

Impact of DBAs & Professional Doctoral Programs on Practice and Professional Development

The case of the Business Science Institute



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Presentation

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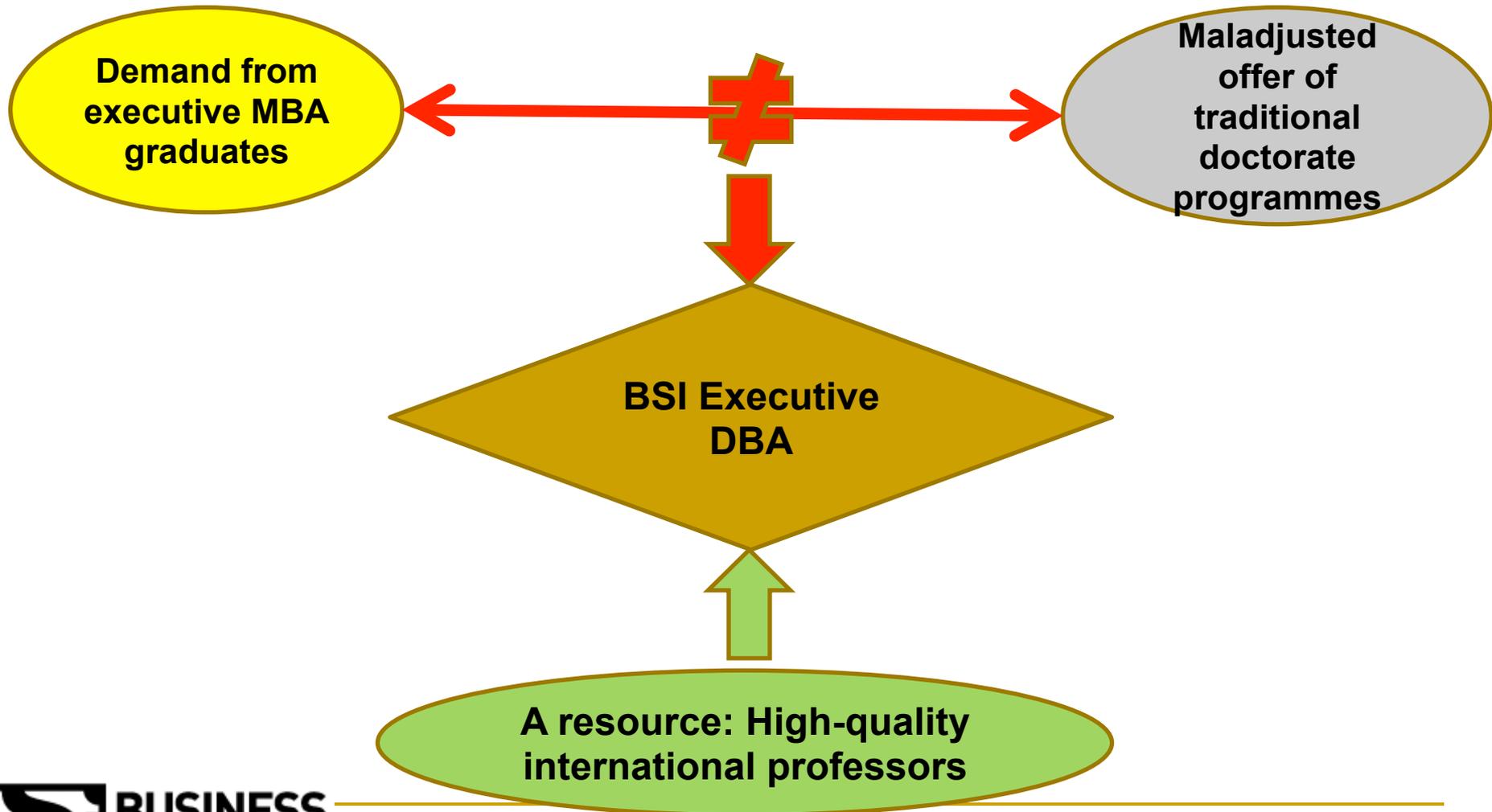
Agenda

- 1. A few words on the BSI Executive DBA Program**
- 2. The differences between PhD & DBA**
- 3. The motivations of the doctoral-manager students**
- 4. The added value of the DBA for the manager**

