

A WORD OF WELCOME



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Spotlight on corporate chair projects and news

Corporate chairs at EMSBS constitute a solid foundation for knowledge creation, offering unique opportunities for exchanges between practitioners and professors.

The start of the 2022/2023 academic year was marked by the creation of the corporate chair "Finance and Environmental Issues" thanks to the support of [\[CIC Marchés\]](#), which will sharpen our understanding of responsible and sustainable investments, and the signing of a partnership between the corporate chair "Wine and Tourism" and the Grand Est Regional Tourism Agency [\[ART GE\]](#), which aims to spark a joint reflection on the theme of group tourism by 2024.

These recent events illustrate the constant commitment of all the chair heads and their teams to the development of research projects that are at the heart of the concerns of both companies and our students. This newsletter is dedicated to them.

INTERVIEW

Creation of the corporate chair "Finance and Environmental Issues"



Jusqu'à présent, l'EM Strasbourg comptait 7 chaires d'entreprise actives. Une nouvelle vient d'être lancée à la rentrée, sur la thématique "Finance et Enjeux Environnementaux", en partenariat avec CIC Marchés. Nous avons interrogé Maxime Merli, responsable du projet, sur la démarche de création ainsi que les ambitions futures.

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NEWS FROM OUR CORPORATE CHAIRS

- **Corporate chair "Behavioral Finance" : [H. Orkut, AMF 2022 Young Researcher in Economics Award](#)**
- **Corporate chairs "Wine and Tourism" and "Governance and Family Business Transfer" : [A conference to launch a short training course on transferring family wine businesses](#)**
- **Corporate chair "Customer Experience" : [Renewal of the partnership with Hager Group](#)**

[>> Research newsfeed](#)

SOME CORPORATE CHAIR PUBLICATIONS



Jean-Philippe BOOTZ

"Possible changes of Industry 4.0 in 2030 in the face of uberization: Results of a participatory and systemic foresight study.", *Technological Forecasting and Social Change* [ABS cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]

Co-authors: Sophie Michel (EM Strasbourg), Jessie Pallud (EM Strasbourg) and Régine Monti (Conservatoire National des Arts et Métiers)

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Dmitry KUCHARAVY

"Technological forecasting using mixed methods approach",
International Journal of Production Research [ABS cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A].

Co-authors: David Damand and Marc Barth (EM Strasbourg)

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Claire ROEDERER

"L'expérience : objet académique et réalités managériales",
collective book on customer experience, coordinated by Claire Roederer and Marc Filser.

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RESEARCH PROJECT

Group tourism: the corporate chair "Wine and Tourism" studies the evolution of the sector and signs a new partnership

On October 27, 2022, under the impetus of the Tourism Growth Club (CCT) Grand Est, a partnership agreement was signed at EMSBS. Unprecedented in France, this exclusive partnership around the corporate chair "Wine and Tourism" of EMSBS brings together actors from both the academic and business worlds: the companies of the CCT, the Grand Est Regional Tourism Agency (ART GE), and the University of Strasbourg via the Foundation of the University of Strasbourg and the University Hospitals of Strasbourg.

The signing ceremony was cochaired by Arnaud Robinet, president of ART GE, and Prof. Michel Deneken, president of the University of Strasbourg. The speeches of Dr. Babak Mehmanpazir, acting dean of EMSBS, Dr. Coralie Haller, associate professor and head of the corporate chair "Wine and Tourism," Dr. Tony Valentini, associate professor at EMSBS, Catherine Gouttefarde, director general of the ART GE, and Veronique Brumm, director of the Lalique Museum and representative of the CCT Grand Est, outlined the contours of this cooperation.

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A LOOK BACK ON

Fourth edition of Brand Relationship in a Connected World Day (JR2MC)

The fourth edition of Brand Relationship in a Connected World Day took place at EMSBS on December 9, 2022. 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 corporate chair "Customer Experience" of EMSBS.

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WELCOME

This year, two doctoral students join EMSBS's research centers under the supervision of one or more research lecturers.



Dina ELSOUSY
HuManiS



Axelle HEYERT
LaRGE

Under the supervision of
Sébastien POINT and
Hélène LANGINIER

Under the supervision of
Laurent WEILL

To help us get to know them better, these new PhD students told us a bit about their backgrounds and their respective doctoral projects.

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AGENDA

- **January 30:** International research afternoon (Visiting Professorship Program)
 - [Marcin Bartosiak](#) (University of Pavia)
 - [Pia Hurmelinna-Laukkanen](#) (University of Oulu)

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

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