

MAY  
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## RESEARCH HIGHLIGHTS

### A WORD FROM ONE OF OUR RESEARCH DIRECTOR



**Sébastien POINT**  
Director of HuManis  
Research Center

#### Spotlight on doctoral supervision opportunities

Within the HuManiS research center, the number of co-directed, co-supervised, and even joint-supervised PhDs is growing. These arrangements are of great benefit to doctoral students, who can benefit from dual expertise, a wider network, and complementary advice. One third of PhD students at the HuManiS research center benefit from these measures.

Co-supervision can be useful for young research lecturers as it enables them to gain experience in directing doctoral work. On an international level, in addition to joint supervision, other mechanisms allow doctoral students to shine on a European scale. The European Doctorate, which is a "label" awarded in addition to the doctorate, or the European Campus program notably come to mind. I strongly encourage doctoral students to take advantage of these options.

At this very moment, nothing is etched in stone, but HuManiS should have three or four joint supervision projects underway by the beginning of the next academic year. I am particularly pleased with all these international partnerships, which closely align with the strategy of the HuManiS research center.

### HOW-TO

#### Arrangements for supervising PhD students

For a PhD student, the choice of the thesis supervisor is a very important step to ensure an adequate scientific follow-up throughout his doctoral training. If he wishes to be supervised by more than one researcher, he may choose between three different types of co-supervision.

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### NEWS

- [M-H. Broihanne and G. Broye appointed associate editors of the journal Finance Contrôle Stratégie](#)
- [M. Pfiffelmann, P. Roger coordinate a special issue for Bankers, Markets & Investors](#)
- [J. Pfiffelmann receives Best Dissertation Award at the AFM 2021 congress](#)
- [V. Lefebvre wins a University of Strasbourg dissertation award](#)

[>> Research newsfeed](#)

### A FEW PUBLICATIONS - CATEGORIES 1 & 2

Jean-Philippe BOOTZ

"The future of French museums in 2030", *Technological*



*Forecasting and Social Change* [CNRS cat. 2 / FNEGE rang 2]

Co-authors: Bertrand Pauget (Karlstad University, Sweden) and Jean-Michel Tobelem (Paris 1 Panthéon-Sorbonne University)

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### **Richard HUAMAN-RAMIREZ**

"Ethical sensitivity in consumers' decision-making: the mediating and moderating role of internal locus of control", *Journal of Business Research* [CNRS cat. 2 / FNEGE rang 2]

Co-author: Jean-François Toti and Mbaye Diallo (IAE Lille).

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### **Laurent WEILL**

"Do banking crises improve democracy?", *Public Choice* [CNRS cat. 1]

Co-authors: Beni Kouevi-Gath and Pierre-Guillaume Méon (Université libre de Bruxelles)

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## **RESEARCH PROJECT**

### **"Outreach and research collaboration in Artificial intelligence at HuManiS research center"** By Samia Chehbi Gamoura.

*This collaborative project involves the co-supervision of a PhD dissertation with the ICube laboratory (University of Strasbourg).*

Artificial intelligence, originally a matter of hard sciences and engineering, is now playing a role in management sciences and business. This naturally led to research collaboration between Samia Chehbi Gamoura, associate professor in artificial intelligence, data scientist, and member of the HuManiS research center (UR 7308), and Roland De Guio, professor at INSA Strasbourg specialized in industrial processes at the ICube laboratory.

The dissertation behind this collaboration is part of an action research approach within one of the largest industrial groups in real estate management in France and is based on the application of artificial intelligence techniques in collaborative project management. The proposed approach employs predictive machine learning and deep learning algorithms for process optimization in one of the most complex business areas in management: real estate construction and development.

This collaboration attests to the importance of research in artificial intelligence and data analytics at HuManiS, thanks to its multidisciplinary and its openness to emerging subjects, particularly technologies and data sciences. This project highlights the vast possibilities that can be offered to our researchers in management and to other communities of researchers in engineering, especially with respect to new technologies and artificial intelligence.

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## **A LOOK BACK ON PAST EVENTS**

### **14th annual GEM&L International Conference**

From May 10 to 12, 2021, EMSBS virtually hosted the annual GEM&L International Conference with 69 participants on the theme "global working and language: towards an understanding of global-local interplay in context."

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**Les Doctoriales HuManiS**

Les Doctoriales, an emblematic event that allows PhD students to present the progress they have made in their dissertation, took place this year as part of the 4th International Conference on Economics and Social Sciences (ICESS) on the theme of "resilience and economic intelligence through digitalization and big data analytics" on June 10 and 11.

[>> Read more](#)

## AGENDA

- **September 27-28:** [Workshop "Banking and Finance in Emerging Markets"](#), organized par Laurent Weill.
- **October 14-15:** [Workshop "EBCA 4: Entrepreneurship: behavioral and cognitive approaches"](#), organized par Anaïs Hamelin et Marie Pfiffelmann.

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

The next issue will be published in the fall. Until then, the Research Office wishes you an excellent summer vacation!

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