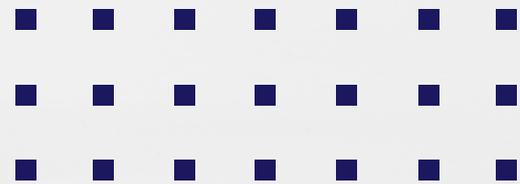


EM Strasbourg
BUSINESS SCHOOL

Research 2022 Overview



be distinctive[®]



**RESEARCH, A STRATEGIC FOCUS
FOR EM STRASBOURG.**

EDITORIAL

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



Marie Pfiffelmann

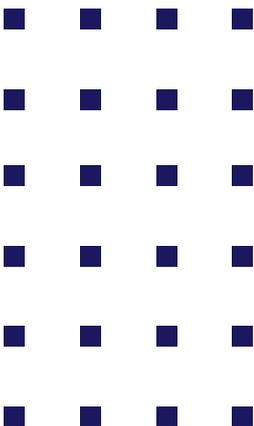
Associate Dean for Faculty Management & Research

Research is at the heart of EMSBS's mission; it 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 quality 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.

We also promote the development of several transdisciplinary research clusters capable of giving rise to large-scale research projects in the long run.

A search for excellence must also be a factor in corporate and organizational innovation. 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.



Research

at a glance

* Data collected for the 2022 calendar year



2 Research Centers

HuManiS
Humans and Management
in Society

LaRGE
Management and Economics
Research Center

77

permanent
research lecturers

21

PhD students

5

PhD defenses

82

academic
articles

69

papers and presentations
at academic conferences

13

books /
book chapters



The Observatory of the Future

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



2 Clusters

Climate Responsibility in and of
Organizations

Management in the Arts, Environment
and Society: creaTivity for Real
Outcomes (MAESTRO)



8 Corporate Chairs

In partnership with:

Fondation | Université de Strasbourg



Sustainable
Development & CSR



Customer
Experience



Behavioral
Finance



Finance &
Environmental
Challenges



FM Logistic



Knowledge
Management &
Foresight



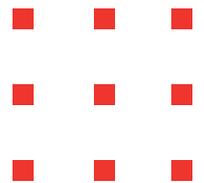
Governance &
Family Business
Transfer



Wine & Tourism



What Are the Main Pillars of EMSBS's Research Strategy?



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

Active Recruitment

In collaboration with the University of Strasbourg, EMSBS pursues an ambitious recruitment policy involving the following:

- The recruitment of new research lecturers each year (five in fall 2022)
- The creation of two doctoral contracts each year, financed entirely by the School
- The Visiting Professorship program, making it possible to welcome several professors from partner universities and develop research at the international level

Research Centers

Research at EMSBS is supported by two research centers.

LaRGE Management and Economics Research Center

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 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.

Publications - CNRS cat. 1 & 2

Aslam, M., Weill, L. and Iqbal, H. (2022) Do mountains move faith? *Economic Modelling*, 117

Bertrand, J. and Weill, L. (2022) In December days are shorter but loans are cheaper. *Economic Inquiry*, 60-3

Blazy, R. and Blum, M. (2022) Horizontal and vertical differentiation in comic art auctions. *Economic Inquiry*, 60-3

Lefebvre, V. (2022) Performance, working capital management, and the liability of smallness: A question of opportunity costs? *Journal of Small Business Management*, 60-3

Lefebvre, V. and Hamelin, A. (2022) The oak and the reed: Working capital management and the role of business group affiliation. *Finance*, 43

Roger, T., Roger, P. and Willinger, M. (2022) Number sense, trading decisions and mispricing: An experiment. *Journal of Economic Dynamics and Control*, 135

Soula, J-L. and Hasan, I. (2022) Optimum technique de création de liquidité bancaire. *Revue économique*, 73

Stef, N., Soula, J-L. and Pourchet, A. (2022) Legislative Inflation and Private Credit. *Revue d'économie politique*, 132



Key Figures*

40 members

29 academic articles

7 PhD students

* **Data collected for the 2022 calendar year**

HuManiS

Humans and Management in Society

Bringing together approximately 50 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



