

JULY
SEPT
2021

RESEARCH HIGHLIGHTS

A WORD FROM OUR DEAN FACULTY



Herbert CASTERAN
Dean Faculty

Recruitment, an essential strategic lever

Within the framework of the Contract of Objectives and Means (COM) signed with the University of Strasbourg, EMSBS has implemented an ambitious recruitment policy. It allows us not only to improve the supervision and training of our students but also to strengthen the School's research and the influence of our centers.

In this issue of *Research Highlights*, Marie Pfiffelmann, Associate Dean for Faculty Management & Research, outlines the measures already adopted and the objectives for the coming years.

Seven new professors have joined the ranks this fall, four of whom were doctoral students posted at our research centers. This clearly shows the benefit of having a quality doctoral school with colleagues invested in the supervision of PhDs.

In this issue, you will learn more about our new colleagues—namely, their backgrounds and research topics. I wish our new recruits a smooth integration and everyone an excellent academic year, rich in research, discussion, and collaboration.

INTERVIEW

Recruitment and research policy: Marie Pfiffelmann tells us all about it!



Marie Pfiffelmann, Associate Dean for Faculty Management & Research, encourages collaboration when it comes to defining an impactful recruitment policy in line with the School's research strategy.

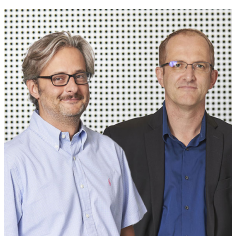
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NEWS

- L'AsTRES awards the price for best thesis to a student of EMBS
- D. Plotkina, best paper award at Colloque Marketing Digital
- A look back at the "Investment, Portfolio Choice and Asset Pricing" Workshop in collaboration with the University of Konstanz
- Discover our new web page "Research at glance"

[>> Research newfeed](#)

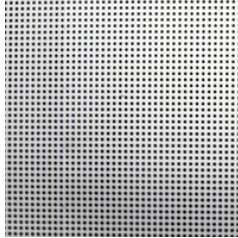
A FEW PUBLICATIONS - CATEGORIES 1 & 2



Christophe GODLEWSKI, Laurent WEILL

"Are loans cheaper when tomorrow seems further?"
Economic Modelling [CNRS cat. 2]

[>> Read more](#)



Felix OSTERTAG

"Blended value co-creation: A qualitative investigation of relationship designs of social enterprises.", *Journal of Business Research*
[CNRS cat. 2 / FNEGE rang 2]

Co-auteurs : Rüdiger Hahn et Inan Ince (Heinrich Heine University Düsseldorf)

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Laurianne SCHMITT, Eric CASENAVE, Jessie PALLUD

"Salespeople's work toward the institutionalization of social selling practices", *Industrial Marketing Management*
[CNRS cat. 2 / FNEGE rang 2]

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RESEARCH AWARD

Célia Lemaire wins the award Les Espoirs de l'Université de Strasbourg

At the University of Strasbourg's back-to-school ceremony, the president of the University, Michel Deneken, presented a scientific award, Les Espoirs de l'Université de Strasbourg, to Célia Lemaire, associate professor and research advisor at EMSBS.

This scientific award recognizes scientists who have shown originality and drive in implementing their research, which shows great promise.

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WELCOME



Hassan KAZMI

LaRGE

Accounting / Finance



Marie LEMAIRE

HuManiS

Human Resources



Francis OSEI-TUTU

LaRGE

Finance



Philipp Sauer

HuManiS

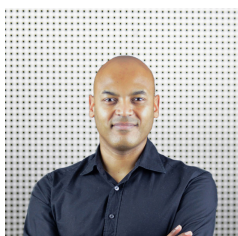
Supply Chain



Laurianne SCHMITT

HuManiS

Marketing



Stéphan VACHER

HuManiS

Strategy



Tony VALENTINI

HuManiS

Marketing

This fall,
EM Strasbourg
Business School
welcomes seven
new professors.

Discover their
research topics
and professional
background.

[>> Learn more](#)

AGENDA

- **September 27-28:** [Workshop "Banking and Finance in Emerging Markets"](#), organized par Laurent Weill.
- **October 1st:** PhD Thesis Defense of Marie Stagde
- **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.

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