

PhD Rules and Regulations

Ecricome Research

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INTRODUCTION

Ecricome is a common entry exam system of 6 major Business Schools in France (Grandes Ecoles): Bordeaux Ecole de Management, Euromed Marseille Ecole de Management, ICN Graduate Business School (Nancy), Reims Management School, Groupe ESC Rouen and ESCEM (Tours). For their research programs, and in particular for their doctoral school, they have decided to join forces in order to create the largest management research group in France.

Within the finest European culture and tradition in research in the social sciences, Ecricome Research (ER) aims to foster and make flourish an innovative and ground breaking research agenda; both in respect to themes in study as in the application of research methodologies itself. Management research with the distinctive essence of our Grandes Ecoles tradition: with and for management and business.

As Management is an applied science, for Ecricome Research its conceptual basis ranges from philosophy and anthropology, via sociology, organizational behavior to economy. Cutting edge applied social sciences therefore needs adapted research approaches and methodologies. Without excluding any scientific approach, Ecricome Research particularly welcomes good qualitative work, with a strong focus on field work that can be highly experiential and/or constructivist. The Ecricome Research PhD can be obtained via three paths: a thesis, a collection of published articles, or a prototype.

Not only is Ecricome Research the largest management research group in France, its ambition is also to become the most innovative one. Research at Ecricome Research is not “re-search”, but genuinely explorative and groundbreaking research, with a clear corporate or societal impact.

The Ecricome Research PhD is a PhD in Management (Doctor in Philosophy in Management) jointly delivered by the six Business Schools. For those students interested, they can apply for a double diploma with a French Doctorate (to be delivered by any French University that has an agreement with any of the Ecricome Schools). In this case, the thesis and the thesis process should fit the legal requirements for the French diploma (French language, tutored by HDR¹ faculty, etc.).

These rules and regulations apply to all those aiming to obtain a Ecricome Research PhD degree.

**Board of Research Directors of Ecricome
September 2007**

¹ HDR : Habilitation à Diriger des Recherches (French University post PhD-title) ; mandatory qualification to tutor Doctoral students in the French University system.

CHAPTER 1 GENERAL PROVISIONS

Article 1 Purpose

- 1.1 The Ecricome Research PhD will be granted by or on behalf of the Ecricome Research Doctorate Board.
- 1.2 The Ecricome Research PhD rules and regulations are drawn up by the Doctorate Board of Ecricome Research.
- 1.3 The provisions of the Ecricome Research PhD rules and regulations are legally binding provided that they are in conformity with French and European regulations, or regulations covered by the law.

Article 2 Definitions

- 2.1 In the rules and regulations, these terms are to be understood as follows:
- **PhD:**
The PhD Degree awarded by the Doctorate Board of Ecricome Research is equivalent to the Doctorate Degree in most European countries (denoted Dr.).
 - **Supervisor:**
A professor of one of the Ecricome Schools, holding a PhD and HDR, and appointed by the Doctorate Board to supervise the PhD student.
 - **Co-supervisor:**
A faculty member holding a PhD and employed at an academic institution, who contributes substantially to the supervision of the PhD research.
 - **PhD Director:**
The person in charge of the PhD policy at Ecricome Research, on behalf of the Doctorate Board.
 - **Doctorate Board:**
The board responsible for awarding the PhD degree. At Ecricome Research, the Doctorate Board consists of the Directors of Research of the six Ecricome schools.
 - **Examination Committee:**
Committee made up of the supervisor and three other professors. A maximum of two of them may be faculty member at an Ecricome School. The committee is chaired by the Dean of the hosting Business School. The Examination Committee decides whether a PhD student will be invited to defend his/her PhD thesis.
 - **Doctorate Committee:**
Committee made up of the Examination Committee, with the possible addition of three persons. Of these, two at least must have a PhD. The PhD student will defend his/her PhD thesis before the Doctorate Committee.

