



N° 94



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NEWSLETTER

EDBAC Membership for Business Science Institute - The Genesis of Business Science Institute - Interview of the Month - New members of Faculty - Faculty News - April Highlights - Publications - Videos - Media - Admissions - Management Research News.

EDBAC MEMBERSHIP FOR BUSINESS SCIENCE INSTITUTE



[Business Science Institute](#) is now a member of the [Executive DBA Council](#). Founded in 2011, the Council's mission is to foster excellence and innovation in Executive DBA

programmes around the world. Its goal is to provide exceptional networking and educational opportunities for professionals who serve and participate in Executive DBA programmes, including directors, academic directors, faculty, administrators, students and alumni.

As a member of [EDBAC](#), Business Science Institute will participate in the 2021 Engaged Management Scholarship (EMS) Conference at Florida International University (FIU).

For the President of [Business Science Institute](#), Professor [Michel Kalika](#), this new membership in an internationally recognised academic and professional network represents a further step in the international recognition of our Executive DBA programme for managers.

LA GENESE DU BUSINESS SCIENCE INSTITUTE

THE GENESIS OF BUSINESS SCIENCE INSTITUTE



No one is a prophet in their own land when they are born international!

The story of [Business Science Institute](#) is one of international managers who, several years after completing an MBA and acquiring extensive business experience, feel the need to

explore their practice further, reflect on their experience, create and share knowledge. They then contact their former professors about applying for a place on a PhD programme.

But traditional PhD programmes, which focus on preparing university academics for "Publish or Perish" careers, do not directly address the objectives and the realities faced by these practising managers!

This is how a group of university professors with the credentials of having supervised numerous theses plus a long experience of running Executive Education programmes came up with the idea of creating Business Science Institute: an international academic networked organisation devoted to delivering an Executive Doctorate in Business Administration (DBA) for managers.

But why a networked organisation?

Because the main feature of a DBA for managers is that the thesis topic comes from the doctoral student themselves and not from the professor as in the traditional PhD. The manager brings their own experience, ideas and insights to the programme and the role of Business Science Institute is to find a professor who is fundamentally interested in the manager's research question.

No university has the in-house academic resources to cover research areas as diverse as "green finance", logistics or the management of international organisations. A student once even described us as a "dating agency"!

Why set up operations in Luxembourg?

Since our ambitions were international, the idea of setting up in Luxembourg came naturally, and the Ministry of Education recommended that we consider the Château de Wiltz, where several non-profit organisations in the education sector were already located.

In 2013, the first international groups of doctoral students were set up in response to demand and the availability of professors to support the network. Indeed, without professors, there would be no thesis supervision and no DBA. Montreal, Tunis, Geneva, Luxembourg and Dakar were among the first cities where the initial seminars were held, first in French, then in English and finally in German.

And then some managers asked us if it would be possible to organise distance learning modules, because they couldn't attend the groups. So, well before the COVID crisis, the programme was made available online, first in French, then in English and finally in German once again.

In 2015, the first-ever book in the [EMS Business Science Institute collection](#) called 'Knowledge Creation by Managers' was published. Since then, the collection has grown to 28 titles written in all three languages by professors who explain what a DBA actually entails, and by Doctors in Business Administration who share the impact of their research.

The managerial impact of the DBA is indeed one of the major focuses of the programme. Working towards a DBA is not only about investing one's time to earn a degree, it is also about the willingness of experienced managers to create knowledge, to share it, as well as to create impact for themselves, for business and more generally for society.

In the space of just a few years, [Business Science Institute](#) has become an internationally renowned Executive DBA provider, achieving [AMBA](#) accreditation in December 2020 and ranked 4th worldwide in the [Dubai DBA 2020 Ranking](#). The programme currently has 200 doctoral students from more than 40 countries and over 100 international professors.

[The genesis of Business Science Institute I HR One](#)

[Michel Kalika](#)

President Business Science Institute

INTERVIEW OF THE MONTH



Interview with Professor [Cécile Clergeau](#), faculty member and scientific advisor to the [Business Science Institute's Tourism and Hospitality DBA Group](#).