Sébastien Point

Director of HuManiS

Key Figures*

54 members

47 academic articles

14 PhD students

5 PhD defenses

Publications - CNRS cat. 1 & 2

Alexandre de Lima, F., Felipe., Seuring, S. and Sauer, P.C. (2022) A systematic literature review exploring uncertainty management and sustainability outcomes in circular supply chains. *International Journal of Production Research*, 60-19

Bootz, J-P., Michel, S., Pallud, J. and Monti, R. (2022) 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*, 184

Boutinot, A. and Delacour, H. (2022) How the malleability of material artefacts contributes to institutional maintenance: The Guimard Metropolitan Railway entrances, 1914-2000. *Organization Studies*, 43

Dieste, M., Sauer, P.C. and Orzes, G. (2022) Organizational tensions in industry 4.0 implementation: A paradox theory approach. *International Journal of Production Economics*, 251

Langinier, H., Pereira-Pündrich, A. and Al Ariss, A. (2022) All that she wants: The role of cultural gender norms, career and family for professional migrant women in the Big Four. *Revue de Gestion des Ressources Humaines*, 4

Pournader, M., Sauer, P.C., Fahimnia, B. and Stefan Seuring, S. (2022) Behavioral studies in sustainable supply chain management. *International Journal of Production Economics*, 243

Rehm, S-V., Goel, L. and Junglas, I. (2022) Researching digitalized work arrangements: A Laws of Form perspective. *Information and Organization*, 32-2

Rossmannek, O., David, N. and Schramm-Klein, H. (2022) Suppliers' loyalty to their sharing platform: The influence of multiple roles. *Journal of Business Research*, 143

Sauer, P.C., Silva, M.E. and Schleper, M.C. (2022) Supply chains' sustainability trajectories and resilience: A learning perspective in turbulent environments. *International Journal of Operations & Production Management*, 42-8

Seuring, S., Brandenburg, M., Sauer, P.C., Schünemann, D-S., Warasthe, R., Aman, S., Qian, C., Petljak, K., Neutzling, D.M., Land, A. and Khalid, R.U. (2022) Comparing regions globally: Impacts of COVID-19 on supply chains - a Delphi study. *International Journal of Operations & Production Management*, 42-8

Interdisciplinary Projects

The School is committed to creating an environment conducive to the emergence of collaborative and transdisciplinary research projects. Various initiatives allow our researchers to meet and exchange with companies looking to collaborate.

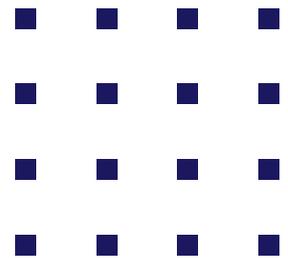


Corporate Chairs

In Partnership with:

the Foundation of the University of 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.



8 Corporate Chairs

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

New Corporate Chair: Finance & Environmental Challenges

This chair was created in September 2022 by Maxime Merli (member of LaRGE) thanks to the support of CIC Marchés. The members of the chair include research lecturers and doctoral students from different institutions who share a keen interest in this topic.

The mission of the chair is threefold:

- to provide a platform for exchange between market professionals and academics,
- to support the development of research on responsible and sustainable investments, and
- to foster the development of original teaching material for students.

A Few Accomplishments

- Publication of 18 articles in academic journals, two books, and two book chapters
- Organization of conferences for the general public on different themes, such as “Transferring Family-Owned Wine Companies” in May 2022 or “The Future of Industry 4.0 and Its Challenges for Europe” in October 2022
- Organization of academic workshops, such as “Technology Supporting Customer Experience” in April 2022
- Defense of a PhD dissertation financed by the FM Logistic chair in December 2022
- Creation of two new short training courses: Transmission and Takeover of Family-Owned Wine Companies and Managing Knowledge for Innovation

Research Clusters

In 2021, the School launched a call for proposals among its researchers, members of LaRGE and HuManiS, to support and finance innovative, high-impact research projects through the creation of transdisciplinary research clusters. These clusters aim to strengthen the scientific excellence of our research centers, promoting a mix of disciplines, theoretical foundations, methodological skills, academic experience, etc. This call for proposals led to the creation of two clusters in 2022.