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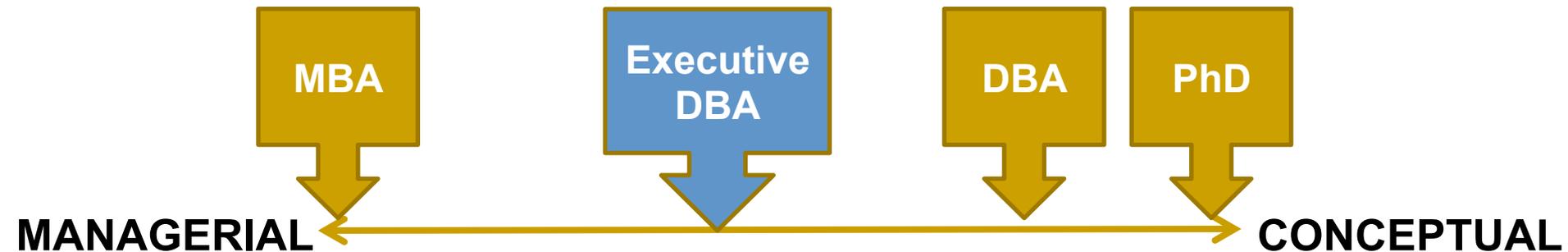
Why we created an Executive DBA?



A few words on the BSI Executive DBA Program

- History :
 - 2012: launching of the website - September 2012
 - 2013: first small groups: Tunis, Montreal, Geneva
 - November Partnership with [University of Technology Sydney Business School](#) (Accredited AACSB), awarding of the Certificate of Research in Business Administration
 - 2014: groups in Dakar, Geneva, Luxembourg
 - October Partnership with [IAE LYON, University Jean Moulin](#), awarding of its DBA
 - 2015: groups in Dakar, Geneva
 - BSI : around 50 doctoral managers
 - 80 professors from different universities involved in the project
 - 3 defences in July 2015 in Geneva; 2-4 more in October in Luxembourg
 - Book collection to publish the thesis
- The program
 - 3 years program: face to face the 1st year; 5*3 days seminar training; distance follow up after
 - A wide diversity of professors from different fields with different methodologies
 - Flexibility on the format of the thesis