Aline: *Hello Professor Clergeau, could you briefly introduce yourself to our readers?*

Cécile Clergeau: *Hello Aline. I am a management professor at the [University of Nantes](#). My research focuses on the management of tourism companies and territories.*

Aline: *In 2013, you created the [Association Francophone de Management du Tourisme](#) (French-speaking Association of Tourism Management), of which you are now the honorary president. Could you tell us more about the genesis of this association?*

Cécile Clergeau: *I noticed that tourism management research was not very well known in France, contrary to what happens elsewhere, especially in the Anglo-Saxon world. Researchers in tourism management, who work very much in an interdisciplinary manner, also needed a space where they could meet and dialogue with professionals from the sector. The [Association Francophone de Management du Tourisme](#) (AFMaT) was thus created to bring together researchers working in the field of tourism management, with companies and institutions operating in the sector.*

Its purpose is to create a network of professionals and researchers, and to cooperate in the development of knowledge and research in a major sector that represents 7% of the GDP in France. It aims to be a space for reflection, discussions and projects. It seeks to develop, enhance and promote research and education.

Aline: *You are the Business Science Institute's scientific advisor for the Executive DBA Tourism & Hospitality programme developed in partnership with Excelia Business School, which is due to open in the new academic year. What are the profiles of managers who might apply for a place on this programme?*

Cécile Clergeau: *Managers of tourism businesses and territories have been confronted with major changes and crises in recent years. Tourism was one of the first sectors to be disrupted by information and communication technologies, by the digitalisation of the economy, by social changes and by the transformation of consumer aspirations. The*

challenges of climate change and sustainable local development are considerable. Finally, the COVID crisis is accelerating these changes and leading to a rethinking of strategies as well as management methods. These are major challenges that require more than just awareness, but a real in-depth reflection, as a prelude to new strategies and new initiatives. The Executive DBA Tourism and Hospitality programme enables managers working in tourism and decision-makers in charge of the development of tourism in a given territory to take a step back and deepen their knowledge in dialogue with other managers, experts and researchers, in order to deal with these challenges more effectively. One of the key interests of this course is the mix of participant backgrounds: hotel and/or restaurant managers, outdoor hotel managers, tour operator managers, tourism infrastructure and/or leisure park managers, managers of destination management organisations, consultants.... The programme is aimed at all those who are involved in tourism, and across a variety of functions: senior managers, product managers, yield/revenue managers, marketing managers, human resources managers, and so on.

Aline: Has the current health crisis, which has had a profound impact on tourism for over a year now, had an effect on the studies and research carried out in this field?

Cécile Clergeau: Yes, there is a lot of research currently underway concerning the impact of the crisis on businesses and territories. It also looks at "the world after". What will change concerning travel conditions? Concerning the aspirations of travellers? Concerning the expectations of employees? How can we rethink tourism activities by taking into account a health risk that already existed, of course, but which the COVID crisis revealed to be so serious, yet underestimated until now? How can we rethink the hotel business at a time when remote working has come into its own in companies and many executives who have moved to the provinces hope to continue to partially work remotely? Does business tourism need to be reinvented? Will restaurant business models change? How can we accelerate efforts towards sustainable and responsible tourism? The questions are numerous and this area of research is very stimulating.

Find out more about the new group:

At the beginning of the next academic year, [Excelia Business School](#) and [Business Science Institute](#) will open a [DBA in Tourism and Hospitality Management](#). Intended for managers in the sector with significant professional experience, the programme benefits from the world-class expertise of both partner institutions. One of the distinctive strengths of this programme is that it offers access to a faculty of exceptional quality, capable of responding to a diverse range of research questions to be addressed by future doctoral students.

The programme is managed by Professors [Cécile Clergeau](#) and [Andréas Kallmuenzer](#).

See the videos presenting the [Executive DBA in Tourism & Hospitality](#) by Professor [Michel Kalika](#), President of [Business Science Institute](#), and Dr. Bruno Neil, Managing Director of [Excelia Business School](#).

