



RESEARCH 2020 Overview

be distinctive™

INTRODUCTION

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

At EM Strasbourg Business School (EMSBS), 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 EMSBS 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 behavior and decision-making. Moreover, it is reflected in the increasing internationalization of our collaborations and publications.

Nevertheless, at EMSBS, 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.



Herbert Castéran
Dean of EM Strasbourg Business School



Marie Pfiffelmann
Associate Dean for Faculty Management & Research

RESEARCH AT EMSBS

2 research centers

HuManiS

Humans and Management in Society

LaRGE

Management and Economics Research Center

72
permanent research lectures

58
academic articles

23
book chapters



29
PhD students

4
PhD defenses

7 corporate chairs

In partnership with:

Fondation Université de Strasbourg



Sustainable Development & CSR



Customer Experience



Behavioral Finance



FM Logistic



Governance & Family Business Transfer



Knowledge Management



Wine & Tourism

2 interdisciplinary research groups



The Observatory of the Future
Platform for joint reflection among professionals, researchers, and local actors on prospective topics.



Behavior & Decision-Making
An interdisciplinary research group focusing on original research questions.

Active recruitment

In collaboration with the University of Strasbourg, EMSBS pursues an ambitious recruitment policy which involves

- recruiting new research lecturers each year (five in fall 2020)
- creating two doctoral contracts each year, financed entirely by the School
- welcoming visiting professors from partner universities (ViP Program) and developing research at the international level

Personalized support

EMSBS has many tools to assist our research lecturers and PhD students on a daily basis:

- A research office dedicated to research activities between and within the research centers
- Seminars on publishing quality academic articles
- An econometrician-statistician who advises researchers and improves data processing
- Available workspaces and software

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 - categories 1 & 2

Baruch Y., Point S., Humbert A.-L. (2020), Factors influencing career outcomes and knowledge creation in French academia, *Academy of Management Learning & Education*, July.

David N., Brennecke J., Rank O. (2020). Extrinsic motivation as a determinant of knowledge exchange in sales teams: A social network approach. *Human Resource Management*, July/August.

De Moya J., Pallud J. (2020). From panopticon to heautopticon: A new form of surveillance introduced by quantified-self practices. *Information Systems Journal*, April.



Sébastien Point
Director of HuManiS

KEY FIGURES (2020)

- 51 members
- 29 articles (CNRS)
- 18 PhD students
- 1 PhD defense

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-five 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 - categories 1 & 2

Godlewski, C. (2020). How legal and institutional environments shape the private debt renegotiation process? *Journal of Corporate Finance*, 62.

Lefebvre, V. (2020). Performance, working capital management, and the liability of smallness: A question of opportunity costs? *Journal of Small Business Management*, March.

François, A., Panel, S. & Weill, L. (2020). Educated dictators attract more foreign direct investment. *Journal of Comparative Economics*, 48, 1.



Laurent Weill
Director of LaRGE

KEY FIGURES (2020)

- 35 members
- 11 articles (CNRS)
- 11 PhD students
- 3 PhD defenses

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. EMSBS chairs are administered by the Foundation of the University of Strasbourg.

To date, EMSBS has seven corporate chairs:

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

In 2020 :

■ Organization of several conferences: "Le processus de négociation dans transmissions / reprises externes : inventer une solution," "Les indicateurs de mesure de l'expérience : la quête du Graal ?," "L'expérience client post-Covid," "Les femmes dans le monde du vin," etc.

■ Prize awarded by the Customer Experience Chair to two research lecturers from IAE de Bordeaux for a project entitled "Usure et incidents : comment tenir les promesses de l'expérience client".

The Observatory of the Future

The Observatory of the Future is a platform for joint reflection among professionals, researchers, and local actors on prospective topics. It aims to provide local companies with decision-making tools and to develop interdisciplinary research.

A first study on the theme of "Uberization and Industry in 2030" was conducted from February 2019 to February 2020. This study, which involved surveying literature, reflecting collectively, and consulting experts, led to the emergence of four prospective scenarios (hyperconsumption, green technology, technological crash, positive technology). The main threats, opportunities, challenges, and action plans related to each scenario were also identified. While a website presenting the results and the approach is currently being developed, conferences (Adira, Marque Alsace, Alsace Tech, CIME, AGECSO, EGOS, etc.) are also being organized and attended. In addition, ten research articles are also coming down the pipeline (one article submitted, two articles in progress).

- 8 research lecturers
- 11 professionals
- 5 workshop days
- 10 research articles underway

Interdisciplinary Research

The main aim of the Behavior & Decision-Making research group 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 EMSBS, 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.

2020 HIGHLIGHTS

February 13



PhD
defense

Vivien Lefebvre,
LaRGE

“Stratégie de croissance, cycle de vie financier
et gestion financière des petites et moyennes
entreprises”

Under the supervision of Anaïs Hamelin

March 16

Research
event

Study Day in Management
Accounting/Control (JECG)

Theme: “Digitalization and Management
Accounting/Control”

Organized by Célia Lemaire, HuManiS

August 17 & 18

Research
event

Workshop on Finance
and Politics

Organized by Laurent Weill,
Director of LaRGE

In collaboration with the Bank of Finland (BOFIT)
and the Gabelli School of Business

September 1

Recruitment

Welcome day for new
research lecturers

HuManiS:

- Michaël Bénédic, Strategy / HR
- Jeanne Bessouat, Supply Chain Management
- Jean Pffifermann, Marketing

LaRGE:

- Pauline Johannes, Accounting/Finance
- Vivien Lefebvre, Corporate finance

March 25



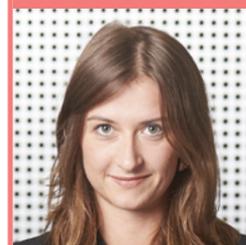
Award

IdEx 2020
Category
“Attractivité”

“Une exploration quantitative des déterminants
cognitifs et comportementaux de la croissance
entrepreneuriale”

Awarded to Marie Pffifermann, LaRGE

April 14



PhD
defense

Pauline Johannes,
LaRGE

“L’efficacité du comité d’audit dans le
renforcement de la qualité de l’audit et de
l’information financière”

Under the supervision of Géraldine Broye

September 17 & 18

Research
event

International Research
Workshop on Wine Tourism

Organized by Coralie Haller and
Charlotte Massa, HuManiS

In collaboration with the Paris School of
Business and the University of South Australia

September 25



PhD
defense

Sylvestre Frezal,
LaRGE

“De l’usage des statistiques pour le pilotage et la
régulation des risques en assurance : Les limites
de l’approche adoptée par Solvabilité 2”

Under the co-supervision of Hélène Rainelli-
Weiss and Patrick Roger

June 18

Research
event

Les Doctoriales

Organized by Sébastien Point, HuManiS

With the participation of PhD students
from the University of Bucarest

July 9



Award

Résilience
Grand Est

“INNOVEHPAD, Innovations numériques et
organisationnelles pour le lien Social en EHPAD
suite à l’épidémie de Covid-19”

Awarded to Célia Lemaire, HuManiS

October 23



PhD
defense

Tony Valentini,
HuManiS

“Conceptualisation des contextes expérientiels
physiques commerciaux et impact sur la valeur
à vie du client”

Under the co-supervision of Claire Roederer
and Herbert Castéran

November 23

Recruitment

Welcome day for new PhD
students

HuManiS:

- Pietro Beltramello
- Mathilde Jost
- Mathieu Oberlin

LaRGE:

- Caroline Perrin
- Mariya Pulikova

Université
de Strasbourg



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