



# Doctorate of Business Administration



# Where business meets creativity.

“Today’s world is interconnected in its ethnicities, geopolitics, innovation mechanisms, and wealth distribution models as well as being diverse in its resources, beliefs and ideologies. The 20<sup>th</sup> century established world centers of gravity, in terms of politics, business, finance, and political influence, all of which are tilting. Complexity has become the key word.

Enrolling in the Paris School of Business DBA is one of the best decisions you will ever make. In our program, you will develop outstanding quality research with strong business impact that will allow you to deal efficiently with complexity and set you apart from the competition. The methods we teach, our focus on research for practice, and our high-level faculty coming from the academic and corporate world, will definitely help you make a huge leap forward in your career.”

— Dr. Benjamin KEDDAD,  
Academic Dean of the DBA



Located in the heart of Paris, Paris School of Business welcomes 4,200 students to its Campus Cluster Paris Innovation, totaling over 1,000 international students, 93 permanent faculty members, and 150 partner universities.

Member of the Conférence des Grandes Écoles, Paris School of Business is an internationally recognized business school since it has been awarded the AACSB, BGA, AMBA and EFMD international accreditations. If you are looking to boost your career and to bring economic and social value to the international business community, then the Paris School of Business DBA is the right program for you.



Founded in 1974

A complete range of programs,  
from Bachelor to DBA

The DBA is AACSB  
and BGA accredited

4 200

students

130+

nationalities

68

research professors

600

articles in the media since 2019

1 910

scientific contributions since 2019



# ■ Your best career choice ever

The decision to pursue a doctoral degree is one of the most important decisions a person can ever make. **The DBA is a doctoral program with a strong focus on professional experience.**

The program will give you the necessary tools to contribute to production and dissemination of applied science in the areas of management and business administration through a rigorous and tailor-made coaching by our doctoral faculty.

The DBA experience challenges you to sharpen your critical and analytical expertise. You will develop your research skills to become an expert in your field with a proven ability to think outside of the box. The program is designed to fit

the demanding lifestyle of executives and professionals, meaning that you can take your career to the next level whilst maintaining a healthy work-life balance. The DBA program broadens your professional horizons enabling you to climb further up the corporate ladder. For graduates, career boosting opportunities are endless. Many go on to become faculty members of top business schools, high level consultants, or progress to board level roles.

The three research chairs are based on the main challenges of our times: Energy, Innovation, and Living Health. Whilst research irrigates teaching and enriches student learning, it in turn facilitates communication and co-working with leading companies carrying out their own research.

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## Digital resources

**EBSCO** offers a broad range of full text and bibliographic databases designed for research. Subject areas include academic, economic, business, biomedical, governmental, and scholastic subjects.

**Cyberlibris** is the first pluridisciplinary community-driven digital library dedicated to business schools and engineering schools.

**The Paris School of Business Library** references all the works and books available at school. The students have access to the Paris American library.

**Sciedirect, Sage Journals, Emerald Insight and Jstor** are editorial groups that provide subscription-based access to millions of peer-reviewed scientific articles. They are among the main sources for collecting academic articles for professional researchers.



# A unique program

3

year program

Tailor-made coaching

and high level of supervisory support

International faculty

of academics & leading professionals

100%

in English

Flexible schedule

to fit the needs of high-flying professionals

Applied research

tailored to your background & career goals

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“Pursuing the Doctorate of Business Administration was a crucial step in my life. Firstly, it paved the way to investigating sophisticated problems that need advanced exploration techniques and skills to reach innovative solutions. Secondly, it also opens the door to becoming a genuine scientific developer and innovator instead of only the beneficiary of solutions drafted by others. The Executive DBA program also affected my personal life, resulting in improved personal skills in terms of analyzing, criticizing, and decision-making. Paris School of Business enjoys a unique position and an unparalleled academic reputation in the western world, with a large number of leading scholars working in their respective fields.”