Download the [brochure of the Executive DBA in Tourism & Hospitality Management](#)



NEW MEMBERS OF FACULTY



Moez Bennouri

With a PhD in Economics from the [University of Toulouse](#), Moez Bennouri is a Senior Lecturer, qualified to supervise research at Montpellier Business School where he has been Director of MSc programmes since December 2019. He has more than 15 years of teaching experience in several institutions (HEC Montreal, NEOMA Business School) where he has taught courses in the fields of financial markets and corporate finance for different programmes (undergraduate, postgraduate, PhD and executive education). Using a range of methodologies, his main research interests are the impact of information asymmetries on the strategic behaviour of economic agents. This is applied to a number of areas in finance and economics, including the microstructure of financial markets, auction theory, initial public offerings and more recently corporate governance. His research is published in international journals such as the Review of Finance, Economic Theory or the Journal of Economic Behavior and Organizations.



Hajer Kefi

Hajer Kefi is Professor of Information Systems Management and Digital Marketing at [EMLV Ecole de Management Léonard de Vinci](#) and Visiting Professor at the [National University of Singapore](#). Her recent research interests include social media analytics, electronic word of mouth (EWOM) and influence marketing, ethics and technology, digital transformation of cultural heritage organisations and institutions, and the negative effects of the use of digital technology (technostress, information overload, addiction). She holds a PhD in Management from the University of Paris Dauphine and an Habilitation to Supervise Research (HDR) from the University of Paris-Sud. Hajer KEFI also received the Robert Riex/FNEGE Prize for the best thesis in information systems management in France in 2002. She is the author or co-author of a number of books and scholarly articles published in the Journal of Business Research, Journal of Strategic Information Systems, Systèmes d'Information et Management, Information Technology & People and International Journal of Information Management.

Franck Moraux

Franck Moraux is Professor of Finance at the [RENNES IGR-IAE](#) where he is also Director of the Research Centre in Economics and Management UMR 6211, CNRS, University of Rennes, University of Caen Normandy. His teaching interests include derivatives, credit risk management, volatility modelling, quantitative finance, computational finance and mathematical finance. His current research interests include financial and corporate securities and decision-making processes (of firms, banks, investors, etc.). Professor Moraux has published numerous articles in internationally renowned academic journals such as The Journal of Finance and Data Science, European Journal of Operational Research, Finance, Annals of Finance, Journal of Computational Finance, Journal of Derivatives...



FACULTY MEMBERS NEWS

• Emmanuel Kamdem

Professor [Emmanuel Kamdem](#), member of Faculty at [Business Science Institute](#), was elected member of the Board of Directors of the Association Francophone de Management International (ATLAS-AFMI), during the annual congress which took place from 3-5 May 2021.

Currently, the Professor is on a quarterly sabbatical (April-July 2021) at HEC Liège, University of Liège, as a visiting professor.



• Ulrike Mayrhofer



Professor [Ulrike Mayrhofer](#), member of faculty at [Business Science Institute](#), received the Atlas AFMI - CCMP Best Case Study Award for the case "Stellantis: The PSA - Fiat Chrysler Merger", Centrale de Cas et de Médias Pédagogiques, 2021:

This emblematic merger unites the strengths of the PSA Group and Fiat Chrysler Automobiles. Stellantis benefits from the rich heritage of both groups, with a portfolio of 16 automotive brands and a strong presence in Europe and America. The stated objectives of this international merger are ambitious.

The case study focuses on the strategic, organisational and cross-cultural issues involved in the process of integrating the two groups. The prize for the best case study in international management is awarded by Atlas AFMI (Association Francophone de Management International) and the CCMP (Centrale de Cas et de Médias Pédagogiques).

PORTRAIT OF THE MONTH



Dr. [Gabriel Tremblay](#), a 2015 [Business Science Institute](#) graduate, talks to us about the different types of impact of his Executive DBA journey.

