



**EM Strasbourg**  
BUSINESS SCHOOL  
UNIVERSITY OF STRASBOURG

# Visiting Professorship Program

2022/2023



Université  
de Strasbourg



# A Word from the Dean

EM Strasbourg Business School is a unique model of a Grande École de Management within an internationally recognized university. Our identity is shaped by several promises:

- To be at the heart of creating, disseminating, and transforming managerial knowledge into expertise and to always have a forward-looking vision of major socioeconomic developments
- To take advantage of the national and international reputation of Strasbourg and Alsace, located in the heart of Europe
- To constantly expand national and international networks, opening ourselves to the world, learning from others, and offering life-changing experiences abroad
- To offer interdisciplinary programs and foster dual expertise, long-desired by companies
- To contribute to revealing and nurturing unique and distinctive talents

EM Strasbourg's aim is for every stakeholder (professionals, students, faculty, and administrative staff) to contribute to the School's overall value while respecting his or her own uniqueness. In this regard, visiting professors have an essential role to play, for they bring with them new ideas and ways of thinking. It is through unique programs such as our visiting professorship (ViP) program that research and teaching synergies truly thrive.

**Together we broaden the School's horizons.**

Assoc. Prof. Herbert Castéran (PhD), Dean of EM Strasbourg Business School



# HuManiS Research Center

With more than 51 researchers, **HuManiS** (Humans and Management in Society) explores the major fields of management.

Recognized for the quality of its projects and dynamic research, HuManiS is a key player in increased competition between universities and business schools. The center attracts researchers from France and abroad, uniting them around three major themes:

- Global talent management & social responsibilities
- Marketing & digitalization
- Entrepreneurship & management of change



Prof. Sébastien Point (PhD),  
Director of HuManiS



## ***Facts and Figures (2020)***

- *41 publications in peer-reviewed journals*
- *23 book chapters*
- *18 PhD students*
- *1 PhD dissertation*

# LaRGE Research Center

**LaRGE** (Management & Economics Research Center) brings together 35 researchers and several doctoral students to explore all issues relating to finance.

One of the largest research centers in the field of finance in France, LaRGE focuses its research on the following themes:

- Behavioral finance
- Banking
- Corporate finance
- Public finance



Prof. Laurent Weill (PhD),  
Director of LaRGE



## ***Facts and Figures (2020)***

- *17 publications in peer-reviewed journals*
- *11 PhD students*
- *3 PhD dissertations*

# Recent Publications at EM

- Allain, E., **Lemaire, C.** & Lux, G. (2021). Managers' subtle resistance to neoliberal reforms through and by means of management accounting. *Accounting, Auditing & Accountability Journal*
- **Blazy, R.** & Esquerre, S. (2021). The CV effect: To what extent does the chance to reorganize depend on a bankruptcy judge's profile? *International Review of Law and Economics*
- D'Hondt, C., **Merli, M.** & De Winne, R. (2021). Do retail investors bite off more than they can chew? A close look at their return objectives. *Journal of Economic Behavior and Organization*
- **Godlewski, C. & Weill, L.** (2021). Are Loans Cheaper when Tomorrow seems Further? *Economic Modelling*
- Kouevi-Gath, B., Méon, P-G. & **Weill, L.** (2021). Do banking crises improve democracy? *Public Choice*
- Maze, D. & **Chailan, C.** (2021). A South-South perspective on emerging economy companies and institutional coevolution: An empirical study of Chinese multinationals in Africa. *International Business Review*
- **Osei-Tutu, F. & Weill, L.** (2021). Sex, Language, and Financial Inclusion. *Economics of Transition*
- **Ostertag, F.**, Hahn, R. & Ince, I. (2021). Blended value co-creation: A qualitative investigation of relationship designs of social enterprises. *Journal of Business Research*
- Pauget, B., Tobelem, J-M. & **Bootz, J-P.** (2021). The future of French museums in 2030. *Technological Forecasting and Social Change*
- **Richard, S.** & Hennekam, S. (2021). Constructing a positive identity as a disabled worker through social comparison: The role of stigma and disability characteristics. *Journal of Vocational Behavior*
- **Schmitt, L., Casenave, E. & Pallud, J.** (2021). Salespeople's work toward the institutionalization of social selling practices. *Industrial Marketing Management*
- Toti, J-F., Diallo, M-F. & **Huaman-Ramirez, R.** (2021). Ethical sensitivity in consumers' decision-making: the mediating and moderating role of internal locus of control. *Journal of Business Research*



