

NOV
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2021

RESEARCH HIGHLIGHTS

A WORD FROM THE HEAD OF OUR RESEARCH OFFICE

Dear all,

It is with great enthusiasm that I ring in a new year of research news highlights.

For a long time, the Research Office has had the pleasure of accompanying you, supporting you, and watching your projects take shape and our future unfold. Projects are developing and our activities are progressing thanks to you.

Today, many of you put your faith in us on a daily basis. And for this, I warmly thank you.

Anne-Sophie, Sylvie, Anaëlle, and I wish you much professional and personal fulfillment and a successful year in 2022!

Barbara FOUBET, Head of Research Office



The Research Office

Barbara FOUBET, Sylvie GAUTHIER, Anaëlle GUETH and Anne-Sophie WIRA

INTERVIEW

Visiting Professors: Chandra Thapa and Elodie Allain



Chandra Thapa is a Reader (Associate Professor) in Accounting and Finance at Strathclyde Business School in Glasgow. He's a Visiting Professor at EM Strasbourg this year. We asked him a couple of questions about his research field and his most recent achievements.

[>> Read more](#)



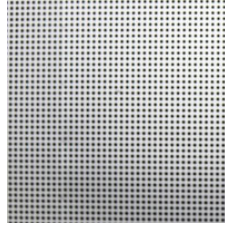
Associate professor at HEC Montréal, Elodie Allain assumes her role as visiting professor at EMSBS for the second time. We interviewed her about her background and recent research, particularly that carried out in collaboration with Célia Lemaire, a member of HuManiS.

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NEWS

- [R. Hellal-Guendouzi wins the Augustin Cournot Doctoral School dissertation award](#)
- [D. Kwok takes home Best Journal Paper of the Year Award at the EIBA conference](#)
- [Two EUROFIDAI 2021 prizes are awarded to LaARGE members](#)
- [A. Barasal Morales defends his doctoral dissertation](#)

A FEW PUBLICATIONS - CATEGORIES 1 & 2



Régis BLAZY

"Horizontal and vertical differentiation in comic art auctions",
Economic Inquiry [CNRS cat. 2, HCERES cat. A]

Co-author : Marie Blum (Strasbourg University)

[>> Read more](#)



Marie-Hélène BROIHANNE & Hava ORKUT

"Questionnaire MiFID et participation sur les marchés
actions, *Revue Economique* [CNRS cat. 2, HCERES cat. A]

[>> Read more](#)



Philipp SAUER

"A systematic literature review exploring uncertainty management
and sustainability outcomes in circular supply
chains", *International Journal of Production Research*
[CNRS cat. 2, FNEGE cat. 2, HCERES cat. A]

Co-authors : Felipe Alexandre De Lima (University of Kassel) and
Stefan Seuring (University of Kassel)

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RESEARCH PROJECT

In 2022, EM Strasbourg Business School (EMSBS) will launch its first call for projects
among the School's research lecturers, members of **LaRGE** and **HuManiS**.

The School's objective? To support and finance innovative, high-impact research projects
through the creation of three **transdisciplinary research clusters** addressing major
managerial and societal issues:

- **Decision-making in a complex environment**
- **Responsible and sustainable management**
- **Digital transformation in organizations**

The clusters aim to strengthen the scientific excellence of our research centers,
promoting a mix of disciplines, theoretical foundations, methodological skills, academic
experience, etc.

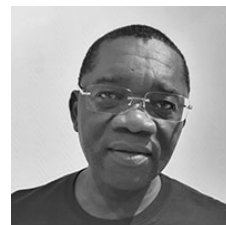
An evening dedicated to presenting the projects is scheduled for **March 3**. The deadline
for submitting project applications is **April 20**. You can share your cluster projects with
Géraldine Broye as early as today in order to better coordinate collective actions.

WELCOME

EM Strasbourg welcomes **10 new PhD students** to
its two research centers: **HuManiS** and **LaRGE**.

We took a moment to interview them about their
respective backgrounds and research areas.

[>> Read more](#)



Pascal CHOUP NEGOU
HuManiS

Under the supervision of
Jacques LIOUVILLE
and Gilles LAMBERT



Camille DEL BOCCIO
HuManiS

Under the supervision of
Claire ROEDERER and
Richard HUAMAN-RAMIREZ



Thi Phuong Mai DINH
LaRGE

Under the supervision of
Marie-Hélène BROIHANNE
and Maxime MERLI



Isaline FRELET
HuManiS

Under the supervision of
Gilles LAMBERT
and Laurence VIALE



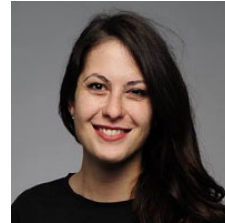
Adela JANSEN
HuManiS

Under the supervision of
Sébastien POINT



Quentin LAMBERT
HuManiS

Under the supervision of
Jean-Philippe BOOTZ



Eniko MATYUS
HuManiS

Under the supervision of
Gilles LAMBERT



Guillaume THEVENET
LaRGE

Under the supervision of
Anaïs HAMELIN



Nhat Minh TRAN
LaRGE

Under the supervision of
Anaïs HAMELIN



Elena WION
HuManiS

Under the supervision of
Jessie PALLUD and
Daria PLOTKINA

A CHANGE OF STATUS

Dobromir STOYANOV, a lecturer at EM, joins HuManiS



“With a PhD in marketing from the University of Economics–Varna (Bulgaria), I have been teaching for 11 years in English, French, and Bulgarian various marketing courses such as Retail Marketing and Logistics, Sustainable Marketing, B2B Marketing, Advanced International Marketing, and Digital CRM . Before joining EMSBS in 2013, I taught for two years at the University of Economics–Varna as an assistant professor.

During the last 11 years, I have specialized, thanks to my previous professional corporate experience, in research on vending machines—nonstore distribution channels that use self-service technologies to sell products and services in an unattended point of sale through an automated sales process.

I'm also passionate about sustainable marketing, an issue I've explored in several of my articles and that inspired me to create the course Sustainable Marketing at the School in 2014.”

A LOOK BACK ON PAST EVENTS

Third edition of Brand Relationship in a Connected World Day

The third edition of Brand Relationship in a Connected World Day took place at EMSBS on December 10, 2021. Claire Roederer (HuManiS) and Françoise Simon (CREGO) organized this event with the support of the French Marketing Association (AFM), the interuniversity research group Center for Customer Management (C*CM), and the Customer Experience Chair of EMSBS.

[>> Read more](#)

AGENDA

- **February 3:** "Speed dating" activity for visiting professors and PhD students
- **February 28:** Seminar co-organized with CREGO (UR 7317)
Topic: Publishing with Nvivo software
- **March 15:** HuManiS board meeting
- **March 24:** "Speed dating" activity for visiting professors and PhD students

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

Contact

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