Aline: *Hello Dr. Tremblay, you were among the first managers to graduate from Business Science Institute. Could you explain to us the motivations that led you to enrol on our Executive DBA programme?*

Gabriel Tremblay: *In the field of health care research, it is very important to have postgraduate degrees, especially a PhD. I was looking for an Executive Doctorate that would allow me to choose an applied subject in my field of expertise. It was also important that I could work remotely as I live in Canada. The Business Science Institute's Executive DBA offered the best format in all respects: in particular, it allows for flexibility in subject matter that would not have been possible for me in a narrower discipline such as Economics, which had been the main focus of my studies before the Executive DBA.*

Aline: *What changes did you experience in your professional and personal life during your studies?*

Gabriel Tremblay: *At that time, I was working in international consulting and in the pharmaceutical sector. I got a few promotions during my Executive DBA, including global director of health technology assessment for a pharmaceutical company. This type of promotion is normally very difficult to achieve without a PhD in the health sector.*

Aline: *Has your career evolved since you obtained your Executive DBA?*

Gabriel Tremblay: *Yes, definitely. After obtaining my Executive DBA, I launched my own health technology assessment and medical technology reimbursement consulting firm called [Purple Squirrel Economics](#), and opened an office in Montreal and another in New York. The expertise developed throughout the degree has allowed me to raise my profile and accelerate the sales and business development of my company. The gain in self-confidence has also been an important factor, especially in a field where the majority of the operators have a doctorate (doctors, pharmacists, professors, etc.). Recently, my company expanded to 35 employees and we got an offer to merge with a large global company. We are now part of a multinational company, called [Cytel](#), which specialises in data analysis and health care software development, which in itself presents other organisational challenges.*

Aline: *Have you noticed any changes in the way you approach your work?*

Gabriel Tremblay: *My Executive DBA* topic was not directly related to business creation or even management. Indeed, I analysed the optimisation of healthcare decision making using the value systems of individuals according to their country of origin, professions and the type of disease studied. On the other hand, the focus on decision making probably helped my business creation process as I now use decision making techniques studied during my Executive DBA course.*

My doctoral research also led me to read hundreds of articles in my area of business and to really master my field of study, which naturally increased my level of expertise.

Aline: *Do you continue to read academic papers; do you plan to publish?*

Gabriel Tremblay: *Publishing in academic journals is important in my profession and I continue to publish between 3 and 5 articles per year in journals in health economics evaluation (pharmaco-economics), public health and health statistics, and which are listed on our website. I also present more than ten posters annually at conferences, notably [ISPOR](#) (USA and Europe), where we have stands.*

Aline: *What recommendations would you make to future DBA participants?*

Gabriel Tremblay: *It is important to determine what your objective is before embarking on this programme. It is important to establish the field of research before starting and to understand the skills you want to develop. Then establish a fairly specific research question and find a supervisor fairly quickly, which will help develop the research question and speed up the overall research process.*

** The demonstration of economic value for innovative health technologies: the case of rare diseases and genomics.*

Please feel free to contact the Alumni team:

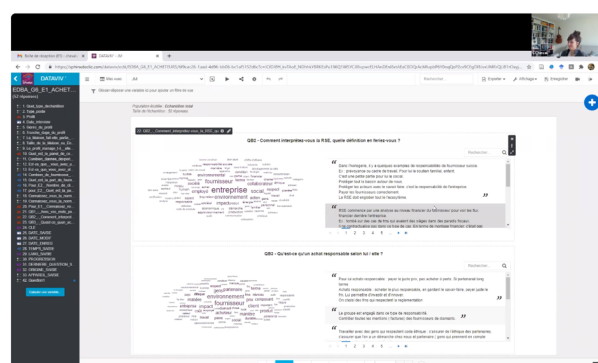
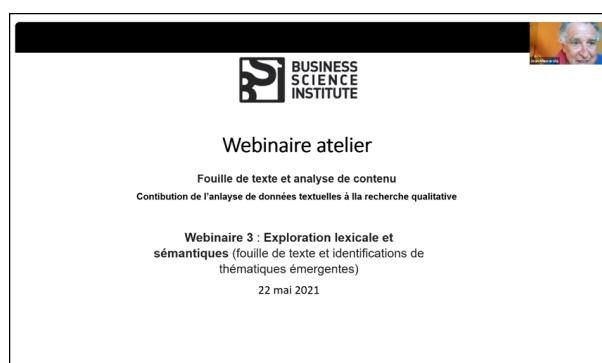
caroline@business-science-institute.com