— Dina RADY, from Egypt  
DBA Graduate Manager, Blom Bank, Egypt



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# ■ Academic excellence applied to business

The Paris School of Business teaching staff is known for its academic and pedagogical excellence. Essentially associated and committed to educational reflection, our professors (most of them researchers) hold doctoral degrees and /or degrees from the best French

and English-speaking universities, French Grande Écoles or foreign business schools. Our tenured professors' research work feeds the daily educational activities and corporate involvement of the school.


## 5 Study & Research Fields

The research topics are divided into 5 research fields which cover most areas in economics, finance, marketing, strategy and management.

### Technology Interaction, Strategic Marketing & Customer Experience

### Economics Dynamics, Policy & Globalization

“Preparing a DBA at Paris School of Business with a marketing specialization implies that you are ready to think and act part scientist, part creative, and then see marketing as a holistic transversal academic discipline / business function. Your thesis will have to reflect this state of mind, conceptualizing, structuring and arguing rigorously your ideas, but also propose an original and creative subject leading to concrete scientific and professional added value, in the marketing field. Marketing is a very open-minded discipline, offering you the possibility to challenge bold new insights, to defy conventional thoughts with original approaches, always with a strict academic methodology and obvious business usefulness purpose.”



— Dr. Jean-Marc LEHU  
[jm.lehu1@intervenant-ggeedu.fr](mailto:jm.lehu1@intervenant-ggeedu.fr)



“The track seeks to understand how an economy at micro and macro levels evolves, grows, contracts, or transforms in response to various factors, such as government policies, market fluctuations, technological innovations, demographic changes, and other economic forces. Moreover, with globalization, economies are becoming increasingly interconnected, creating new challenges and opportunities. Nowadays, top managers are required to understand and manage these dynamics to promote society prosperity and reduce inequalities that are becoming significant social and economic concerns.”

— Dr. Benjamin KEDDAD  
[b.keddad1@psbedu.paris](mailto:b.keddad1@psbedu.paris)





Innovation, Digital Transformation, & Strategic Management



“The track includes different management disciplines related to the management of innovation and technological change from a variety of perspectives. These include strategic, managerial, behavioral, and operational issues as well as the study of behavioral, economic, and social aspects of communication and information systems within and among organizations or institutions. Also honed are the strategic management skills needed to understand and predict when and why some firms perform better than others.”

— Dr. Nessrine OMRANI  
[n.omrani@psbedu.paris](mailto:n.omrani@psbedu.paris)



Financial Management & Corporate Sustainability



“The track focuses on broad topics in financial management including corporate finance and investment, financial markets and asset pricing, risk management, financial institutions and banking, among others.

This track aims to provide candidates with a comprehensive understanding of financial theory, empirical methods, and practical applications to enable them to conduct cutting-edge research in areas relevant to financial decision-making. The track also focuses on exploring the intricate relationship between financial decision-making and sustainable business practices, as a leverage to foster corporate sustainability, encompassing economic, social, and environmental dimensions”

— Dr. Hatem RJIBA  
[h.rjiba@psbedu.paris](mailto:h.rjiba@psbedu.paris)



Management, Entrepreneurship & Human Resources



“The track focuses on different topics related to the management of organizations, spanning a broad range of areas such as general management, entrepreneurship, human resources, and international management. It also

includes topics of interest in the field of leadership, organizational behavior and organizational culture. The track is open to research opting for different theoretical and methodological perspectives in order to study the management of a large array of organizational settings, from startups to large corporations.”

— Dr. Ignasi CAPDEVILA  
[i.capdevila@psbedu.paris](mailto:i.capdevila@psbedu.paris)



“The Doctorate of Business Administration program at Paris School of Business is an excellent opportunity for personal development and growth. It is ideal for experienced executives who want to become Doctors of Business by conducting a range of research methods and techniques to address real complex international business topics. The program encourages creativity, analytical and critical thinking, while at the same time helping candidates develop further their strategic knowledge and problem solving skills. Finally, the curriculum and structure of the program are well adapted to the busy schedule and demanding lifestyle of professionals and executives.”