CHAPTER 2 REGISTRATION

Article 3 Registration

- 3.1 A person who meets the following two requirements may register as PhD student:
- he/she has successfully graduated from a recognized institution of higher education, at the master's level (to be understood within the Bologna agreement).
 - he/she has found a professor, of one of the Ecricome Schools, holding a PhD and HDR and accepted by the Doctorate Board, and willing to act as his/her supervisor.
- 3.2 In exceptional cases, the Doctorate Board may register persons who do not meet the requirements in article 3.1. A request to waiver the requirements must be made in writing to the Doctorate Board.
- 3.3 A person should apply for registration to the PhD Director at the start of his/her PhD research. The application should include:
- a completed application form indicating the theme of the PhD research and including the name(s) and signature(s) of the professor(s) willing to act as supervisor (see Appendix A);
 - authenticated copies of diplomas;
 - a curriculum vitae;
 - a birth certificate or proof of being registered with a local council.
- 3.4 The Doctorate Board interviews the applicant before registration.
- 3.5 After receiving the application, the Doctorate Board will decide whether to allow the applicant to start with his/her research and will officially appoint the supervisor(s).
- 3.6 After the approval of the Doctorate Board, the applicant is registered as PhD student.

Article 4 Fees and expenses

- 4.1 An annual registration fee covering the cost of the Ecricome Research facilities, administration, PhD Director and Doctorate Board is set by the Doctorate Board.
- 4.2 Unless otherwise agreed, all expenses related to the PhD research and studies are for account of the PhD student. The costs of supervision are discussed in article 7.
- 4.3 The current regulations with respect to fees and expenses are in Appendix G.

Article 5 Removal from the register

- 5.1 The Doctorate Board may decide to remove a PhD student from the register:
- in case of unethical conduct on the part of the PhD student;
 - for non payment of the registration fee;
 - when the PhD student fails to report to the PhD Director on the progress of the PhD research;
 - when the Doctorate Board, after consultation with at least two experts, concludes that further pursuit of the PhD research is unlikely to be successful;
 - after having been registered for a period of 8 years;
 - at the request of the PhD student.

CHAPTER 3 SUPERVISION AND MONITORING

Article 6 Appointment supervisor

- 6.1 With the consent of all those concerned, the Doctorate Board will appoint one or more supervisors. In case more than one supervisor is appointed, the order of seniority should be indicated. When reference is made in the singular to any of the appointed supervisors this should be read as plural and binding to all supervisors.
- 6.2 The supervisor is either a full professor from one of the Ecricome Schools, or a HDR holder of one of the mentioned Schools. One or more full professors from other academic institutions may be added as supervisor.
- 6.3 A professor who has left one of the Ecricome Schools can no longer be put forward as supervisor. However, he/she may remain supervisor for up to five years after the cessation of his/her employment at an Ecricome School.
- 6.4 In consultation with all those concerned, the Doctorate Board may consider requests from the PhD student and/or the supervisor to annul the appointment of the supervisor.

Article 7 Supervision

- 7.1 The supervisor will supervise the PhD research. He/she will ensure that sufficient consultation takes place. The supervisor is responsible to the Doctorate Board for the academic quality of the thesis, regarding both contents and reporting. He/she also ensures the smooth proceedings of all procedures related to the thesis and the graduation.
- 7.2 At the Ecricome Schools, the supervision of PhD research is regarded as a research activity. Upon graduation of his/her PhD student, the supervisor will be credited in the research output measurement system of his/her School.

Article 8 Co-supervision

- 8.1 The Doctorate Board may appoint a co-supervisor, after consultation with the supervisor and the PhD student. A co-supervisor should be a faculty member, employed at an academic institution, holding a PhD. A co-supervisor should be able to contribute substantially to the supervision of the PhD research.

Article 9 Monitoring progress

- 9.1** In consultation with the PhD Director, the supervisor and the PhD student put together an individual program of studies relevant to their particular field.
- 9.2** The PhD student will report annually to the PhD Director on the progress of the PhD studies and research. This report includes:
- a progress report on the PhD research (including the planning for the next years);
 - a complete list of research output (articles, papers, conference proceedings etc.), including copies of the research output;
 - a complete list of courses followed (including grades, if applicable).
- 9.3** The supervisor will annually inform the PhD Director on the progress of the PhD research, including an assessment of the PhD student's ability to independently conduct academic research and the likelihood that the student is able to complete his/her PhD thesis within the designated time-frame.
- 9.4** The PhD Director may ask a co-supervisor, reviewer or any other expert for an opinion on the progress of the PhD research.
- 9.5** The PhD Director will organize a meeting - the so-called annual review – during which the PhD Director, the PhD student and the (co-)supervisor(s) discuss the progress of the research. This meeting might take place in writing or via an e-conference.
Following that meeting, the PhD Director will report to the Doctorate Board on the progress of the PhD research.