+33 7 60 73 42 15

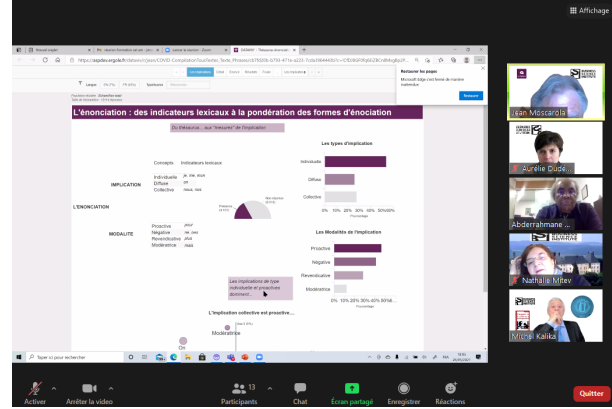
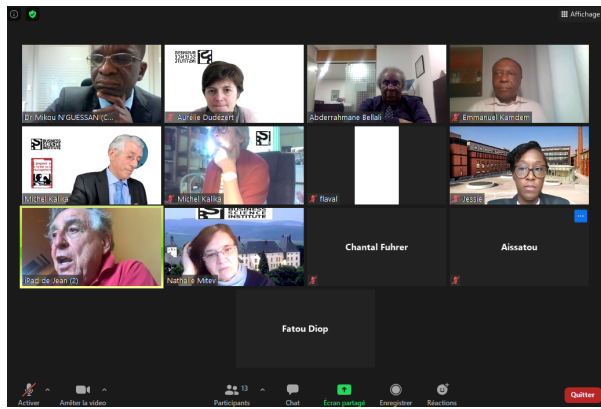
We look forward to receiving your messages and suggestions!

MAY HIGHLIGHTS

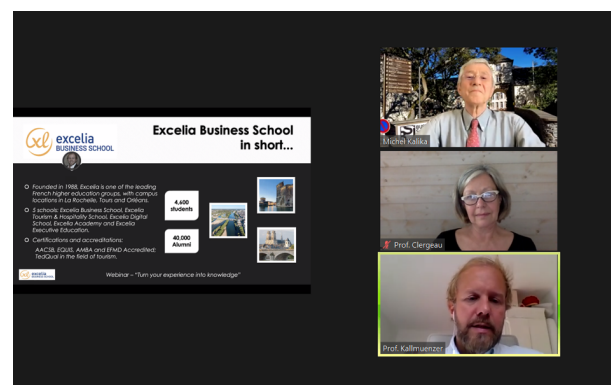
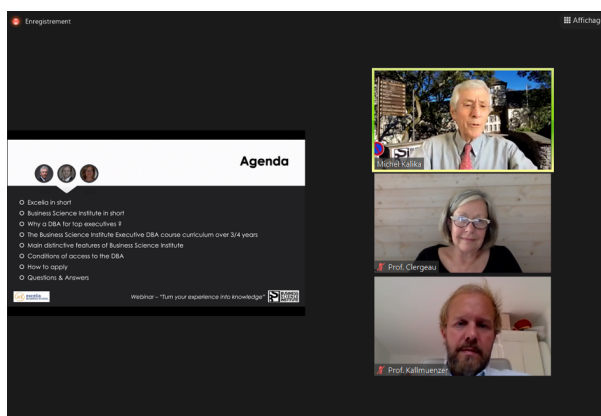
- **22 May:** seminar "Field survey and data analysis" run by Professor [Jean Moscarola](#).



- **26 May:** Professor [Jean Moscarola](#) ran a distance learning session for an audience of fifteen professors and graduates from [Business Science Institute](#) on "Introduction to textual data analysis from surveys conducted during the COVID-19 crisis on the impact on management practice".



- **31 May:** webinar promoting the DBA in Tourism & Hospitality Management, in the presence of Professor Michel Kalika, President of [Business Science Institute](#), and Professors [Cécile Clergeau](#), scientific advisor, and [Andréas Kallmuenzer](#), academic coordinator of the [DBA Tourism and Hospitality group](#).



