

MARCH
APRIL
2021

RESEARCH HIGHLIGHTS

A WORD FROM OUR DIRECTOR OF INTERNATIONALIZATION

Internationalization of research at EM Strasbourg

As one of the 11 pillars of EM Strasbourg's internationalization strategy, the internationalization of research involves strengthening several key actions:

- promoting intellectual contributions in English;
- stimulating collaboration with our international partner universities within the framework of the new Visiting Professorship (ViP) Program;
- increasing the international exposure of our doctoral students through seminars organized by our research centers, HuManiS and LaRGE, or within the Hermes strategic network;
- boosting the visibility of research output, both internally and externally;
- bringing research findings into the classroom.

Last year's indicators are very encouraging (rise in PRJ articles in English and in copublications with our international partners) and suggest continued momentum in this direction. Thank you for your commitment and contribution to the advancement of international research at our School!



Enrico PRINZ
Director of
Internationalization

INTERVIEWS

Visiting Professors: Kevin Groves et Nuria Suarez



Kevin Groves is a Professor of Organization Theory and Management at Pepperdine Graziadio Business School. He's a visiting professor at EM Strasbourg this semester. This interview was conducted by Kevin Mac Gabhann, member of HuManiS research center and Director of International Relations at EM Strasbourg.

[>> Read the interview](#)



Nuria Suarez is Assistant Professor of Finance at the Universidad Autónoma de Madrid. She's a visiting professor at EM Strasbourg this semester. This interview was conducted by Laurent Weill, director of LaRGE Research Centre.

[>> Read the interview](#)

ACTUALITÉS

- C. Lemaire becomes a research advisor
- EBCA 4: Entrepreneurship behavioral and cognitive approaches - CFP
- G. Broye and P. Johannes receive Best Paper Award at the Conférence Internationale de Gouvernance

[>> Actualités des laboratoires](#)

A FEW PUBLICATIONS - CATEGORIES 1 & 2



Régis BLAZY

"The CV effect: To what extent does the chance to reorganize depend on a bankruptcy judge's profile?", *International Review of Law and Economics* [CNRS cat. 1]

Co-author: Stéphane Esquerré (Head of Criminal Section at the French Ministry of Justice)

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Géraldine BROYE & Pauline JOHANNES

"Determinants of audit committee effectiveness: Reviewing a decade of empirical research", *Accounting Auditing & Control* [CNRS cat. 2 / FNEGE rang 2]

[>> Read more](#)



Célia LEMAIRE

"Managers' subtle resistance to neoliberal reforms through and by means of management accounting", *Accounting, Auditing & Accountability Journal* [CNRS cat. 2 / FNEGE rang 2]

Co-authors: Elodie Allain (HEC Montréal) et Gulliver Lux (Université du Québec à Montréal)

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RESEARCH PROJECT

"The Proximities of Actors in a Service Ecosystem and Actor Engagement Behaviors" By Coralie Haller.

This research project is conducted in collaboration with Jodie Conduit, Professor of Marketing at the University of Adelaide (Australia).

Engagement among multiple actors in the same industry leads to beneficial outcomes, including the co-creation of activities such as innovation and marketing. However, little is known about how different types of connections among actors in a service ecosystem affects their engagement behavior. This research considers the effect of geographic, organized (structural), and organized (social) proximity on actor engagement behaviors (AEBs) in the French wine industry.

22 in-depth interviews were conducted with a series of wine growers and producers. The findings identified five types of AEB and reveal that geographic proximity is the least aligned with AEB, while actors connected through organized (structural) proximity participate in limited AEB, and those with strong organized (social) proximity reveal a broader range of AEBs. The contribution of this paper lies in being the first to consider the proximities of actors in a service ecosystem as a mechanism for actor engagement behavior.

A LOOK BACK ON PAST EVENTS

Workshop: "L'expérience dans tous ses états"

Organized by Claire Roederer from the Customer Experience Chair, this online workshop—held on April 8 and attended by research lecturers, professionals, partners of the Chair, and EM students—was a great success! This event was an opportunity to hear talks given by nine researchers on current perspectives on the theme of experience.

[>> Read more](#)

AGENDA

- **May 10-12 mai:** "14th GEM&L International Workshop on Management & Language", organized by H el ene Langinier
- **May 18:** Visiting professor-led seminar by Pr. Elodie Allain (HEC Montr eal)
- **June 1:** Quanticoaching workshop on sample size ("Taille de l' chantillon"), led by Richard Huaman-Ramirez
- **June 11:** Doctoriales HuManiS

Find all the seminar dates for each research center under the **Research** tab on the intranet.

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