# A Word from our International Directors

EM Strasbourg Business School—where one in three students is international—is engaged in over 240 bilateral cooperation agreements, including over 15 dual degree agreements, with universities worldwide.

Our School founded the HERMES network, consisting of 27 universities in 17 different countries, with the aim of developing dual degree study programs, exchanging faculty, and organizing joint research projects.



Assoc. Prof. Kevin Mac Gabhann (PhD),  
Associate Dean for International Relations  
Managing Director of the HERMES Network  
Founding Member of CANIE



Assoc. Prof. Enrico Prinz (PhD),  
Director of Internationalization  
Treasurer of the HERMES Network

Our School is proud to offer a continually enhanced visiting professorship (ViP) program for international faculty. The ViP program looks to strengthen research cooperation with our global partner institutions and to better match visiting professors' teaching expertise with the pedagogical needs of our programs. We are looking forward to welcoming you in Strasbourg where you'll play a crucial role in our internationalization efforts at home.



# Call for Applications

# The ViP Program at a Glance



# 15

*vacancies  
per year*

The ViP program is a visiting professorship program open to applicants who hold a PhD in business administration / management or a related field and work as an assistant, associate, or full professor.

Applicants should have distinguished research accomplishments in a field of study taught at EM Strasbourg Business School: finance, accounting, internal control, marketing, information systems, strategy, general and operational management, human resources, supply chain management, entrepreneurship, etc.

In addition, applicants are expected to have a strong background in teaching and an interest in working in a multicultural environment.

**The deadline to submit an application is February 28, 2022.**



# 2022/2023 Vacancies

| Dates           | Course title  | Level           | Hours | Language |
|-----------------|---|-----------------|-------|----------|
| Oct. 3-14       | <b>Advanced Seminar of Cases in Finance</b>                           | Graduate        | 24    | English  |
| Oct. 3-14       | <b>Brand Management</b>   | Undergraduate   | 27    | English  |
| Oct. 3-14       | <b>Fundamentals of Corporate Finance</b>                              | Undergraduate   | 27    | English  |
| Oct. 3-14       | <b>Learning Discoveries in Wine Marketing</b>                         | Graduate        | 24    | English  |
| Nov. 14-25      | <b>Current Issues in Marketing</b>                                    | Graduate        | 27    | English  |
| Nov. 14-25      | <b>International Financial Risk Management</b>                        | Undergraduate   | 27    | English  |
| Nov. 14-25      | <b>Strategy &amp; Complexity</b>                                      | Graduate        | 27    | English  |
| Jan. 30-Feb. 10 | <b>Digitalization</b>   | Graduate        | 24    | English  |
| Jan. 30-Feb. 10 | <b>Innovation Management</b>  | Undergraduate   | 27    | English  |
| Jan. 30-Feb. 10 | <b>Marketing Team Leadership</b>                                      | Graduate        | 27    | English  |
| Jan. 30-Feb. 10 | <b>Principles in International Management and Leadership</b>          | Undergraduate   | 27    | English  |
| Mar. 13-24      | <b>Advanced Professional Selling</b>                                  | Graduate        | 20    | English  |
| Mar. 13-24      | <b>Contemporary Issues in Wine and Tourism</b>                        | (Under)graduate | 24    | English  |
| Mar. 13-24      | <b>Information Systems and Business Models for Digital Businesses</b> | Graduate        | 24    | English  |
| Mar. 13-24      | <b>Integrated Marketing Communication</b>                             | Graduate        | 20    | English  |

## Our Expectations

- Spend a full two-week stay at EM
- Teach one course (20-27 hrs)
- Participate in a half day of research by presenting a recent research paper (30 min. + discussion), exchanging with faculty on a specific topic of interest, and enjoying a cocktail reception.
- Participate in a speed dating-inspired event to meet our PhD students

## Remuneration & Reimbursement

Visiting professors earn €150 (gross) per teaching hour. Additionally, travel and accommodation expenses are reimbursed up to €1,500 for applicants from European institutions and €2,500 for applicants from non-European institutions. For further information, please see our travel policy. Please note that payment can take up to two to three months.