[ABIDJAN](#)

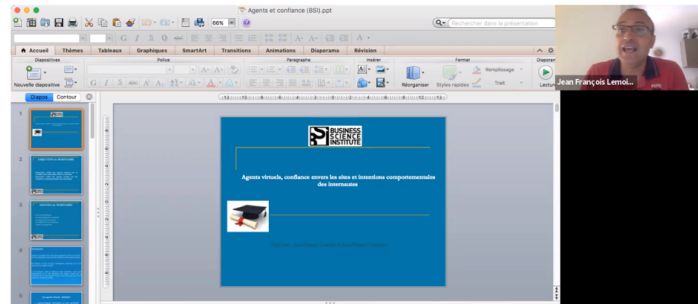
- **7-29 May:** Seminar 5 "Qualitative Research Methodologies", Abidjan Cohort n° 1, led by Professor [Yvon Pesqueux](#) at [CAMPC](#) in Abidjan.

[FRANKFURT](#)

- **20-22 May:** "Quantitative Research Methodologies" Seminar, Frankfurt Cohort n° 2, led by Professors [Anne Bartel-Radic](#) and [Marco Heimann](#).

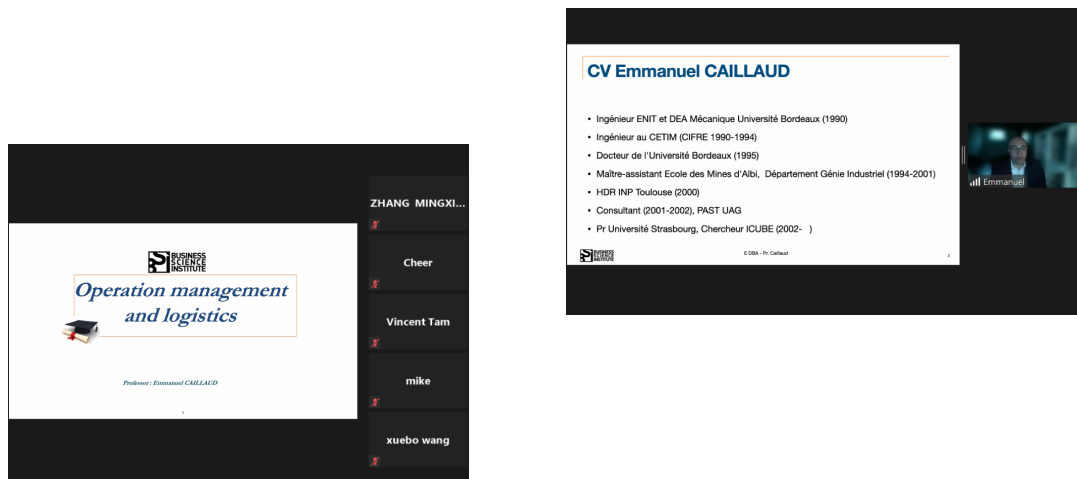
PARIS

- **20-22 May:** "Thematic Paradigms II" Seminar 3, Paris Cohort n° 6 led by professors [Marie-Christine Chalus-Sauvannet](#), [Kiane Goudarzi](#), [Olivier Lavastre](#), [Jean-François Lemoine](#), [Madina Rival](#) and [Christophe Torset](#).

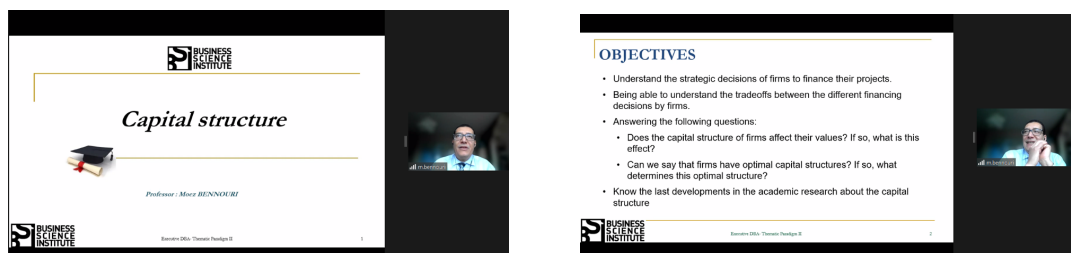


SHANGHAI

- **8-9 May:** seminars for Shanghai Cohorts n° 1 & 2.