Cluster Climate Responsibility in and of Organizations

This interdisciplinary research cluster is focused on the topic of organizational climate responsibility.

Given stakeholders' (individuals, organizations, politicians) diverse objectives and interests in the various solutions being considered to mitigate climate change, this topic is a source of multiple tensions.

Through this cluster, the members seek to make the antecedents and consequences of climate responsibility more understandable by following the theoretical framework of tensions and paradoxes and linking different levels of analysis: micro, meso, and macro.

The members

- Sarah Richard (HuManiS): Human resources
- Felix Ostertag (HuManiS): Strategy / CSR
- Christian Ott (LaRGE): Finance / Accounting
- Aline Peireira Pündrich (HuManiS): Strategy / CSR
- Philipp Sauer (HuManiS): Supply chain management
- Sven-Volker Rehm (HuManiS): Information systems

Cluster Management in the Arts, Environment and Society: creaTivity for Real Outcomes (MAESTRO)

The central research question of this cluster explores how creative industries, through their highly innovative, artistic, and symbolic activities, can ease the transition to sustainable systems and changes.

The cluster is organized around three pillars:

- Creativity in support of a sustainable transition
- Social justice in creative industries, with a focus on the artists / producers of these industries
- Accessibility and dissemination in creative industries, with a focus on the audiences of these industries

The members

- Amélie Boutinot (HuManiS): Strategy
- Richard Huaman-Ramirez (HuManiS): Marketing
- Mathilde Jost (HuManiS): Strategy
- Sophie Michel (HuManiS): Human resources / Organizational theory
- Hélène Langinier (HuManiS): Human resources / Organizational theory
- Marie Lemaire (HuManiS): Human Resources / Organizational theory
- Odile Paulus (LaRGE): Strategy

The Observatory of the Future

The Observatory of the Future is a platform for joint reflection among professionals, researchers, and local actors on prospective topics. It aims to provide local companies with decision-making tools and to develop interdisciplinary research.

A first study on uberization and industry in 2030 outlined four scenarios as well as the main threats, opportunities, challenges, and action plans for manufacturers in the region Grand Est.

The results obtained thus contribute to informing the strategic decisions of local actors on how to transition to Industry 4.0 by anticipating the potential contribution of digital actors.

The approach used is based on intensive collaboration between HuManiS researchers from various disciplines and practitioners, thus promoting transdisciplinary and international research in line with local businesses.

A Few Accomplishments

- Two publications: Bootz J-P., Michel S., Pallud J. and Monti R. (2022) 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 (CNRS 2, AJG 3) and Michel, S., Bootz, J-P., Bessouat, J. (forthcoming) Possible futures of crowd logistics for manufacturers: Results of a strategic foresight study, Journal of Business & Industrial Marketing (CNRS 3, AJG 3).
- Participation in international conferences (AIMS 2021, EGOS 2021, EURAM 2022)
- Presentation of the results of the study at the European Parliament on October 14, 2022, as part of the CLUE conference
- Launch of a new study on the theme "circular economy and industry in 2035" to begin in 2023 with a partially renewed team of HuManiS researchers: S. Michel, K. Djuricic, K. Bouvier, N. David, S. Gamoura, L. Ramboarison-Lalao, J. Bessouat, P. Beltramello, and S. Özel.

Highlights

Discover the memorable moments of 2022.

March 3

Information meeting

With the members of our two research centers

Topics:

- Research outcomes and prospects
- Presentation of the two new clusters



April 7

Customer Experience chair workshop

Organized by Claire Roederer

Topic:

“Technology Supporting Customer Experience”



June 20-22

HuManiS Doctoriales

Organized by Sébastien Point

In the presence of:
professors and doctoral students from the University of Limerick and the Bucharest University of Economic Studies



November 7-8

EIASM Workshops

Organized by Laura Georg Schaffner

Topics:

- Workshop on Governance and Management of Digitalization
- Workshop on Corporate Governance



December 9

Brand Relationship in a Connected World Day

Organized by Claire Roederer

Topics:

