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Michelle Bergadaà is professor of communication and management at the University of Geneva since 1997. She obtained her Ph.D. from the universities of Montreal (Canada). She published more than 150 articles in this field. She was a director of a postgraduate program in e-communication when she observed the exponential growth of frauds and plagiarism. At the same time the internet revolutionized our production modes of knowledge. She created a collaborative website « responsable.unige.ch » that counts more than 25'000 followers from 117 academic instances in 17 countries. Her last book « *Le plagiat académique. Comprendre pour agir* » (Paris: L'Harmattan, 2015) suscitates the adhesion of an academic community in search of methods and process fitting this beginning of the 21st century. She gives conferences at international level and she is strongly involved in the creation of an international and multidisciplinary institute addressing the topics of scientific fraud and plagiarism.