CHAPTER 4 THESIS

Article 10 Thesis

- 10.1** The thesis may consist of:
- an academic treatise on a specific subject;
 - a number of special academic treatises, all or some of which have already been published, providing that there is clear proof of a common link to a specific subject and a clear exposition of that link in the preface;
 - an experimental concept.

Article 11 Collaboration

- 11.1** A PhD thesis should be written by one person. One thesis, made in collaboration with two or more persons is not possible.

Article 12 Language

- 12.1** The thesis is to be written in English. Exceptions to this rule need the approval of the Doctorate Board.
- 12.2** In case the thesis is not written in English, the title and a summary must be added in English. In the case of the thesis being written in English (or any other accepted language), the title and summary must be added in French.

CHAPTER 5 APPROVAL AND ADMISSION TO THE DEFENSE

Article 13 Approval by supervisor

- 13.1 The PhD thesis will be subjected to scrutiny by the supervisor. He/she will judge whether the thesis may be regarded as proof of the ability to independently conduct academic research, leading to the furthering of science.
- 13.2 The supervisor will give his/her approval of the PhD thesis to the Doctorate Board by way of the appropriate form (see Appendix B).

Article 14 Examination Committee

- 14.1 The Doctorate Board will put together the Examination Committee upon the recommendation of the supervisor, after receiving his/her approval of the PhD thesis.
- 14.2 The Examination Committee is made up of the supervisor and three professors (PhD holders). At least one professor should not be a faculty member of an Ecricome School. One of the three professors may be retired. The Examination Committee will be chaired by the Dean of the hosting School, or by a full professor representing the Dean.
- 14.3 The PhD student will furnish the members of the Examination Committee with a copy of the manuscript which has been approved by the supervisor.
- 14.4 The Examination Committee will decide on whether the PhD thesis is proof of the student's ability to independently conduct academic research, leading to the furthering of science. This decision should be taken within six weeks after receiving the manuscript.
- 14.5 The Examination Committee decides by majority voting, excluding the supervisor and the chairperson. This procedure implies that the PhD student will be invited to defend his/her thesis when a minimum of two out of the three professors referred to in article 14.2 regard the thesis as sufficient proof of the student's ability to independently conduct academic research.
- 14.6 The Examination Committee will convey its decision to the Doctorate Board in writing. After the Doctorate Board has acknowledged this decision, it can be conveyed to the PhD student and the supervisor.

Article 15 With distinction

- 15.1 A PhD is awarded on a simple pass or fail decision. No distinctions are given.

Article 16 Admission to the PhD defense

- 16.1** A PhD student meeting all of the following requirements may be admitted to the PhD defense:
- a. he/she has successfully graduated from an institution of higher education with a masters level (according to the Bologna Agreement);
 - b. he/she has shown the ability to independently conduct academic research, leading to the furthering of science, as indicated by the approval of the thesis by the supervisor and the Examination Committee;
 - c. he/she fulfils the requirements laid down in the Ecricome Research PhD rules and regulations, including the financial requirements in Appendix G.
- 16.2** The PhD Director will check whether the requirements in article 16.1 have been met.

CHAPTER 6 GRADUATION

Article 17 Setting a date

- 17.1** After the Examination Committee has been set up, the PhD student, after consultation with his/her supervisor, may come to an agreement concerning a provisional date for the graduation ceremony.
- 17.2** After it has been verified that all requirements in article 16.1 have been met, the provisional date may be changed to a definite date.

