

FEB  
MARCH  
2022

## RESEARCH HIGHLIGHTS

### A WORD FROM OUR INTERNATIONALIZATION DIRECTOR



**Enrico PRINZ**  
Director of  
Internationalization



#### ViP Program 2021/2022

The Visiting Professorship (ViP) Program for the 2021/2022 year has just come to an end with the recent departure of our last four international visiting professors. The courses, seminars, and ViP events organized since last October have allowed for rich and stimulating exchanges with our faculty, which I am sure will lead to interesting collaborative projects and EMSBS research activities with an even greater international influence.

I would like to thank our ViPs for their excellent contributions and pleasant cooperation. Their positive feedback not only attests to the success of the program and the quality of the organization provided by the PGE Registrar's Office, Research Office, International Relations Office, and Internationalization Office but also motivates us to make the 2022/2023 edition of the ViP Program even better.

### INTERVIEW

#### Visiting Professor: Mingfeng Tang



Mingfeng Tang is a professor specialized in Innovation and Entrepreneurship at the School of Business Administration in the Southwestern University of Finance and Economics, Chengdu, China. She's been a visiting professor at EM Strasbourg for several years. We asked her a few questions about her research field and her most recent studies.

[>>> Read the interview](#)

### NEWS

- [Call for papers - Fourth JR2MC](#)
- [S.Vacher publishes a pedagogical case study on the CCMP portal](#)
- [J. Piffelmann records a podcast for Le Lab RH](#)
- [Call for proposals for a special issue of RFGI](#)

[>>> Research newsfeed](#)

### A FEW PUBLICATIONS - CATEGORIES 1 & 2



#### Natalie DAVID

"Suppliers' loyalty to their sharing platform: The influence of multiple roles", *Journal of Business Research* [CNRS cat. 2, FNEGE cat. 2, HCERES cat. A].

Co-authors: Oliver Rossmanneka (University of Fribourg) et Hanna Schramm-Klein (University of Siegen).

[>>> Read more](#)



#### Vivien LEFEBVRE

"Cash holdings in privately held firms: A closer look on the precautionary motivation for smaller firms", *Finance* [CNRS cat. 2, FNEGE rang 2]

[>>> Read more](#)



### Patrick ROGER

"Number sense, trading decisions and mispricing: An experiment", *Journal of Economic Dynamics and Control* [CNRS cat. 1, HCERES cat. A]

Co-authors: Tristan Roger (University of Lorraine) et Marc Willinger (University of Montpellier).

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## RESEARCH PROJECT

### Collaboration between Jim Mourey, Visiting Professor and Claire Roederer, head of the Customer Experience Chair of EMSBS

Jim Mourey, associate professor of marketing at De Paul University in Chicago, was part of the Visiting Professorship (ViP) Program this year. In addition to the classes he taught, he presented a research projet during a Customer Experience Thematic Interest Group (GIT-XP) seminar, organized by Claire Roederer, Head of the Customer Experience Chair. They work together on several projects such as the creation of a course on brand experience, the publication of an article on experience and storytelling, as well as the publication of a book on experiential strategies.

[>> Read more](#)

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## A LOOK BACK ON

### 2021/2022 ViP Program

As part of the Visiting Professorship (ViP) Program, sixteen professors from international universities came to EMSBS this year to give courses to our students and participate in research seminars organized with our faculty.

[>> Read more](#)

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## NEW

### Release of the 2021 Research Overview

Each year, this brochure focuses on the research highlights at EM Strasbourg. Discover the 2021 edition which has just been published (available in French and English).

[>> Download the brochure](#)

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## AGENDA

- **May 6:** HDR defense of Anuragini Shirish
- **June 20-23:** Doctoriales HuManiS

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

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