## Application Procedure

Applications may be submitted in French or English by clicking on the appropriate flag: <https://si.em-strasbourg.eu/candidatures/>

Applicants may apply to one or more vacancies. To begin, click on a vacancy under "Professeurs invités" or "Visiting professors". If you have applied in previous years, enter your login details under "Espace candidat" or "Applicant space".

We recommend using the latest version of Chrome or Mozilla Firefox.

**Application period: Feb. 1–28, 2022**

Applicants will be contacted in April/May once the selection board has made its final decision.

## Contact & Support

Support is provided by the International Relations Office: [vip@em-strasbourg.eu](mailto:vip@em-strasbourg.eu)

# A Typical Two-Week Stay

## Day 1

### Welcome and Research

- Guided tour of campus
- Welcome lunch with School representatives + institutional presentation
- Research presentation + discussion in one of our research centers
- Additional topic-specific exchange, if applicable
- Cocktail reception to finish off the first day!



## Days 2–10

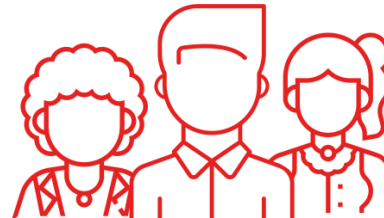
### Teaching

Courses are scheduled over the two weeks.

It may happen that on some days no course is scheduled because students have other commitments. In this case, you may plan your own activities. The weekend is generally free. Why not discover Strasbourg and its surroundings?

### Additional Research Event

A unique, speed dating-inspired event with the School's PhD students will be organized (exact date to be determined).



# EM Strasbourg at a Glance

5

*types of  
programs*

Programme Grande École

Bachelor's Program

Master's Program

Executive Education Program

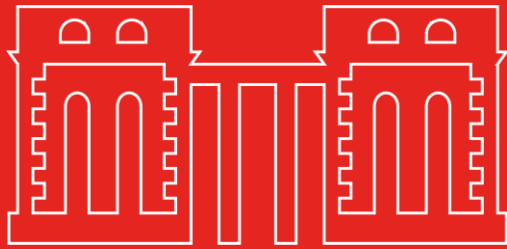
Doctoral Program





# 23,000

*members of the alumni network*



# 20,200 m<sup>2</sup>

*of facilities in the heart of Strasbourg*



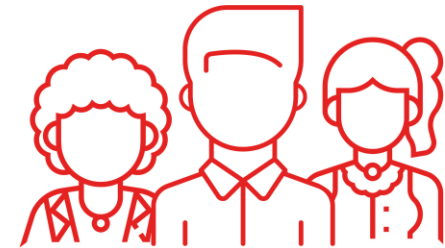
# 3,900

*students*

# International Inside and Out

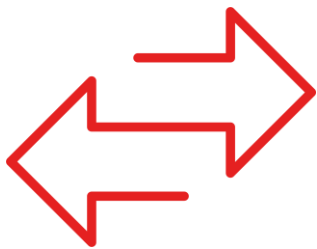
**240+**

*university exchange  
agreements in 52 countries*



**1,000+**

*students of foreign nationality*



**500+**

*international exchange students*



# Academic Excellence

2



research  
centers



98

faculty members

7

corporate chairs

92nd

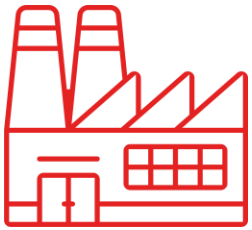
Financial Times



Top 150

ShanghaiRanking

# A Place to Reflect and Get Involved



**230+**

*partner companies*



**150+**

*corporate executives  
involved in school life*



EM STRASBOURG  
**LA RUCHE**  
CENTRE ENTREPRENEURIAL

*entrepreneurial center*



**30+**

*conferences per year*



## Mission

EM Strasbourg strives to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style.