Article 18 Preparing and distributing the thesis

- 18.1** After it has been verified that all requirements in article 16.1 have been met, the PhD student may proceed with reproducing his/her thesis.
- 18.2** The (back of the) title page of the thesis should meet the model in Appendix C. Any form of advertising in the thesis is prohibited.
- 18.3** A draft copy of the pages referred to in article 18.2 should be given for approval, at least five weeks before the planned date of graduation.
- 18.4** The PhD student must provide the Doctorate Board with the following, free of cost and no later than three weeks prior to graduation:
- 12 printed copies of the thesis, intended for the exchange service of the library;
 - a variable number of copies of the thesis intended for use within the Ecricome Schools. The Doctorate Board will specify this number not later than three weeks prior to graduation;
 - an electronic version of the thesis.
- 18.6** The external distribution will be done by the PhD student, unless otherwise agreed.

Article 19 Facilities and expenses

- 19.1** Graduation takes place at the host Ecricome School.
- 19.2** The rules regarding graduation expenses and the use of facilities are laid down in Appendix G.

Article 20 External Relations

- 20.1** The Ecricome Research office is responsible for public announcements regarding the PhD degree and will be of assistance to the PhD student in this matter (see Appendix D).

Article 21 Doctorate Committee

21.1 The Doctorate Board will put together the Doctorate Committee upon the recommendation of the supervisor. The Doctorate Committee is made up of the Examination Committee, with the possible addition of 3 people, 2 of whom hold a PhD.

Article 22 Graduation ceremony

22.1 The PhD thesis and the propositions will be defended by the PhD student before the Doctorate Committee and all those who have received permission from the Dean to put forward reservations and considerations.

22.2 In case a research project has been done by more than one person, a separate individual thesis needs to be written and a separate defense will be organized for each person.

22.3 The opposition and defense will be conducted in English.

22.4 After defense of the thesis, the PhD degree will be granted by or on behalf of the Doctorate Board. The PhD student will be given a certificate of the PhD degree signed by the Dean of his host School, in the name of Ecricome Research and the six member Schools, and by the supervisor. In case the degree is awarded “with distinction” (cum lauda), this will be indicated on the certificate.

22.5 The PhD student cannot be denied his/her PhD degree after the defense, unless the PhD student refrains from any utterance during the defense.

CHAPTER 7 HONORARY PHD

Article 23 Honorary PhD

23.1 The Doctorate Board, upon the recommendation of the Management Board of Ecricome and in consultation with the Boards of Professors of the Ecricome Schools, has the right to confer on those persons appropriate, an honorary PhD degree for outstanding services to science, society and/or business.

23.2 The honorary PhD ceremony will take place at either of the Ecricome Schools, in the presence of the Doctorate Board.

CHAPTER 8 FINAL PROVISIONS

Article 24 Doctorate Board

24.1 The Doctorate Board is responsible for awarding the PhD degree and laying down the rules and regulations. At Ecricome Research, the Doctorate Board consists of the research directors of the 6 Ecricome Schools.

24.2 In all cases not covered by these rules and regulations, the Doctorate Board will decide, in accordance with the law. The Doctorate Board will decide by majority vote.

Article 25 Petition

25.1 In case of a dispute regarding the preparation for the PhD, any party concerned may petition the Doctorate Board. The Doctorate Board will hear all parties concerned and reach a decision within two months after lodging the petition. The decision will be conveyed to all parties concerned and will include the reasons which led to the decision.

25.2 The decision referred to in the above article may be reached on behalf of the Doctorate Board by a committee set up by the Doctorate Board.

Article 26 Appeal

- 26.1** A Council of Professors, consisting of 6 full-time full professors, 1 of each of the Ecricome Schools, but excluding members of the Doctorate Board and other professors involved in the decision/dispute, will act as the PhD Appeal Committee. The PhD Appeal Committee will be chaired by the Chairperson of Ecricome or a professor representing him/her.
- 26.2** An appeal can be lodged against a decision of the Doctorate Board within two weeks after that decision has been conveyed to those concerned. The appeal should be lodged in writing and is to be sent to the chairperson of the PhD Appeal Committee.
- 26.3** The PhD Appeal Committee may call upon the advice of experts in order to assist in reaching a decision. The PhD Appeal Committee may organize a hearing to question all parties involved in the dispute.
- 26.4** The PhD Appeal Committee has the authority to decide that a decision, against which the appeal has been lodged, has been taken either justifiably or wrongly. In the latter case, the decision will be referred back to the Doctorate Board, in order to come to an amended decision. The PhD Appeal Committee will decide by majority voting within two months of the lodging of the appeal.