- Brand relationship
- Customer experience
- Satisfaction and loyalty

Recruitment

Research lecturers

- **Romain Franck** (HuManis): Sales management
- **Michel Klein** (HuManis): Sales management
- **Nohade Nasrallah** (LaRGE): Accounting / Finance
- **Sila Öcalan-Özel** (HuManis): Strategy
- **Ali Özdakak** (LaRGE): Finance

PhD Students

- **Dina Elsousy** - ministerial doctoral contract
Under the supervision of Sébastien Point and Hélène Langinier (HuManis)
- **Axelle Heyert** - ministerial doctoral contract
Under the supervision of Laurent Weill (LaRGE)
- **Aura Cadis**
Under the supervision of Sébastien Point (HuManis)
- **Thanh Phong Cao**
Under the supervision of Sébastien Point (HuManis)
- **Nicolae-Marius Vavura**
Under the supervision of Jessie Pallud (HuManis) and Carmen Paunescu (Bucharest University of Economic Studies)

Defenses

HDR Defenses

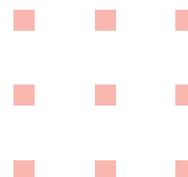
- March 30: **Sabine Bacouël-Jentjens** (ISC Paris)
Supervised by Sébastien Point (HuManis)
Title: "Beyond the convergence-divergence debate in international comparative management research"
- May 6: **Anuragini Shirish** (Institut Mines-Télécom Business School)
Supervised by Jessie Pallud (HuManis)
Title: "Emerging Sociotechnical Phenomena in IT Use
Contexts: Examining Instrumental and Humanistic Implications"
- May 31: **Jérémie Bertrand** (IÉSEG School of Management)
Supervised by Laurent Weill (LaRGE)
Title: "Nature et gestion de l'information : du découragement aux conditions de crédit"
- July 4: **Anne-Françoise Bender** (CNAM)
Supervised by Sébastien Point (HuManis)
Title: "Diversité des carrières et carrières diverses : vers une gestion partagée et inclusive"
- August 30: **Jean-François Stitch** (ICN Business School)
Supervised by Jessie Pallud (HuManis)
Title: "Psychologie et gestion du travail virtualisé"
- November 28: **Laurence Viale** (HuManis)
Supervised by Damien Talbot (IAE Clermont Auvergne)
Title: "Les Achats et l'innovation : Réflexions sur l'interrelation et la mise en œuvre"

PhD Defenses

- September 26: **Ksenija Djuricic**
Under the supervision of Gilles Lambert (HuManis) and Jari Kaivo-Oja (University of Turku, Finland)
Title: "Entrepreneurial foresight as entrepreneurs' transformative power: Inducing contextual change through opportunity formation"
- November 24: **Patrice Landagaray**
Under the supervision of Jessie Pallud (HuManis) and Olivier De La Villarmois (IAE Paris-Sorbonne)
Title: "Les systèmes de Business Intelligence & Analytics (BI&A) et leurs domaines d'influence sur le rôle du contrôleur de gestion"
- November 29: **Régine Pierrot**
Under the supervision of Thierry Nobre (HuManis)
Title: "Restructurations hospitalières et tensions paradoxales dans les organisations pluralistes : Cas de la mise en œuvre de groupements hospitaliers de territoire"
- December 6: **David Peterson**
Under the supervision of Jessie Pallud (HuManis)
Title: "Utilisation de la blockchain pour améliorer la gouvernance des réseaux d'entreprise et générer un avantage concurrentiel inter-entreprises"
- December 19: **Dmitry Kucharavy**
Under the supervision of Marc Barth (HuManis)
Title: "Méthodologie de prévision technologique stratégique avec le cas d'évolutions stratégiques des entrepôts logistiques sur un horizon de 5 à 10 ans"

Awards & Distinctions

- **Maxime Merli** (LaRGE): Recipient of the Institut Louis Bachelier Scholarship
- **Francis Osei-Tutu** (LaRGE): Recipient of the University of Strasbourg PhD Award
- **Laurianne Schmitt** (HuManis): Recipient of the AFM-AMS 2022-23 grant
- **Hava Orkut** (LaRGE): Recipient of the AMF Young Researcher Award
- **Anaïs Hamelin** (LaRGE): Recipient of the Guy Ourisson Award





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