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## LES BRÈVES DE LA RECHERCHE

### ÉDITO

**Meilleurs vœux 2021 !**

Nos actions sont multiples et notre quotidien est de mettre en œuvre nos connaissances et notre savoir-faire au service de la recherche à l'EM Strasbourg.

Nous remercions tous les enseignants-chercheurs et doctorants pour leur confiance qui nous pousse toujours à aller au-delà de nos limites.

L'équipe du service recherche vous adresse ses meilleurs vœux pour une nouvelle année haute en couleurs sous le signe de la réussite et du succès.



**Le service recherche**

Anaëlle GUETH, Barbara FOUBET et Sylvie GAUTHIER

### INTERVIEWS

**Visiting Professors: Antonella Zucchella and Hai Zhang**



**Antonella Zucchella** is a professor at the University of Pavia, in Italy, specialized in marketing, internationalization, and entrepreneurship. She's been a visiting professor at EM Strasbourg for many years. Jessie Pallud, head of the research area "Marketing and Digitalization" was very pleased to ask her questions about her most recent studies.

[>> Read the interview](#)



**Hai Zhang** is Chancellor's Fellow at Strathclyde Business School in Glasgow and is specialized in Financial Innovation. He's a visiting professor at EM Strasbourg for the first time this year. Laurent Weill, director of the LaRGE Research Center, was very pleased to interview him on his most recent studies.

[>> Read the interview](#)

### ACTUALITÉS

- [Intervention de Sophie Michel dans l'émission "Entendez-vous l'éco ?" sur France Culture](#)

## QUELQUES PUBLICATIONS INTERNATIONALES [RANG 1 & 2]



### Daria PLOTKINA

"Why and when does financial information affect retirement planning intentions and which consumers are more likely to act on them?", *Journal of Business Research* [CNRS cat. 2 / FNEGE rang 2]

Co-auteur : Arvid O.I Hoffmann (University of Adelaide Business School)

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### Laurence VIALE

"Does digitalising the supply chain contribute to its resilience?", *International Journal of Physical Distribution and Logistics Management* [CNRS cat. 2 / FNEGE rang 2]

Co-auteurs : Dorsaf Zouari (IUT de Valence) et Salomé Ruel (Kedge Business School Marseille)

[>> Lire la suite](#)



### LAURENT WEILL

"Educated dictators attract more foreign direct investment", *Journal of Comparative Economics* [FNEGE rang 1]

Co-auteurs : Abel François (Université de Lille) et Sophie Panel (Université Libre de Bruxelles)

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## FOCUS RECHERCHE

**"Building trust through brand self-disclosure"** Par Richard Huaman-Ramirez.

*Cette étude a été effectuée lors d'un séjour de recherche à l'Université de Texas. Le papier est en révision dans le Journal of Business Research.*

In an information age when brands protect the confidentiality of their commercial information, it seems surprising that some have started sharing information that was previously not released to consumers. One particular type of such information pertains to the way products are made or what raw materials comprise them. This trend is particularly salient in the food service industry, with, for instance, McDonald's having revealed in the US in how they make their French fries and nuggets. In France, Ferrero divulged how they manufacture their Nutella products. Considering that it is not common for consumers to receive such information from brands about how their products are made, this deliberate brand self-disclosure—or the act of revealing product information about the production process, which is usually kept private (Collin & Miller, 1994)—of such information might influence consumer perceptions and eventually consumer-brand relationships.

Building on clinical psychology literature (Waring & Chelune, 1983) and the theory of close relationships (Derlega, 1984), we demonstrated through two experimental

studies that brand self-disclosure positively impacts brand trust and this relationship is mediated by both brand anthropomorphism and brand intimacy.

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## QUESTIONNAIRE DE SATISFACTION

### Supports de communication

En 2020, le service recherche a développé de nouveaux supports de communication à destination des enseignants-chercheurs mais aussi dans le but de promouvoir la recherche à l'extérieur de l'école. Nous avons créé un questionnaire anonyme afin de récolter vos avis et suggestions dans le but d'améliorer ou d'adapter ces supports.

[>> Répondre au questionnaire](#)

## AGENDA

- **27 janvier** : Formation NVivo, dispensée par Sébastien Point
- **5 février** : Assemblée Générale HuManiS, par visioconférence
- **5 février** : Séminaire Large, Nuria Suarez - Professeur invité

Retrouvez toutes les dates des séminaires sur les agendas **LaRGE** et **HuManiS**

### Votre contact

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### Rejoignez-nous



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