Article 27 Validity

- 27.1** These rules and regulations will apply as of May 1, 2008.

Thus laid down by the Doctorate Board.

Appendix B: Approval of manuscript by supervisor

PhD thesis by:

Surname: _____
First (middle) name(s): _____
Place and Date of Birth: _____
Address and Postal Code: _____
Telephone business: _____
private: _____
E-mail: _____

Title PhD Thesis:

The influence of online marketing in the modern business environment and the scope of CRM therein

Language in which the thesis has been written: _____

Signatures by supervisor(s) vouching for the approval of the PhD thesis and propositions:

	Supervisor(s)	Institution	Signature
1.	_____	_____	_____
2.	_____	_____	_____

Recommendation by supervisor(s) regarding the composition of the Examination Committee:

	Member	Institution
1.	_____	_____
2.	_____	_____
3.	_____	_____

Examination Committee set up in accordance with PhD rules and regulations:

Signature PhD Director	Date	Place
_____	_____	_____

Signature Rector	Date	Place
_____	_____	_____

Appendix C: Model of title page

Title page:

ECRICOME RESEARCH

NAME OF THE HOST SCHOOL=====➔

TITLE THESIS =====>

A thesis submitted for the award of a
Doctor of Philosophy Degree in Management
by

Name of the Student =====➔

Date of defense=====➔

Examination Committee:

Tutor(s)

Other members :

.....
.....

Appendix D: Information for External Relations

Please contact the External Relations department a few weeks before graduation. The following questions will be of interest to them.

- Can you give a short synopsis of your PhD research which could be understood by a layman, (circa 250 words)?
- What is the problem statement (in your research)?
- How was your research work carried out?
- What are the most important results of your research and what conclusions did you reach thereafter.
- Do you consider your PhD research of interest to the general public? If so, why? (Please consider, for example, the possible adaptation of the research results for practical use).
- In which magazines have you had articles, relating to your research, published up to this date?
- Does your investigation contain elements which are easily visualized? If so, which ones?
- Have you already reached agreements with other institutions regarding the publicity aspect? If so, which institutions?
- Do you know any journalists who may be interested? If so, who are they?
- Have you yourself already had any contact with the press? If so, with whom?
- Is your dissertation to be published? If so, by which publisher, what is the ISBN number, and what is the retail price in the shops?
- We request you to send in your propositions so that they can be used in specialist columns of the newspapers.

Appendix E: List of faculty members, institutions and areas of research interest

Bordeaux Ecole de Management

ESTAY Christophe – Human Resource Management, Strategy, Entrepreneurship

YANAT Zahir – Human Resource Management, Organizational Theory, Corporate Social Responsibility

SIONNEAU Bernard – Country risk, Geostrategy

TCHANKAM Jean-Paul – Performance Evaluation, Strategy, Developing Countries

DUPOUET Olivier – Information Systems, Knowledge Management

BOUZDINE-CHAMEEVA Tatiana - Management science, IS, operations management and decision support, management learning and the learning organisation

VERSTRAETE Thierry - Entrepreneurship

MAURER Frantz – Finance, Risk

TRINQUECOSTE Jean-François – Marketing

BARNETO Pascal – Finance

Euromed Marseille Ecole de Management

BAETS Walter - Complexity, Knowledge management, innovation, management learning

BARTIKOWSKI Boris - Cross cultural marketing, Website localization, Customer Satisfaction

BELLETAnte Bernard - Finance, Family Business, Financial Behaviour of SME's

COVA Bernard - Consumer Tribes and brand communities, Production of Consumer Experiences, Tribal marketing, Mediterranean Marketing, Experiential Marketing

GRENIER Corinne – Strategy and Innovation, Networks, Cooperation and Coordination, Knowledge Management, ICT

