

# RESEARCH 2021 Overview

# INTRODUCTION

## Research at EMSBS: Our Passion, Our Quest for Excellence, Our Contribution

At EM Strasbourg Business School (EMSBS), research is the sturdy foundation on which the education of tomorrow's managers is built. We are therefore developing an ambitious research policy supported by a growing faculty and the outstanding output of our two research centers, LaRGE and HuManiS.

Part of the University of Strasbourg, our School benefits from strong ties to international research networks. Each year, we welcome several visiting professors from prestigious universities to pave the way for new collaborations and copublications.

Through our interdisciplinary research group Behavior and Decision-Making, we promote the development of transdisciplinary research clusters capable of giving rise to more high-quality research projects.

Top-level research must also spur innovation in companies and organizations. The School's corporate chairs and the Observatory of the Future are privileged places for sharing knowledge, cocreating, and encouraging interaction between researchers and companies. Numerous seminars organized within these groups foster the rapid and continuous transfer of research findings to our students and companies.



**Herbert Castéran**  
Dean of EM Strasbourg Business  
School



**Marie Pfiffelmann**  
Associate Dean for Faculty  
Management & Research

# RESEARCH AT EMSBS

**2** research centers

**HuManiS**

Humans and Management in Society

**LaRGE**

Management and Economics Research Center

**78**

permanent research lecturers

**34**

PhD students

**8**

PhD defenses

**77**

academic articles

**19**

books / book chapters

**57**

papers and presentations at academic conferences

**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 & Foresight**



**Wine & Tourism**

**2** interdisciplinary research groups



**The Observatory of the Future**

A platform for joint reflection among professionals, researchers, and local actors on prospective topics

**Behavior & Decision-Making**  
An interdisciplinary research group focusing on original research questions



## Active recruitment

In collaboration with the University of Strasbourg, EMSBS pursues an ambitious recruitment policy which involves

- recruiting new research lecturers each year (seven in fall 2021),
- creating two doctoral contracts each year financed entirely by the School, and
- welcoming visiting professors from partner universities (ViP Program) and developing research at the international level.

## Personalized support

EMSBS has many tools to assist our research lecturers and PhD students on a daily basis:

- A research office dedicated to research activities between and within the research centers
- "Publicoaching" seminars to assist researchers in the publication process
- "Qualicoaching" and "quanticoaching" seminars to consolidate the methodological skills of our researchers
- Available workspaces and software

## HuManiS Research Center



Bringing together approximately fifty researchers, the research center HuManiS (Humans and Management in Society) focuses on research in the major fields of management: accounting, marketing, human resources, strategy, supply chain management, and information systems.

Research topics revolve around three major focus areas:

- **Global Talent Management & Social Responsibilities**, focusing on the societal challenges of sustainable development and the internationalization of human resources
- **Marketing & Digitalization**, exploring customer experience, responsible consumption, and the adoption and use of digital technologies
- **Entrepreneurship & Management of Change**, investigating the areas of knowledge management, community and network dynamics, dynamic capacity management, innovation phenomena, and change in organizations

In 2021, HuManiS researchers published 51 articles in peer-reviewed journals, book chapters, and case studies.



**Sébastien Point**  
Director of HuManiS

### Key Figures 2021

55

members

39

articles (CNRS)

22

PhD students

3

PhD defenses



## LaRGE Research Center



**Laurent Weill**  
Director of LaRGE

LaRGE is the University of Strasbourg's research center specializing in finance, and notably one of France's major research centers in this domain. It groups thirty-five research lecturers working in all fields of finance. Its research topics include behavioral finance, banking, corporate finance, and public finance.

LaRGE's scientific policy looks to publish in leading international and national journals and to place the research center in international finance networks by organizing scientific events in Strasbourg with international partners (foreign universities and central banks).

LaRGE regularly works with socioeconomic actors in the framework of research contracts in order to gain their expertise and data in exchange for its skills and expertise.

### Key Figures 2021

38

members

24

articles (CNRS)

12

PhD students

5

PhD defenses

## Corporate Chairs

In partnership with **Fondation** Université de Strasbourg

A corporate chair promotes cooperation between companies and one or more researchers on a specific issue. Funded by one or more companies, generally for a period of three years, our chairs make it possible to support doctoral students, organize academic workshops and conferences, or offer symposia open to a wider audience. EMSBS chairs are hosted by the Foundation of the University of Strasbourg.