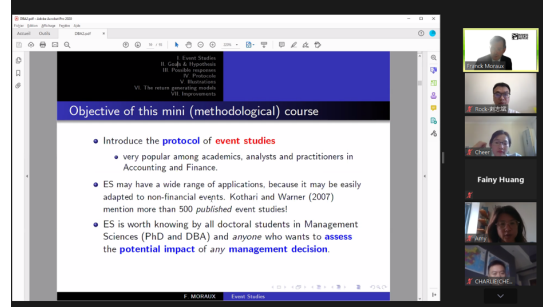


"Operations Management & Logistics" led by Professor [Emmanuel Caillaud](#).

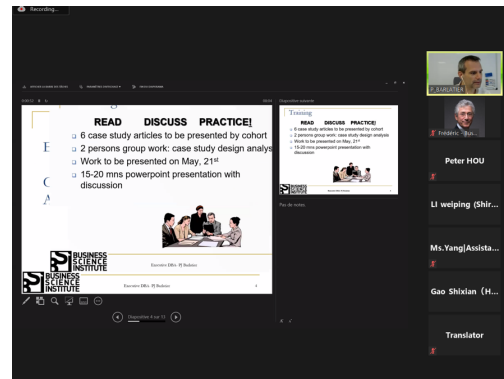
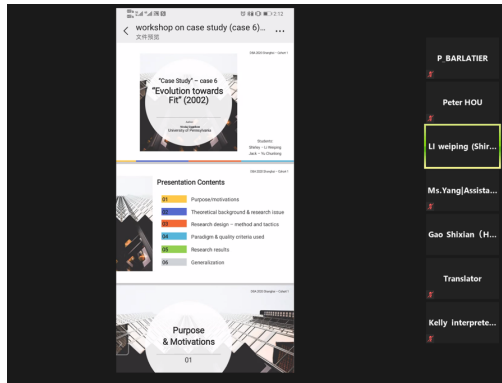


"Capital Structure/Initial Public Offerings", led by Professor [Moez Bennouri](#).

- **21 May:** seminars for Shanghai Cohorts n° 1 & 2.



"Event Studies" led by Professor Franck Moraux.



"Case Study research" led by Professor [Pierre-Jean Barlatier](#).

PUBLICATIONS

Beaudry, C., [Burger-Helmchen, T.](#), & Cohendet, P. (2021). [Editorial: Innovation policies and practices within innovation ecosystems](#). *Industry and Innovation*.

Hennart, J. F., Majocchi, A., & [Hagen, B.](#) (2021). [What's so special about born globals, their entrepreneurs or their business model?](#). *Journal of International Business Studies*, 1-30.

Kefi, H., [Kalika, M.](#), & Saidani, N. (2021). [Dépendance au courrier électronique: effets sur le technostress et la surcharge informationnelle et répercussions sur la performance](#) (E-mail addiction: effects on technostress and information overload and impact on performance.). *Systemes d'information management*, 26(1), 45-83.

Kefi, H., [Kalika, M.](#), & Palvia P. (2021). [Informations Technology Issues in France](#). *The World IT Project: Global Issues in Information Technology, World Scientific-Now Publishers Series in Business, Singapore*, 17, 105-116.

Lamotte, O., Chalençon, L., [Mayrhofer, U.](#) & Colovic, A. (2021). [Intangible resources and cross-border acquisition decisions : the impact of reputation and the moderating effect of experiential knowledge](#), *Journal of Business Research*, 131, 297-310.

VIDEO



[Les 70 outils indispensables pour être un pro en management](#) (The 70 essential tools for becoming a management pro).