Positioning of the Executive DBA



Turn Your Experience into Knowledge and Share It

Qualitative Objective : the two pillars

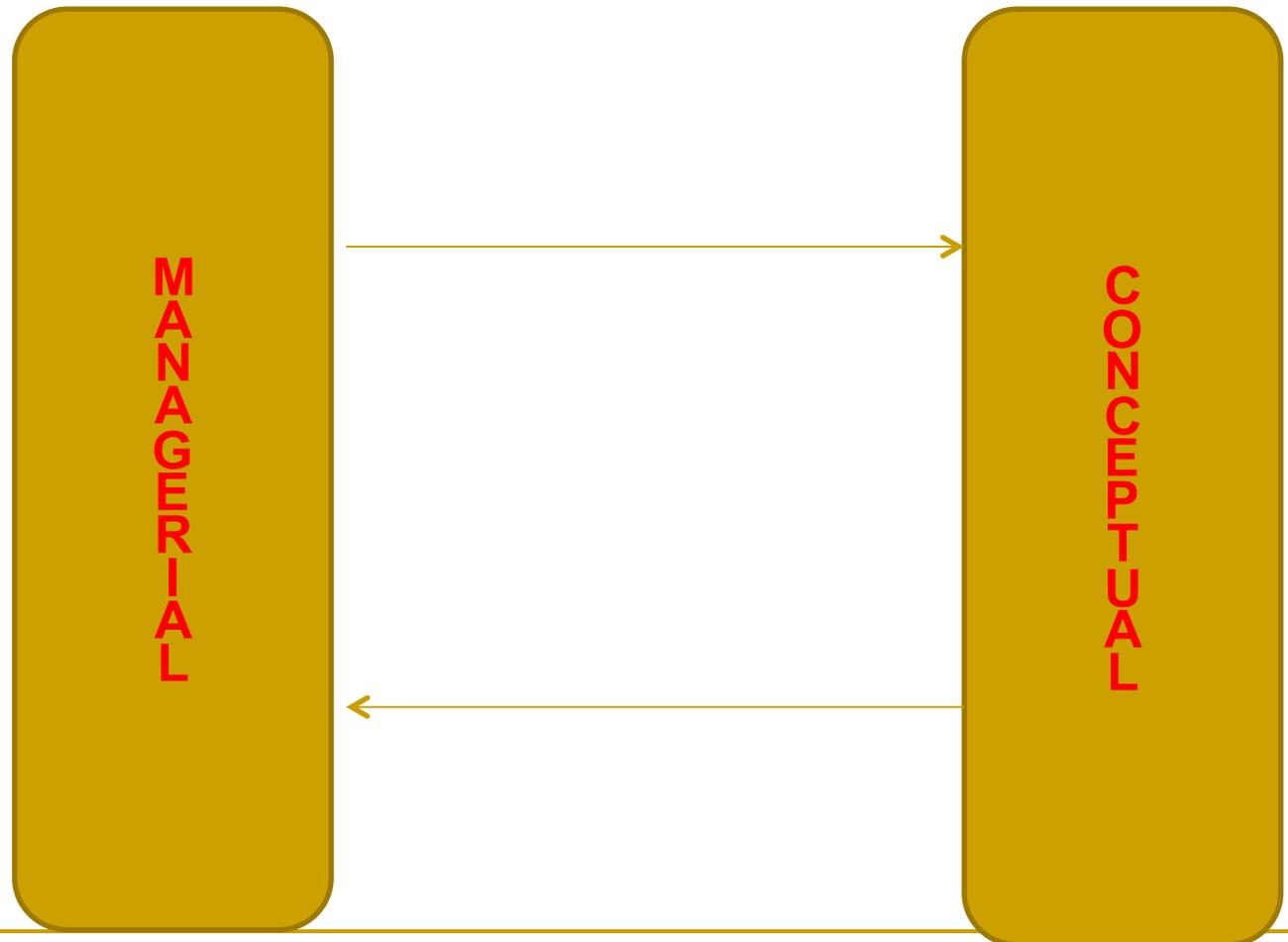
Executive DBA thesis

YOUR
EXPERIENCE

LITERATURE

Qualitative Objective: two contributions

Executive DBA thesis



A new generation of thesis

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Thesis typology

Programmes	Main objectives	Professional objectives	Students
PhD	Theoretical Contribution Target: other faculty, other scholars	Full time faculty	25 years old, funded by grants, no experience of companies, full time students, initial training
DBA	Managerial & conceptual contribution Target: managers	Manager, part time faculty	40 years old, managers, funded personally/ companies Part time student, Executive Education

Thesis typology

Programmes	Based	Main orientation	Methodology
PhD	Mainly on literature, concept,	Theoretical research, Theoretical debates, Methodological issues,	Survey, quantitative questionnaire?
DBA	Managerial experience, Managerial issues & relevant concepts	Applied research, Action research	Qualitative? Case study

Thesis typology

Programmes	Length	Format	Volume
PhD	3-5 years	One volume thesis, Articles thesis	300-500 pages (FYI: in England: 60-100K words)
DBA	2-3 years	One volume thesis, Articles thesis, Book, Case study, etc.	150 pages (FYI: in England: 50-70K words)

Thesis typology

Programmes	Origin of the subject
PhD	Generally the professor strongly “suggests” a research subject to the young student
DBA	The manager with 15 years (or more) of experience always enters the DBA with a quite specific idea of the area in which he will work

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Executive DBA:

Motivation/ Contribution

Examples 1:

- **Manager of a large group in the energy sector that for many years has managed start-up creation and wishes to analyze the key success factors of these creations.**
- **Manager of an international distribution group working on the development of an internal corporate culture within a changing environment.**

Executive DBA:

Motivation/Contribution

Motivation More... EDBA contributes chiefly to...	Professional	Personal
The company	Manager, financially supported by a company/organization, works on a research subject the results of which are of interest to the company (Example 1)	
The manager		

Executive DBA:

Motivation/ Contribution

Examples 2:

- **Civil servant of a central administration working on the impact of environmental taxation on companies.**
- **Consultant of a North American group in the health sector analyzing the decision-making process behind the selection of research projects.**
- **Director of information systems reflecting on the key success factors of cloud computing.**

Executive DBA:

Motivation/Contribution

Motivation More... EDBA contributes chiefly to...	Professional	Personal
The company		Manager finances his EDBA, wishing to personally reflect on a professional problematic and to differentiate himself within his organization (Example 2)
The manager		

Executive DBA:

Motivation/ Contribution

Example 3:

- **Canadian manager in the financial sector working on financial regulation with the aim of “making a difference” in an environment where the MBA has become commonplace.**

Executive DBA:

Motivation/Contribution

Motivation More... EDBA contributes chiefly to...	Professional	Personal
The company		
The manager	Manager wishes to differentiate himself from others (MBAs, etc.) in the labor market by publishing an Executive DBA thesis (Example 3)	

Executive DBA:

Motivation/ Contribution

Examples 4:

- **Retired company head, who after a long and rich experience wishes to reflect on both his managerial and its worth.**
- **Teacher in a management school wishing to develop his/ her competencies in both research and publishing.**

Executive DBA:

Motivation/Contribution

Motivation More... EDBA contributes chiefly to...	Professional	Personal
The company		.
The manager		Manager wishes to take a step back from his personal experience, learn from his managerial experience and publish (Example 4)

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Executive DBA

Contribution to their personal development: what they say?

- **They discover the academic world (publication, methodology, etc.) → DBA is an important impact vector for the academic**
- **They improve their ability**
 - **To think**
 - **To doubt**
 - **To conceptualize**
 - **To adopt a reflexive posture on their action**

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