To date, EMSBS has seven corporate chairs:

- Sustainable Development & CSR
- Customer Experience
- Behavioral Finance
- FM Logistic
- Governance & Family Business Transfer
- Knowledge Management & Foresight
- Wine & Tourism

### A few chair highlights in 2021:

- Publication of twelve articles in academic journals, two books, and one book chapter
- Organization of several public conferences on, for instance, digital technology and wine tourism (Wine & Tourism Chair), the importance of prospective research in anticipating the future of industry (Knowledge Management Chair), etc.
- Organization of academic workshops on, for example, experience in all its shapes and forms (Customer Experience Chair)
- Award granted by the OIV (International Organisation of Vine and Wine) for the composite book *Sustainable and innovative wine tourism: Success models from all around the world*
- Award for best paper using EUROFIDAI data: "Do retail investors bite off more than they can chew? A close look at their return objectives," by D'Hondt, C., Merli, M. & De Winne, R.

## New Research Clusters

In 2021, the School administration revealed their new research strategy, which included a call for projects addressed to the School's researchers, 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



**Géraldine Broye**  
Head of Research &  
Development

The clusters aim to strengthen the scientific excellence of our research centers, promoting interdisciplinarity, theoretical foundations, methodological skills, academic experience, etc. The first clusters will be set up in May 2022 and will be led by Géraldine Broye, Head of Research & Development.



## Events

- **April 8:** Workshop on experience in all its shapes and forms ("L'expérience dans tous ses états"), organized by Claire Roederer (HuManiS), Head of the Customer Experience Chair
- **May 10-12:** 14th GEM&L International Workshop on Management & Language on the theme of "Global working and language: Towards an understanding of global-local interplay in context," organized by Hélène Langinier (HuManiS)
- **June 11:** Les doctoriales, an event organized by Sébastien Point, Director of HuManiS Research Center, in collaboration with the Bucharest University of Economic Studies
- **September 17:** Investment, Portfolio Choice and Asset Pricing Workshop, organized by Laurent Weill, Director of LaRGE Research Center, in collaboration with the University of Konstanz
- **September 27-28:** Banking and Finance in Emerging Markets Workshop, organized by Laurent Weill, Director of LaRGE Research Center, in collaboration with the Bank of Finland and Fordham University
- **October 14-15:** EBCA 4: Entrepreneurship: Behavioral and Cognitive Approaches Workshop, organized by Anaïs Hamelin (LaRGE) and Marie Pfiffelmann (LaRGE)
- **December 10:** Third edition of Brand Relationship in a Connected World Day, organized by Claire Roederer (HuManiS), Head of the Customer Experience Chair, in collaboration with the research center CREGO

## Recruitment

### Seven new professors:

- **Hassan Kazmi** (LaRGE) - Accounting / Finance
- **Marie Lemaire** (HuManiS) - Human Resources
- **Francis Osei-Tutu** (LaRGE) - Finance
- **Philipp Sauer** (HuManiS) - Supply Chain
- **Laurianne Schmitt** (HuManiS) - Marketing
- **Stéphano Vacher** (HuManiS) - Strategy
- **Tony Valentini** (HuManiS) - Marketing

### Ten PhD students:

- **Isaline Frelet** (HuManiS)  
**EMSBS doctoral contract**  
Under the supervision of G. Lambert et L. Viale
- **Quentin Lambert** (HuManiS)  
**Ministerial doctoral contract**  
Under the supervision of J-P. Bootz
- **Elena Wion** (HuManiS)  
**EMSBS doctoral contract**  
Under the supervision of J. Pallud et D. Plotkina
- **Pascal Choup Negou** (HuManiS)  
Under the supervision of G. Lambert et J. Liouville
- **Camille Del Boccio** (HuManiS)  
Under the supervision of C. Roederer et R. Huaman-Ramirez
- **Thi Phuong Mai Dinh** (LaRGE)  
Under the supervision of M-H. Broihanne et M. Merli
- **Adela Jansen** (HuManiS)  
Under the supervision of S. Point
- **Eniko Matyus** (HuManiS)  
Under the supervision of G. Lambert
- **Guillaume Thevenet** (LaRGE)  
Under the supervision of A. Hamelin
- **Minh Nhat Tran** (LaRGE)  
Under the supervision of A. Hamelin

## Defenses

### PhD defenses:

- **January 14: Marie Lemaire** (LaRGE)  
"Activist worker's responses to tensions in hybrid organizations: the case of solidarity economy"
- **March 26: Francis Osei-Tutu** (LaRGE)  
"Essays on banking and institutions"
- **March 29: Ludovico Cocco** (LaRGE)  
"Fostering the entrepreneurial development through the bankruptcy institution: an empirical approach for European countries"
- **April 27: Laurianne Schmitt** (HuManiS)  
"Social media integration within BtoB salespeople's practices"
- **July 5: Guillaume Martin** (HuManiS)  
"Growth of community-based enterprises in a 'bottom of the pyramid' environment: lessons from a longitudinal micro-meso-scale case study in Cambodia"
- **July 9: Marie Blum** (LaRGE)  
"Auction mechanisms and the formation of prices in the art market"
- **October 1: Marie Stadge** (HuManiS)  
"Understanding the institutionalization of university social responsibility in France: a study of five universities"
- **December 2 : Adriano Barasal Morales** (LaRGE)  
"Entrepreneurial confidence, financial decisions and firms performance"

