



BEST CASE STUDY AWARD

Customer Experience Chair - EM Strasbourg

For the first time in 2024, the Chair's Partners wish to reward the best Case Studies focusing on the theme of customer experience (physical, digital, hybrid) conducted by students of the PGE at EM Strasbourg.

The "Customer Experience" chair at EM Strasbourg, established in November 2017 through the contributions of three founding members: Hager Group, Schmidt Group, and SIG Strasbourg, welcomes companies from various sectors. Crédit Mutuel Alliance Fédérale joined the chair in 2019. The objective of the "Customer Experience" chair at EM Strasbourg is to establish a space for research, reflection, and education centered around the theme of customer experience in its physical and digital facets, encompassing its transversality.

Chair Head: Claire Roederer, Professor at EM Strasbourg University of Strasbourg.
Scientific Committee of the Chair: Marc Filser, Professor at the University of Burgundy; Patrick Hetzel, Professor at Paris 2 Panthéon Assas University.

Rules and Guidelines

Article 1: Purpose of the Award

The Customer Experience Chair of EM Strasbourg at 61 Avenue de la Forêt Noire, 67085 STRASBOURG (main organizer),

The University of Strasbourg, headquartered at 4 Rue Blaise Pascal, 67081 Strasbourg CEDEX represented by Michel Deneken, its President,

The "University of Strasbourg Foundation," located in Bâtiment eXplora / Nextmed, 2 Rue Marie Hamm, 67000 Strasbourg, represented by André Renaudin, its President, Organize an award aimed at supporting research related to the theme of customer experience, both academically and managerially.

The award will be launched on December 11, 2023.

Article 2: Eligible Participants

This competition is open to all students in management sciences enrolled at EM Strasbourg in the PGE **who have defended their case study during the 2022-2023 academic year.**

Article 3: Financial Support for the Project

The jury will finalize the list of Case Studies eligible to receive an award. It will determine a maximum of 3 Grand Prizes of the EM Strasbourg Customer Experience Chair, with the following benefits: • A prize of €1,500 (one thousand five hundred euros) per selected case study. The awarded prize will be presented during the graduation ceremony of the following academic year (**March 2024**). The jury expressly reserves the right to designate fewer laureates in case of an insufficient number of applications meeting the criteria.

Article 4: Participation Guidelines

1. Candidates must complete a comprehensive file containing the following elements in a single PDF file:
2. Names, first names, and email addresses of the students
3. Degree pursued -Major
4. Name of the case study director
5. Confidentiality status
6. A summary of the case study presenting the following elements (maximum 1 page):
 - a. Context
 - b. Research questions
 - c. Theoretical framework
 - d. Research protocol
 - e. Key findings and limitations
 - f. 5 keywords
7. Case study dans son intégralité

The complete case study The signed present regulation indicating "Agreed" for each student must be attached to the file. The files must be sent by email no later than January 20, 2024, to the following address: claire.roederer@em-strasbourg.eu.

WARNING: Files not complying with the instructions will not be considered.

Article 5: Project Selection

A preselection is considered based on the number of received files (beyond 10 applications); completeness and balance between the parts of the file will be taken into account.

For each file, the jury will assess:

- Relevance to the Chair's themes (customer experience in physical, digital, or hybrid contexts)
- Interest of the research question
- Methodological protocol rigor
- Interest of the results and discussion
- Academic rigor

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- Managerial applications

Article 6: Jury Composition

The jury consists of the Scientific Committee of the chair, a member of the AFM Customer Experience Special Interest Group, and representatives of partner companies of the Customer Experience Chair. The jury's decisions are final and do not require justification.

Article 7: Commitments of the Laureates

Students commit in their project to:

- Explicitly cite their sources to avoid plagiarism.
- Winning teams will have the option to refuse the prize and withdraw from the competition. In this case, the jury may reconvene to designate a new winner.

Article 8: Awarding and Prize Distribution

The winners will be announced **on February 29, 2024**.

The prizes will be presented during the ongoing academic year's graduation ceremony. The amounts will be directly transferred to the winning group members after providing their bank account information. The total prize amount will be divided equally among the members of the group who conducted the awarded case study, based on the provided bank details.

Article 9 :Informations and communication

Candidates and laureates authorize the organizer to publish their names, first names, the non-confidential description of their project indicated in the application file, and the photos taken as part of the information and communication activities related to this Best Case Study Award, including on their website, without claiming any rights whatsoever.

Article 10 : Disputes

If one or more provisions of this regulation were declared null or inapplicable, the other clauses would retain their full force and effect. In the event of non-compliance with the obligations of this regulation, especially the commitments in Article 7, the candidate may be asked to reimburse all or part of the prize. All cases not foreseen by the regulation will be settled by the organizer, whose decisions will be final. The law applicable to this regulation is French law. Any dispute arising from this competition will be subject to an attempt at amicable resolution. In case of failure, only the courts of Strasbourg will have jurisdiction.

Article 11: Limit of liability

The organizer shall not incur any liability if, due to force majeure or events beyond its control or justified necessity, it was led to cancel, shorten, extend, postpone, or modify the conditions of this contest. Its liability cannot be engaged as a result.

Article 12 : Acceptance of the rules

Every candidate acknowledges having read the present regulations and accepts their terms.

Done at [Location] on [Date]

Candidate's Names: [Name]

Group: [Group]

Signature (preceded by "Agreed")

**Please send the application by email to claire.roederer@em-strasbourg.eu before
midnight on January 20, 2024.**