

JANUARY
FEBRUARY
2021

RESEARCH HIGHLIGHTS

A WORD FROM OUR RESEARCH DIRECTORS

Research - an integral part of our School's DNA

Research is a catalyst for quality teaching: it is through our ability to conceptualize and create new knowledge that we are able to provide our students with the most in-depth information. Our research also plays a major role in how the School enriches and serves its community.

Our objective is twofold: to strive for academic excellence and to have an impact on companies and organisations—the stakeholders of our School.

Research plays a central role in our accreditation process, especially for the EQUIS audit, which will take place in November. It is important to see this accreditation not as an end but as a means to improve ourselves, continuously and collectively.

In this edition of Research News in Brief, Babak Mehmanpazir, Vice Dean for International Accreditations and Strategic Management, reminds us just how important accreditations are to our School.



Marie **PIFFELMANN**, Associate Dean for Faculty Management and Research, and
Géraldine **BROYE**, Head of Research and Development

INTERVIEW

Babak Mehmanpazir on the link between accreditations and research



Babak Mehmanpazir, Vice Dean for International Accreditations and Strategic Management and Associate Professor in Strategy at EM Strasbourg, explains the importance of research in the national and international accreditation framework.

[>> Read more](#)

NEWS

- [H. Langinier, radio appearance on France Bleu](#)
- [S. Point, organization of a mini-track for the ICBE 2021](#)
- [J. Piffelmann, Best Thesis Award, International Marketing Trends Conference](#)

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A FEW PUBLICATIONS - CATEGORIES 1 & 2



Anaïs HAMELIN & Marie PFIFFELMANN

"Experimentally Validated Surveys. Potentials to study Cognitive and Behavioral Issues in Management", *M@n@gement* [CNRS cat. 2 / FNEGE rang 2]

Co-author: Anne-Gaëlle Figureau (Hydreos, pôle de l'eau du Grand Est)

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Jean PFIFFELMANN

"Personalized advertisements with integration of names and photographs: A eye-tracking experiment", *Journal of Business Research* [CNRS cat. 2 / FNEGE rang 2]

Co-authors: Natalie Dens (University of Antwerp) et Sébastien Soulez (Université Lyon 2)

[>> Read more](#)



Sébastien POINT

"Factors related to knowledge creation and career outcomes in French academia", *Academy of Management Learning and education* [CNRS cat. 2 / FNEGE rang 2]

Co-authors: Yehuda Baruch (University of Southampton) et Anne Laure Humbert (Oxford Brookes University)

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RESEARCH PROJECT

"Developing students' intercultural skills: Zooming in on the behavioral dimension" By Hélène Langinier, Kevin Mac Gabhann, Babak Mehmanpazir, and José Vallejo.

Our research aims to understand how students develop their intercultural skills abroad. We focus on the behavioral dimension of intercultural skills: the ability to develop and maintain relationships with locals.

This dimension is the most difficult to develop according to literature and the most valued by recruiters since it allows for effective communication in multicultural teams.

We analyze the results of the intercultural skills test taken by students before and after their year abroad and the experience reports of students whose scores on the behavioral dimension have increased or decreased significantly over the period.

Our research shows that the students who increased the behavioral dimension of their intercultural skills the most chose to get involved in local activities (culture, sport, internship, student job) and tried to speak the language of the host country. Overcoming a lack of confidence linked to a language barrier by making efforts to lift this barrier allows students to develop this essential skill.

SATISFACTION SURVEY

If you have not shared your opinions and suggestions on research communication media by participating in the anonymous survey, please do so. We are counting on your participation in order to be able to obtain relevant and comprehensive results.

[>> Complete the survey.](#)

NEW WORKSHOP

Quanticoaching

The goal of this workshop is to discuss the latest quantitative methodological developments with research lecturers and PhD students from the HuManiS and LARGE research centers, thus enabling them to improve the quality of their results and meet the high standards set by journals. Slides and articles are available on the [Moodle](#) platform.

Next seminar: April 20 from 12:15 to 1:30 p.m.

AGENDA

- **March 25:** HuManiS seminar, [Veselina Stoyanova](#), Visiting Professor
- **March 26:** PhD dissertation defense, Francis Osei-Tutu
- **April 1:** HuManiS seminar, [Mingfeng Tang](#), Visiting Professor
- **April 6:** Interdisciplinary seminar on eye-tracking and fMRI methodologies for research, organized by Jean Pfiffelmann
- **April 8:** Workshop on the different forms of experience "[L'expérience dans tous ses états](#)", organised by Claire Roederer from the Customer Experience Chair

Please consult the intranet for the dates of all seminars.

(Recherche > HuManiS / LaRGE > Vie du laboratoire > Agenda et actualités)

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