Xerfi Canal spoke to [Thierry Burger-Helmchen](#), member of faculty at [Business Science Institute](#), and Sophie Raedersdorf Bollinger, respectively Associate Professor of Management at the University of Strasbourg and member of PwC and professor at the University of Strasbourg, about their book "Pro en... Management: 70 outils - 14 plans d'action" (*Becoming a Management Pro...: 70 tools & 14 action plans*).



MEDIAS



- [« L'impact de la crise sur le management » : Un des meilleurs ouvrages publiés en 2020](#)
(*The Impact of the Crisis on Management Practice*: One of the top books published in 2020)

During the 2020 Awards ceremony for the best books on sales and marketing, Jean-Paul Aimetti, President of the Academy of Commercial Sciences*, presented Professor [Michel Kalika](#) with one of the three medals awarded by his panel of judges, chaired by Jean-François Boss, for his book "[L'impact de la crise sur le management](#)".



This book is one of the four selected for the award this year out of a total of 40, and deals with current issues based on trends that existed prior to the health crisis but which were greatly accelerated by it.

Panel comments:

"This book is of an excellent theoretical and practical level, which is rare. It is a joint effort, carried out at the beginning of the health crisis thanks to the Business Science Institute network. Will managerial thinking still be the same after a year or two of lockdown? The chapters are short but get to the heart of the matter, with recommendations from individuals who are rethinking their approach to the problems they face on a daily basis. The strength of the Business Science Institute's network lies in its agility and responsiveness. This book offers us an insight into what managerial developments might look like in the long term".

- [Dr Jens Hoellermann, winner of the « 2020 MANAGERIAL IMPACT PRIZE » Awarded by Business Science Institute](#)



- Focus on the chapter by Doctor Hugo Gaillard published in "[L'impact de la crise sur le management](#)", EMS editions, Business Science Institute collection, "De la distanciation sociale à la GRH post-pandémique : implications et anticipations issues de la crise sanitaire du nouveau coronavirus" (From social distancing to post-pandemic HRM: consequences and future expectations resulting from the new coronavirus health crisis).



[Les clés](#) (Keys), *Entreprises et Carrières* n° 1524, 19 - 25 April 2021.

ADMISSIONS

- **Executive DBA French language**



[ABIDJAN](#)

[Executive DBA Abidjan – Cohort n°2 \(2021-2025\)](#)

[BAMAKO](#)

[Executive DBA - Bamako - Cohort n°2 \(2021-2025\)](#)



CASABLANCA

Executive DBA - Casablanca - Cohort n°1 (2021-2025)



DAKAR

Executive DBA Dakar – Cohort n°7 (2021-2025)



DOUALA

Executive DBA Douala - Cohort n°4 (2021-2025)



- **Executive DBA English language**

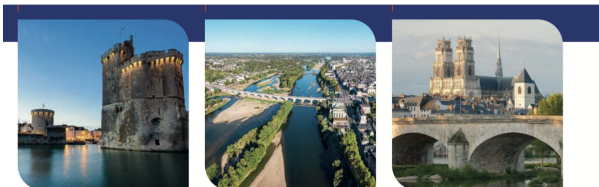
ILE MAURICE



Executive DBA Mauritius (2021-2025)

SHANGHAI

Executive DBA Shanghai – Cohort 3 (2021-2025)



Tourism & Hospitality - Cohort n°1 (2021-2025)

- **Executive DBA German language**

FRANCFORT

Executive DBA Francfort - Cohort n°3 (2021-2025)



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Monday to Friday from 9h to 18h

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By telephone: +352 621 376 588 (Luxembourg)

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ONLINE DBA (French, English & German)



ONLINE DBA (French, English & German)

For all enquiries concerning the online DBA:

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MANAGEMENT RESEARCH NEWS



**Institut de Recherche et d'Action sur la Fraude et le
Plagiat Académiques**

2nd IRAFPA WebTV broadcast "[l'intégrité académique : un défi à relever](#)". (Academic Integrity: an ongoing challenge)

1st [Summer School](#), Pau (France), July 2021.



Fondation Nationale pour l'Enseignement
de la Gestion des Entreprises

Launch of a platform called [FNEGE experts](#).



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