LEVRATTO Nadine -Small firms finance, Debt market, Bankruptcies

MERUNKA Dwight - Consumer Behaviour, Consumer Choice, Cross cultural consumer research Branding, Brand Personality

MICHELETTI Patrick - General management, Leadership and systems, Human Resource Management, Competency management, work organisation

MUNOS Annie - Marketing of Services, Managing innovation in services, Internationalisation of services

PARANQUE Bernard - Economics, Modalities and Issues at stake in the coordination of economics and financial projects

TOPSACALIAN Patrick - Financial strategy and financial engineering

VERAN Lucien -Definition and measurement of performance, management theories, decision making
ICN Ecole de Management

WALLISER Björn - Marketing

THEVENOT Jacques - Information systems

Groupe ESC Rouen

DOREY Françoise – Product Innovation

DUPUICH-RABASSE Françoise - Collective competencies management, Knowledge Management

LAURIOL Jacques – Corporate Social Responsibility, Sustainable Development, Strategic Decision Process, Approche socio-cognitive de la formation de la Stratégie. Fundamentals of collective action, Non-profit organisation Management, Strategy and Territories

ANE Thierry - Non-Gaussian Modelling, Time Changes and Subordinated Processes, Stochastic Volatility Models and Uncertain Volatility Framework, The Dynamics of Energy Prices, Multivariate Modelling and Copula Functions The Role of Traded Volume and its Explanatory Power, Conditional Dependence of International Financial Markets, Information Transmission Process in Financial Markets, Regime Switching Models and Autoregressive Mixtures, Risk Management and the Modelling of Extreme Events

BREE Joël - Marketing and Child and Adolescent Consumer Behaviour

MAYRHOFER Ulrike - Internationalisations, Cooperations, fusions / acquisitions and networks, International Development Strategies, International Marketing

GATFAOUI Hayette -Default risk in financial assets' valuation, credit risk, Typology of risks in financial markets: systematic and idiosyncratic risks, Liquidity effects, Stochastic volatility, Options and derivatives pricing, Corporate finance, Multivariate dependence structures (copula functions)

GONARD Thierry – Research and Innovation Management, Technological Partnerships, Creation of innovative companies

RABASSO Javier – Interculturel Management, Critical theories of management

ESCEM Tours Poitiers

PAULET Elisabeth – Banking, Finance, Financial Market

SAULQUIN Jean-Yves - Performance, Banking finance, Corporate Social Responsibility, Hospital Management

HOFFMANN Gérard - Strategic Planning and Economic Intelligence, Ethics and EI, Competitiveness and EI, PME and EI, Corporate foundation, Public and Private Management

D'ARCIMOLES Charles Henri - Finance, Human Resources, Corporate Social Responsibility

DOU Henri – Technological Intelligence and Competitiveness

LAMARQUE Eric – Banking, Finance

SILVA François – Corporate Social Responsibility, Information Systems in Human Resources, Ethics, Social Management

Reims Management School

BEAUJOLIN-BELLET Rachel - Restructuring, Human Resources, Territories

BENNANI Azzedine - E-business, Information Systems

DEHARO Gaëlle – Legal Expertise, Mediation, Biometric Applications in companies

FIMBEL Eric- Strategic Alignment, Information Systems

Appendix F: Fees, expenses and use of Ecricome Research facilities

External PhD students:

External PhD students are PhD students who are currently not under contract by an Ecricome School.

The costs associated with doing a PhD at Ecricome Research will be determined by the Doctorate Board.

The registration fee includes:

- use of library and computing facilities at the host institute or any Ecricome member School;
- cost of PhD Director, supervisor and Doctorate Board.
- academic fee for the research seminars

The registration fee does not include:

- expenses related to courses, conferences, data, books or other research resources;
- postal and printing expenses;
- any direct costs related to the supervision.

Internal PhD students:

Internal PhD students are PhD students who are under contract with an Ecricome School.

Each Ecricome School decides how to deal with their internal PhD students.

Travel expenses PhD Defense Doctorate Committee

When the travel expenses for the PhD Defense are not reimbursed by the examiner's university, the host Ecricome School will pay for these expenses.

Tickets for flights and trains are to be reported prior to the trip and have to be approved of by the host School.