

RESEARCH HIGHLIGHTS

Editorial



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At EM Strasbourg, our mission is to produce impactful academic research to support the transformation of organizations in our ecosystem. This ambition guides our research policy, which revolves around our two research centers, **LaRGE** and **HuManiS**.

Simultaneously, we have put in place a research policy at EM Strasbourg aimed at boosting our international visibility, notably through the ViP program, and encouraging transdisciplinary research.

We have thus identified three main areas of expertise, enabling us to unite our researchers around cross-disciplinary research projects. The first looks at **digital transformation within organizations**, focusing on the opportunities offered by digitization to socio-economic players and the local ecosystem. The second looks at **responsible and sustainable change management** to help organizations and practitioners implement responsible strategies and actions. Finally, we are actively developing a third emerging area: **entrepreneurial dynamics**, notably through innovation and the growth of middle-market firms.

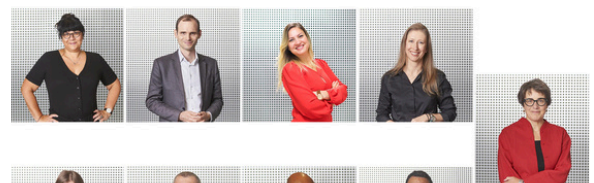
Two new clusters at EM Strasbourg

To strengthen the visibility of our areas of expertise, the School funds research clusters, which are true hubs of excellence on these topics. This year, the School is supporting two new clusters. The **Digitalization, Organization, and Territory** cluster, led by Anaïs Hamelin, will make a valuable contribution to our expertise in the digital transformation of organizations. The **Responsible Leadership as Practice(s)** cluster, led by Jocelyne Yalenios, will enrich our approach to responsible and sustainable management.



Digitalization, Organization and Territory
directed by Anaïs HAMELIN

[Read the full interview on the DOT cluster](#)



Responsible Leadership as Practice(s)
directed by Jocelyne YALENIOS

[Read the full interview on the RESPONS cluster](#)



Interview

Interview with Nada Endrissat, visiting professor of the MAESTRO research cluster

Nada Endrissat, a research professor at Bern Applied Sciences University, was delighted to return to EM Strasbourg as part of the MAESTRO research cluster. On this occasion, she had the pleasure of sharing her work on creative industries. We had the opportunity to ask her questions about her field of research and recent achievements.

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News

- [N. Tran defends his PhD dissertation](#)
- [J. Bessouat & L. Viale win the AIRL-SCM 2024 award for best French-language paper](#)
- [C. Haller earns her French qualification to supervise research \(HDR\)](#)
- [A look back at Les Doctoriales HuManiS 2024](#)
- [The European Savings Institute finances a LaRGE project](#)

[>> News LaRGE](#)

[>> News HuManiS](#)

Some publications [RANK 1 & 2]



Natalie DAVID "Bridging the green gap in homesharing: How platforms can increase hosts' sustainability intentions and behavior", *Journal of Travel Research* [AJG cat.4, CNRS cat.4, FNEGE cat.2, HCERES cat.A] Co-authors: Oliver Rossmannek (Albert-Ludwig Universität Freiburg), Carlos Sandoval Alvarez (Universidad de Costa Rica), Lluís Garay Tamajón (Universitat Oberta de Catalunya) .

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Anaïs HAMELIN "A resource dependence perspective on the business group effect in developed markets: Evidence from Western European firms.", *European Management Review* [AJG cat.3, CNRS cat.3, FNEGE cat.2, HCERES cat.A] Co-authors: Timo SOHL (UPF Barcelona School of Management), Markus FITZA (Frankfurt School of Finance & Management).

[>> Read more](#)



Jessie PALLUD "An Inquiry into Effective Salesperson Social Media Use in Multinational vs. Local Firms", *Journal of International Marketing* [AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A] Co-authors: Laurianne SCHMITT (University of Strasbourg), Rhett EPLER (Old Dominion University), Eric CASENAVE (University of Strasbourg).

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Research project

The **Upper Rhine Sustainable Food** project was prepared for over two years as part of a EUCOR project, with the support of the Universities of Haute-Alsace, Freiburg, FNWH, KIT, and RPTU. The project was subsequently awarded Interreg funding for three years (2024-2027) and brings together 29 academic, practitioner, and institutional partners from the Upper Rhine region. The University of Strasbourg is coordinating the project.

The project is interdisciplinary in nature and focuses on inter-organizational collaborations during the transformation of local food systems into sustainable systems. The project is linked to several other themes: innovation, notably through a sustainable business model; the co-construction of fair prices for SMEs and consumers; and sustainable cross-border supply chains.

[Learn more about the Interreg project](#)

Welcome

We extend a warm welcome to **Imad Eddine HARAOUBIA**, who has just joined the **HuManiS Research Center!**



Doctorate in management sciences from Université Grenoble Alpes

• *Research topics:*



Neo-institutional theory, inter-organizational collaboration, digital ecosystems, co-creation, collaborative workspaces (coworking, fablabs, living labs, etc.)

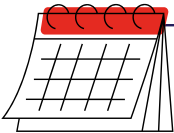
• *Last published article:*



Emergence des projets collaboratifs : Une analyse par les évènements en tant que dispositifs managériaux.

Authors: Imad Eddine Haraoubia, Sabine Carton, Souraya Ismail, Julien De Benedittis. (2024)

Agenda



- **October 7 to November 15:** Visit from **Anna Granstedt**, doctoral student at Åbo Akademi University, hosted by Coralie Haller. Research topic: the ethics of social network marketing.
- **October 21 to November 1:** Visit from **Stefanie Neumeister**, doctoral student at the University of Rostock, hosted by Géraldine Broye. Research topic: joint statutory auditing in France and Germany.
- **November 7:** ViP Seminar (Visiting Professorship Program)
 - **Deirdre O'Loughlin** (University of Limerick, Ireland)
 - **Jamal El Baz** (Ibn Zohr University, Morocco)
 - **Hector Ramirez Perez** (Universidad Panamericana, Mexico)
 - **Fergal O'Brien** (University of Limerick, Ireland)
- **November 15:** Observatory of the Future workshop, organized by Jean-Philippe Bootz.
- **November 28 :** Publicoaching workshop, led by Amélie Boutinot.

Find all the seminar dates for both research centers in the "Research" section of the intranet.