### HDR defense:

- **April 1: Célia Lemaire** (HuManiS)  
"Le contrôle de gestion, une fabrique du lien"

### LaRGE - CNRS cat. 1 & 2

- Bertrand, J., Weill, L. (2021) Do Algorithms Discriminate Against African Americans in Lending? *Economic Modelling*, 104.
- 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*, 66.
- Bousselmi, W., Roger, P., Roger, T., Willinger, M. (2021) The effect of price magnitude on analysts' forecasts: Evidence from the lab. *Revue Economique*, 72, 5.
- Broihanne, M-H., Orkut, H. (2021) MiFID questionnaire answers and stock market participation. *Revue Économique*, 7.
- Broye, G., Johannes, P. (2021) Determinants of audit committee effectiveness: Reviewing a decade of empirical research. *Comptabilité Contrôle Audit*, 27, 1.
- D'Hondt, C., De Winne, R., Merli, M. (2021) Do retail investors bite off more than they can chew? A close look at their return objectives. *Journal of Economic Behavior and Organization*, 188.
- Eber, N., François, A., Weill, L. (2021) The Gendered Effect of Age on the Attitude toward Competition. *Journal of Economic Behavior and Organization*, 192.
- Godlewski, C., Weill, L. (2021) Are Loans Cheaper when Tomorrow seems Further? *Economic Modelling*, 94.
- Kouevi-Gath, B., Méon, P-G., Weill, L. (2021) Do banking crises improve democracy? *Public Choice*, 186, 3.
- Lefebvre, V. (2021) Cash holdings in privately held firms: A closer look at the precautionary motivation for smaller firms. *Finance*, 42, 3.
- Orkut, H. (2021) Foreign stock investment and sophistication of French retail investors. *Finance*, 42.
- Osei-Tutu, F., Weill, L. (2021) Sex, Language, and Financial Inclusion. *Economics of Transition*, 29, 3.
- Paulus, O. (2021) A Relational Theory of Organization Creation About Making: Anthropology, Archaeology, Art and Architecture by Tim Ingold (2013). *M@n@gement*, 24, 3.

### HuManiS - CNRS cat. 1 & 2

- Allain, E., Lemaire, C., Lux, G. (2021) Managers' subtle resistance to neoliberal reforms through and by means of management accounting. *Accounting, Auditing & Accountability Journal*, 34, 3.
- Ben-Slimane, K., Michel, S. (2021) Articuler travail identitaire interne et externe quand le changement institutionnel menace l'identité organisationnelle: le cas d'un grossiste face aux centrales d'achats. *M@n@gement*, 24, 3.
- Bootz, J-P., Pauget, B., Tobelem, J-M. (2021) The future of French museums in 2030. *Technological Forecasting and Social Change*, 162.
- Casenave, E., Pallud, J., Schmitt, L. (2021) Salespeople's work toward the institutionalization of social selling practices. *Industrial Marketing Management*, 96.
- Chailan, C., Maze, D. (2021) A South-South perspective on emerging economy companies and institutional coevolution: An empirical study of Chinese multinationals in Africa. *International Business Review*, 30, 4.
- Diallo, M., Toti, J-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*, 131.
- Gold, S., Kelling, N., Sauer, P., Seuring, S. (2021) The Role of Institutional Uncertainty for Social Sustainability of Companies and Supply Chains. *Journal of Business Ethics*, 170.
- Hahn, R., Ince, I., Ostertag, F. (2021) Blended value co-creation: A qualitative investigation of relationship designs of social enterprises. *Journal of Business Research*, 129.
- Hennekam, S., Richard, S. (2021) Constructing a positive identity as a disabled worker through social comparison: The role of stigma and disability characteristics. *Journal of Vocational Behavior*, 125.
- Kähkönen, A-K., Sauer, P., Schöpflin P., Seuring, S., Zehndner, A. (2021) Paradoxical tensions in sustainable supply chain management: insights from the electronics multi-tier supply chain context. *International Journal of Operations and Production Management*, 41, 6.
- Land, A., Kahlid, R., Sauer, P., Seuring, S., Yawar, S. (2021) The application of theory in literature reviews – illustrated with examples from supply chain management. *International Journal of Operations and Production Management*, 41, 1.
- Lemaire, C. (2021) Quand le contrôle de gestion façonne les relations inter-organisationnelles. Le cas de l'introduction d'un tableau de bord dans le médico-social. *Comptabilité Contrôle Audit*, 27, 3.



EM Strasbourg Business School  
61 avenue de la Forêt-Noire  
F-67085 Strasbourg Cedex  
Tél. : 03 68 85 80 00

Retrouvez-nous sur



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