the governance of Grand Geneva) as author, co-author or editor. Another book will be coming out again in April 2020 on the construction of the biggest cross-border rail network in Europe called the Léman Express, which was opened in December 2019. I was offered the opportunity to co-edit the book with a friend and former Genevan Deputy, Mr. Gabriel Barrillier.

- And what effect has the DBA had on your way of thinking?

The DBA has improved my critical thinking skills, enabling me to analyse complex situations more effectively and perhaps more swiftly too, as well as developing my ability to take decisions faced with multi-dimensional choices. From a professional perspective, I've realised that I get on better with and am more efficient when I'm working with colleagues who have a doctoral qualification (PhD, etc.). Our way of thinking enables us to analyse projects we're working on deeply and very quickly. Our meetings tend to be brief and very intense.

- What have you taken away from this experience?

Do you mean, given a second chance would I do it again? Absolutely, with my eyes shut! Not only did the DBA correspond in every respect to my unfulfilled expectations since no other University programme allowed me to reconcile my professional life with the demands of doctoral studies, but furthermore I really enjoyed following each of the modules taught by renowned Professors and also reading through research articles, asking myself thousands of questions and feeling doubtful!

- If you had to give our doctoral candidates one piece of advice, what would it be?

The road is long, but it's not fraught with difficulties. However, it's worth the effort! Beyond the question of having the right work method and discipline, you need to remain confident in your ability and never give up. I went through some highs and lows. My best advice would be talk about things straight away if you

have any doubts, difficulties, problems or you're feeling exhausted. The faculty members, your thesis director and the scientific advisor in particular are there to supervise and support you. I remember one day feeling very depressed and totally demotivated after a professor told me that my reasoning was slipping away from under my feet following a presentation. After 6 months on the programme, I was under the impression I understood nothing and wasn't made for a DBA. A quick 10 or 15-minute phone call with the scientific advisor was all it took to get me back on track again! I never once again lost hope right through to the viva examination!

Guy François Able

[Ivory Coast / Tax Collectors learn how to leverage performance as public sector accountants, *Economie*, 2019.](#)



The association of tax collectors, whose Chairman is [Guy François Able](#), a graduate of the [Business Science Institute](#), ([Dakar cohort n°2, 2015-2018](#)) recently organised a skills-building seminar for members.



Diaga Basse

A graduate of the [Business Science Institute](#) ([Dakar cohort n° 4, 2017-2020](#)), who defended a thesis on the topic of: *Air traffic control in an age of high reliability organisations: what key factors for safety in air traffic control at ASECNA*, supervised by Professor [Jean-Fabrice Lebraty](#), has recently been nominated as technical advisor to the Managing Director of ASECNA, in charge of the General Inspectorate for studies at the African School for Meteorology and Civil Aviation (EAMAC) located in Senegal.



Sébastien Bourbon

["La rente cognitive, une arme stratégique pour vaincre l'ubérisation"](#) (*Overcoming uberization through cognitive rent*), [Décideur-IT.fr](#), 10 January 2020. This article follows on from the DBA thesis of [Sébastien Bourbon](#) written for the Executive Doctorate in Business Administration (DBA) at the [Business Science](#)

[Institute](#) (DBA à distance cohort n°1 2017-2020) supervised by [Jean-Philippe Denis](#).

[Click here to read the article \(French language\)](#).

Touba Fall

A graduate of the [Business Science Institute](#) (Dakar cohort n°1, 2014-2017), and author of [Pratiques de GRH, performance sociales et cultures dans les entreprises sénégalaises](#), (HRM practices,

social and cultural performance in Senegalese firms), éditions EMS, [Business Science Institute collection](#), 2019, 228 pages, took part in a presentation and book signing event on 11 January 2020 at the [CESAG](#) auditorium.



L'INTERVIEW DU MOIS



Interview with [Jean-François Lemoine](#), professor at the [University of Paris 1 Panthéon Sorbonne](#) and [ESSCA School of Management](#) and [faculty fellow](#) at the [Business Science Institute](#).

- Hello Professor Lemoine, could you briefly introduce yourself?

I'm full professor at the [University of Paris 1 Panthéon Sorbonne](#) and at [ESSCA School of Management](#). I'm also director of the Doctoral Management School at Panthéon-Sorbonne and associate chief-editor of the [Décisions Marketing](#) review. My area of expertise is digital marketing, and more specifically the influence of the atmospheric components of a web site or of a mobile application (colour, typography, virtual agent and customer reviews) on the behaviour of Internet users.

- What are your links and your role at the Business Science Institute ?

I'm a member of the Scientific Board at the [Business Science Institute](#). I regularly teach a module on digital marketing and on Executive DBA thesis writing methodology. I'm also delighted to have been offered the opportunity to supervise a thesis. Each year, I go to the Annual International Week in Wiltz to take part as an Executive DBA thesis oral examiner, and also to listen to the

candidates present the progress made on their research and talk to them about how best to carry out their research.

- Your area of expertise is digital business. In what way is this topic of interest for managers?

