

A WORD FROM OUR HEAD OF R&D



Géraldine BROYE
Head of R&D

Corporate chairs: toward the joint development of new knowledge

A corporate chair is a partnership arrangement that promotes cooperation between companies and research lecturers on specific issues in the field of management. The aim is to jointly further our scientific contributions and managerial practices via a multiyear research program to which the various parties are fully committed.

Today, the School benefits from the activity of seven corporate chairs, which promote our research through the organization of various events, both for the general public and academics, the publication of books and scientific articles, etc.

In this edition, you will discover just how rich and diverse the activity of these chairs is, thanks to the dynamic teams and their leaders. You will learn more about how corporate chairs work and the process behind creating such a program. We hope that this special issue will inspire you to develop new projects.

A document about the corporate chairs creation process at EMSBS is attached to this email. I also remain available to provide any additional information...

CORPORATE CHAIR HIGHLIGHTS
(2016-2020)

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

4 academic workshops

19 conferences for the general public

28 academic articles in PRJs

15 book chapters

3 PhD dissertations funded (FM Logistic Chair)

2 postdocs financed (Governance & Family Business Transfer Chair)

23 sponsors

- ABRAPA
- ALSACIENNE DE RESTAURATION
- Cave Coopérative Bestheim
- Conseil Interprofessionnel des Vins d'Alsace (CIVA)
- Confrérie Saint Etienne
- Crédit Agricole Alsace Vosges
- Crédit Mutuel Alliance Fédérale
- EDF
- Electricité de Strasbourg
- FM Logistic
- Groupe les Grands Chais de France
- HAGER Group
- IDEE ALSACE
- MAZARS
- Observatoire de l'épargne européenne (OEE)
- Office du tourisme du Pays de Saverne
- RESEAU GDS
- SCHMIDT Groupe
- SCHROLL
- SDEA
- SIG Strasbourg
- SPIE
- UBS AM France

HOW-TO

Corporate chairs at EM Strasbourg

EMSBS has seven corporate chairs exploring various themes in the field of management sciences. The Head of R & D and the heads of two chairs in particular were asked about how they function and their purpose.

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NEWS

- [C.Haller publishes a chapter in a book on wine tourism](#)
- [EMSBS will host the third edition of JR2MC](#)
- [P. Charlier shares insights with Les Echos and l'Opinion](#)
- [Schmidt Group reiterates partnership with the Customer Experience Chair](#)
- [The FM Logistic Chair finances a postdoc](#)

[>> Research newfeed](#)

A FEW PUBLICATIONS - CATEGORIES 1 & 2



Célia LEMAIRE

"When Management Control Shapes Interorganizational Relationships. The Case of the Introduction of a Dashboard in the Health and Social Care Sector" *Accounting Auditing Control* [CNRS cat. 2 / FNEGE rang 2]

[>> Read more](#)



Maxime MERLI

"Do retail investors bite off more than they can chew? A close look at their return objectives", *Journal of Economic Behavior & Organization* [CNRS cat. 2]

Coauthors: Catherine D'Hondt et Rudy De Winne (Louvain School of Management).

[>> Read more](#)



Hava ORKUT

"Foreign Stock Investment and Sophistication of French Retail Investors", *Finance* [CNRS cat. 2 / FNEGE rang 2]

[>> Read more](#)

RESEARCH PROJECT

"Retail investors and ESG investing: demand drivers, trading behavior and investors' profile" By Maxime Merli (Behavioral Finance Chair, EMSBS), Catherine D'Hondt (UCLouvain) et Tristan Roger (ICN Business School).

For this project, the Behavioral Finance Chair received [funding from the European Savings Institute](#).

Over the past decade, there has been a growing interest in sustainable investing among individuals. In 2018, retail investors held 25% of the global shares of sustainable investing assets, up from 11% in 2012 (Global Sustainable Investment Alliance, 2018). The profile of retail investors concerned with environmental, social, and governance (ESG) criteria has not yet been studied in depth.

This project aims to complement existing literature by examining the securities held by several thousand retail investors over a long period of time as well as survey data from legal questionnaires (MIFID questionnaires). In particular, our work should help to understand the impact of certain individual characteristics (such as financial literacy or risk tolerance) on ESG preferences and to determine whether these preferences are resilient to periods of crisis.

AGENDA

- **November 24:** "Speed-dating" activity between visiting professors and PhD students
- **Décember 10:** [Third edition of Brand Relationship in a Connected World Day \(JR2MC\)](#), organized by Claire Roederer.

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

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