— Brahim GRHIBI, from Canada  
DBA Graduate Government & Public  
Affairs International Director, Alcatel-Lucent





# Curriculum & Schedule

## The rhythm of the 3-year program is organized as follows

- 01

3 hybrid sessions (online and on Paris School of Business campus in Paris)
- 02

2 online sessions
- 03

1 hybrid DBA Workshop per year in July
- 04

3 thesis monitoring committee
- 05

3 assignments submissions (A01, A02, A03)

During the three-year program, you will receive continuous supervisory support from a dedicated faculty member who is an expert in your field of research. Your supervisor will provide advice and guidance throughout the program. The development of your research and thesis will be carried out at a distance.

As part of the DBA research program, you will also be invited to Paris School of Business research events and will receive the Paris School of Business Research Newsletter.



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## Year 1

### Designing the research project

#### Seminars

##### Seminars of Session 1 (9 days – 56hrs – hybrid)

- 01

Introduction to Doctoral Research
- 02

Theory & application
- 03

Problem Statement in Research
- 04

Academic Writing Level 1
- 05

How to Think with Statistics
- 06

Literature Review
- 07

Quantitative Research Level 1
- 08

Qualitative Research Level 1
- 09

Data Survey Analysis Level 1
- 10

Formulating the Research Proposal
- 11

Article Critical Reading
- 12

Research Ethics Level 1

##### Seminars of Session 2 (5 days – 24hrs – hybrid)

- 01

Quantitative Research Level 2
- 02

Qualitative Research Level 2
- 03

Thesis monitoring committee

#### Academic follow-up

##### A01 – Research proposal submission

##### Thesis Monitoring A01

##### A01 validation

## Year 2

### Finalizing the research project

#### Seminars

##### Seminars of Session 3 (4 days – 24hrs – online)

- 01

Introduction to Publication Strategy
- 02

Academic Writing Level 2
- 03

Research Design

##### Seminars of Session 4 (4 days – 24hrs – hybrid)

- 01

Quantitative Research Level 3
- 02

Qualitative Research Level 3
- 03

Thesis monitoring committee

#### Academic follow-up

##### DBA Workshop

##### A02 – Research project submission

##### Thesis Monitoring A02

##### A02 validation

## Year 3

### Implementing the research project

#### Seminars

##### Seminars of Session 5 (4 days – 24hrs – online)

- 01

Research Ethics Level 2
- 02

Preparing the Defense
- 03

Academic Writing Level 3
- 04

Advanced publication strategy
- 05

Communication & impact

#### Academic follow-up

##### DBA Workshop

##### A03 – Final thesis submission

##### Thesis Monitoring A03

##### A03 validation

##### Defense

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Upon receipt of your application, the Admissions team will screen it to verify your eligibility for the program. If eligible, an interview will be scheduled for you with the head of DBA development. The interview is conducted on campus in Paris or by telephone/Skype for international candidates.

#### Admission Criteria

- Candidates must have an MBA or Master degree or equivalent from recognized institutions.
- Candidates must have at least three years of work experience at managerial level.

#### Can I apply for the program if I do not yet have a concrete idea for my research topic?

Yes, you may still apply. The seminars are designed to help students find a suitable research topic.

#### Which research fields are accepted?

All research fields are acceptable as long as they are connected to business and management. Previous students have completed their research in a variety of different fields such as finance, marketing, strategy, human resources, international business, digital business, entrepreneurship, and organizational behavior.

#### Is the DBA program appropriate for professionals with full-time employment?

Yes, the program is structured to accommodate the busy schedules of full-time professionals through a series of intensive seminars and workshops.

#### What is the mode of delivery of the seminars and workshops?

Seminars and workshops are both delivered in-person and on-line. Students can choose the modality which is the most convenient for them.

#### Contact

[admission@psbedu.paris](mailto:admission@psbedu.paris)  
+33 (0)1 84 60 27 04



Like to meet us?  
Flash this code  
to see the dates  
of our upcoming events!

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des Grandes Écoles

Accreditations  
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**Doctorate  
in Business  
Administration**

**Postgraduate degree**

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