At EM Strasbourg Business School, the only Grande École de Management in France that is part of an internationally recognized university, we aim to produce high-impact intellectual contributions based on academic research relevant for 21st-century organizations.

## Vision

To empower individuals and organizations alike to reveal their unique strengths and characteristics.

## Be Distinctive

Two very simple words, which marked a turning point in our School's history. Today, the slogan Be Distinctive preserves its very meaning. Firmly student-oriented, it is the expression of our School's actions.

We do not want our students to be different; we want them to make a difference, by being themselves. We commit to our current and future students by inviting them to be distinctive by being who they are! EM Strasbourg strives to reveal, develop, and strengthen the talents of everyone.



# Values

## **Sustainable Development as a Reality**

This core value features in the training of future managers who will know how to exercise their social and environmental responsibilities at work as well as in daily life.

## **Ethics: Knowing How to "Do the Right Thing"**

Understanding how to make professional and personal choices in line with one's own values and the values of those around us is how we understand—and train students in—the practical application of ethics.

## **Diversity as an Asset**

EM Strasbourg trains students who reflect the diversity of the French population. It has developed a research program on the very topic of diversity (generational management, religion in business, social openness, etc.)





# The University of Strasbourg

Université

de Strasbourg

## A Brief History

The history of the University of Strasbourg dates back to the 16th century when Johannes Sturm, a protestant scholar, created a Protestant *Gymnasium* in 1538 with the mandate of disseminating knowledge—one of the core values of humanism. Through the years, the *Gymnasium* eventually became a university in 1621, not to mention a German university from 1870 to 1918.

The traditions of research and openness to the world inherited from this period are still at the heart of the University's values today. In 1971, the University of Strasbourg was divided into three universities based on academic disciplines only to reunite again in 2009. It became a unique and pioneering example of merging universities in France to enhance international exposure and develop the multidisciplinary aspects of education and research.



# Facts & Figures

56,000+ students, 20% of whom are international

5,800+ lecturers, researchers, and staff

6 campuses

35 faculties, schools, and institutes

70 research units

10 doctoral schools, 2,100+ PhD students

4 active Nobel Prize winners: Jean-Pierre Sauvage, chemistry (2016); Martin Karplus, chemistry (2013); Jules Hoffmann, physiology-medicine (2011); Jean-Marie Lehn, chemistry (1987)

750+ international partnerships

Founding member of EUCOR–The European Campus

Coordinator of the European Partnership for an Innovative Campus Unifying Regions (EPICUR)

Recipient of the Excellence Initiative (IdEx) label

Member of international consortia: League of European Research Universities (LERU), European Research Council (ERC), Franco-German University (UFA), Utrecht Network, Academic Consortium 21, etc.





# The City of Strasbourg

## A UNESCO World Heritage Site

Strasbourg has been on the UNESCO World Heritage list since 1988. The capital of the French region of Alsace, it is especially famous for its spectacular Gothic cathedral, its picturesque Petite France quarter, and its medieval churches, buildings, and half-timbered houses.

At the heart of Franco-German friendship, the city of Strasbourg is also the symbol of reconciliation between the two countries.



## A Capital of Europe

Strasbourg, along with New York and Geneva, is one of the few cities in the world that is not a state capital but home to international organizations.

Strasbourg hosts European organizations such as the European Parliament, the Council of Europe, and the European Court of Human Rights.

Staffed by expatriates from all over Europe, the presence of these organizations makes Strasbourg one of the most cosmopolitan cities in France.





# Be Distinctive





be distinctive



**Université**

de Strasbourg

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[em-strasbourg.com](http://em-strasbourg.com)