Digital technologies are omnipresent in our day to day lives and in the organisations we work in. As clients, they have a huge impact on our information, purchasing and consumer behaviours. They also influence how individuals make decisions in organisations. Doing academic research on digital technologies turns out to be useful for understanding the way customers today buy and consume products and services, which helps organisations adapt to this as effectively as possible. This sort of research also informs us about the purchasing and consumer patterns of the future, and as a consequence, how managers should get ready for this as of now. Research also offers us opportunities to acquire new skills in cutting-edge areas, which companies will invest in heavily in the future (Big Data, artificial intelligence, machine learning, human-machine interfaces). Finally, from an organisational perspective, research on digital transformations offers managers interpretative frameworks for understanding the evolution of the structures they are in charge of, and to better understand how to manage them successfully.

- In your view, in what respect is the Business Science Institute adapted to offering the necessary support and supervision for future doctoral candidates?

The teaching and research team at the [Business Science Institute](#) is made up of high-level scholars who have key responsibilities in their home institutions. They are used to working with managers and fully understand their ongoing needs, which means they are able to offer them support that is adapted to their specific professional context. The thesis supervisors at the [Business Science Institute](#) give managers regular supervision of their research and interact frequently with them to help them carry out their research under the best possible conditions. The annual International Week in Wiltz, also offers candidates opportunities to meet and exchange with national and international experts in their areas of DBA research. The [Business Science Institute](#) also provides a range of modules and seminars to help candidates carry out high-quality management research. Finally, Professor [Michel Kalika](#), who is the Scientific Advisor at the [Business Science Institute](#), is careful to only recruit research supervisors who are available, supportive and whose research profile is perfectly suited to doctoral candidates' research topics.

VIDEOS



[The Carlos Ghosn Affair: understanding the strategic management errors](#), 15 January 2020.

Xerfi Canal interviewed [Michel Kalika](#), Emeritus Professor at IESE School of Management and Scientific Advisor at the [Business Science Institute](#), to talk about the strategic errors committed by Carlos Ghosn. Interviewed by Adrien de Tricornot.

[Entrepreneurship and innovation in universities](#), 21 January 2020.

Xerfi Canal interviewed [Michel Kalika](#), Emeritus Professor at IESE School of Management and Scientific Advisor at the [Business Science Institute](#), to talk about entrepreneurship in universities. Interviewed by Adrien de Tricornot.

Xerfi Canal interviewed [Jean-Philippe Denis](#), professor of management at the University of Paris-Saclay, Chief Editor of the [Revue française de gestion](#) and faculty fellow at the [Business Science Institute](#), to talk about Law and Management.

Interviewed by Adrien de Tricornot.

[Strengthening the links between Law and Management](#), 25 January 2020.



PUBLICATIONS



[L'organisation digitale](#), (*The digital organisation*), [Revue Internationale de Psychologie et de gestion des Comportements Organisationnels](#) (RIPCO) Volume XXV, N° 61, special edition co-edited by Professors [Pierre-Jean Barlatier](#) and Thierry Burger-Helmchen.

[Michel Kalika](#), Fabien Blanchot, "[Renault-Nissan : les trois erreurs stratégiques qui expliquent la chute de Carlos Ghosn](#)" (*Renault-Nissan, the three strategic errors that explain the downfall of Carlos Ghosn*), *The Conversation*, 19 January 2020, *La Tribune*, 21 January 2020.



PHOTO HIGHLIGHTS

DOUALA

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

The doctoral candidates are featured in the presence of Professor [Jean Moscarola](#) for the quantitative research seminar 22 to 24 January 2020.



PARIS

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

The doctoral candidates are featured in the presence of Professors [Pierre-Jean Benghozi](#), [Marc Bonnet](#) and [Christophe Torset](#).



FRANKFURT

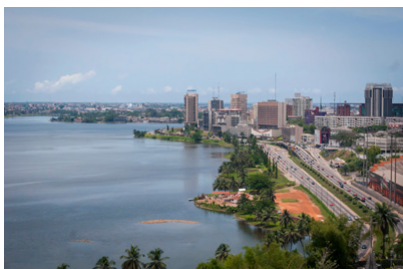
Executive DBA Frankfurt – Cohort n°1 (2019-2022)

Seminar 3 from 24 to 25 January 2020:

- Prof. Dr. [Anne Bartel-Radic](#) - Research in Cross-cultural management
- Univ.-Prof. Klaus Peter - A science of logistics?
- Dr. [Marco Heimann](#) - Research in Finance

SELECTIONS EN COURS

ABIDJAN



Executive DBA Abidjan – Cohort n°1 (2020-2023)



ALGIERS

Executive DBA Algiers – Cohort n°1 (2020-2023)



CASABLANCA

Executive DBA - Casablanca - Promotion n°1 (2020-2023)

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RESEARCH MANAGEMENT NEWS

THE CONVERSATION 7 January 2020 [Suburbs, pensions, impeachment...](#)

"Vers un management des compétences plus agile et proactif" (*'Towards a more agile and proactive management of talent'*) 4 February, 12 March and 2 April 2020, presented by [Christian Defélix](#): Director of Grenoble IAE and Head of the Chair in Human Capital and Innovation at Grenoble INP- University of Grenoble Alpes.



Catherine Léger-Jarniou, Georges Kaloussis, [La boîte à outils de la création d'entreprise, édition 2020, Dunod.](#)

(*The business start-up toolbox*). How to draft and develop a business plan? What is the definition of an effective business model? What is the best strategy for reaching your target market? How to protect your business and when? What is the best organisation for reaching your objectives? Which legal structure to start

with? What sort of help is available? How to define your projected budget and which financial tools to develop? How to begin your venture whilst already planning for future development?



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

[See the 25 January 2020 edition](#)

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



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