

RESEARCH 2019 Overview



Herbert Castéran
Dean of EM Strasbourg

Research at EM: Our Passion, Our Quest for Excellence, Our Contribution

At EM Strasbourg, research is the cornerstone of quality teaching, the key to making lasting and impactful contributions to the School's milieu. Through their ability to conceptualize and create innovative knowledge, researchers at EM Strasbourg provide content that is not only the most cutting-edge but also the most in touch with the reality of companies.

We therefore pay particular attention to our research excellence—driven by a school-wide research policy and the work being carried out within our two research centers, LaRGE and HuManiS. This policy is reflected in the formation of an interdisciplinary research group currently focusing on the theme 'behavior and decision-making'. Moreover, it is reflected in the increasing internationalization of our collaborations and publications.

Nevertheless, at EM Strasbourg, research only makes sense if it is shared with our students and companies in a timely and continuous manner. Beyond seminars open to professionals, the School's corporate chairs and Observatory of the Future are privileged platforms for co-creation and interaction between researchers and companies. Finally, training courses offered within the framework of our Executive Education Program provide a perfect opportunity to operationalize research outcomes.

LaRGE Research Center



LaRGE is the University of Strasbourg's research center specializing in finance, and notably one of France's major research centers in this domain. It groups thirty-four research lecturers working in all fields of finance. Its research topics include behavioral finance, banking, corporate finance, and public finance. LaRGE's scientific policy looks to publish in leading international and national journals, and to place the research center in international finance networks by organizing scientific events in Strasbourg with international partners (foreign universities and central banks). LaRGE regularly works with socioeconomic actors in the framework of research contracts in order to gain their expertise and data in exchange for its skills and expertise.

A Few Publications—Rank 1 & 2

Blazy, R. & Nigam, N. (2019). Corporate Insolvency Procedures in England: The Uneasy Case for Liquidations. *European Journal of Law and Economics*, 47, 1.

Edlinger, C., Merli, M. & Parent, A. (2019). Portfolio Advice Before Modern Portfolio Theory: the Belle Epoque of French Analyst Alfred Neymarck. *Business History*, December.

Shamshur, A. & Weill, L. (2019). Does Bank Efficiency Influence the Cost of Credit? *Journal of Banking and Finance*, 105.



Laurent Weill
Director of LaRGE

KEY FIGURES (2019)

- 12 articles (FNEGE/CNRS)
- 1 article (SHS)
- 1 book
- 8 working papers
- 4 PhD thesis defenses



Sébastien Point
Director of HuManiS



HuManiS Research Center

Bringing together approximately fifty researchers, the research center HuManiS (Humans and Management in Society) focuses on research in the major fields of management: accounting, marketing, human resources, strategy, supply chain management, and information systems. Research topics revolve around three major focus areas: (1) Global Talent Management & Social Responsibilities, focusing on the societal challenges of sustainable development and the internationalization of human resources; (2) Marketing & Digitalization, exploring customer experience, responsible consumption, and the adoption and use of digital technologies; (3) Entrepreneurship & Management of Change, investigating the areas of knowledge management, community and network dynamics, dynamic capacity management, innovation phenomena, and change in organizations.

A Few Publications - Rang 1 & 2

Chehbi-Gamoura, S., Derrouiche, R., Damand, D., Barth, M. (2019). Insights from big Data Analytics in supply chain management: an all-inclusive literature review using the SCOR model. *Production Planning & Control*, 1-27.

Djuricic, K., Bootz, J. P. (2019). Effectuation and foresight—An exploratory study of the implicit links between the two concepts. *Technological Forecasting and Social Change*, 140, 115-128.

Gannouni, K., Ramboarison-Lalao L. (2019). Examining Gender Effects on Leadership among Future Managers: Comparing Hofstede's Masculine vs. Feminine Countries. *Management International/International Management/Gestión Internacional*, 23, 42-51.

KEY FIGURES (2019)

- 31 articles (FNEGE/CNRS)
- 7 articles (SHS)
- 2 case studies
- 15 book chapters
- 1 study
- 5 working papers
- 9 PhD thesis defenses
- 1 defense (HDR)

PUBLICOACHING

Monthly workshops on best practices in academic publication are held for research lecturers and PhD students from HuManiS and LaRGE. The objective is to increase authors' chances of publishing. During the workshops, we discuss papers that are soon going to be submitted to an academic journal or papers that are in the revise and resubmit phase. In addition, we address common themes and questions related to the publication process, such as how to write a relevant introduction or respond to reviewers' comments.

Corporate Chairs

In partnership with **Fondation** Université de Strasbourg

A chair is a mechanism for cooperation between companies and one or more research lecturers on a specific issue. The primary aim is to develop managerial knowledge and practices in order to meet challenges faced by companies.

Funded by one or more companies, generally for a period of three years, chairs make it possible to support doctoral students, organize workshops and academic conferences, or offer symposia open to a wider audience. EM Strasbourg chairs are administered by the Foundation of the University of Strasbourg.

To date, EM Strasbourg has seven corporate chairs:

- Sustainable Development & CSR
- Customer Experience
- Behavioral Finance
- Supply Chain Management
- Governance & Family Business Transfer
- Knowledge Management
- Wine & Tourism

IN 2019:

- Corporate Chair–Governance & Family Business Transfer: Renewed partnership with the firm Mazars
- Corporate Chair–Supply Chain Management: Renewed partnership with FM Logistic
- Corporate Chair–Customer Experience: New partnership with Crédit Mutuel

Observatory of the Future

The Observatory of the Future is a platform for joint reflection between companies, researchers, and local actors on foresight topics in order to produce decision support tools for local companies and develop multidisciplinary research.

A first edition on the theme «Uberization and Industry in 2030» was carried out in 2019 and resulted in the construction of the foresight system, the elaboration of twelve foresight trend guides (retrospective, current, and foresight analysis of all macro variables), and the identification of four scenarios along with related threats, opportunities, challenges, and action plans. Moreover, ten research papers are currently in the planning stage, along with several conferences (European Parliament, AGECSO, JECG, Region, Alsace Tech).

- 8 multidisciplinary research lecturers
- 11 corporate practitioners
- 5 days of workshops
- 10 research articles planned

Interdisciplinary Research

The main aim of the research group focused on the theme «Behavior and Decision-Making» is to enable researchers from different disciplines (finance, marketing, information systems, and economics) to interact and work on original research questions.

The group is currently made up of twenty research lecturers. Although most of them are permanent faculty at EM Strasbourg, some are from foreign institutions (Université Catholique de Louvain, University of Adelaide).

Research carried out by this group currently focuses on three main areas: investor behavior; digital behavior and adoption of new technologies; and entrepreneurial behavior and corporate governance. In addition to regular seminars, the group is responsible for organizing an annual international workshop on a collectively chosen theme.

2019 SUMMARY

2
Accreditations



22,000
Alumni



235+
University Exchange
Agreements in
54 countries



3,600
Students



2
Research
Centers

HuManiS
Humans and Management in
Society

LaRGE
Management and Economics
Research Center



87
Research
Lecturers

34
PhD Students

7
Corporate
Chairs

1997

Foundation year of
the HERMES network
(Higher Education and
Research in Management
of European universitieS)

Université
de Strasbourg



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