

Research Highlights

Editorial

Digital transformation and territorial dynamics: research rooted in local realities

At **EM Strasbourg**, research into digital transformation is not limited to the study of technologies: it also examines the profound changes taking place in organizations and regions. The recently launched cluster **Dot@EM - Digitalization, Organization, and Territory** illustrates this ambition.

Spearheaded by a **multi-disciplinary team** of researchers from the **HuManiS** and **LaRGE** research centers, it explores the effects of digitalization on the financial sector and territorial dynamics, drawing in particular on original data collection.

To this end, a **roundtable** was held on **June 18, 2025**, on the **challenges of digitizing the financial sector and territorial dynamics**, bringing together researchers, practitioners, and local players.

This was a great opportunity to foster dialogue between academic research and the socio-economic world and to sketch out together the contours of a more inclusive, regionally-based digital future.



Anaïs Hamelin
Director of LaRGE
Research Center,
Head of the DOT
Cluster

Interview



Artificial intelligence and research?

We spoke to Amélie Boutinot about the growing integration of artificial intelligence in research.

Amélie Boutinot - Deputy Director of HuManiS Research Center

[**>> Read the interview**](#)

News

- Looking back on the Workshop on Banking and Institutions
- Looking back on the MAESTRO workshop at the Digital Village
- Q. Lambert defends his PhD dissertation
- A. Heyert defends her PhD dissertation
- E. Matyus defends her PhD dissertation
- D. Elsouy wins award at ATLAS AFMI conference



Congratulations to all of you!

**Find out all the latest news of each laboratory
by clicking below:**



AJG-ranked publications (ranks 3 and 4)



- **Michel KLEIN** "*Global Events Demand Global Data: COVID-19 Crisis Responses and the Future of Selling and Sales Management around the Globe*", Journal of International Marketing, 2025.
- **Jean PFIFFELMANN** "*Conflicting consumer beliefs influencing eco-innovation adoption: Motives and barriers for accepting the laser marking of organic products*", Revue Psychology of Marketing, 2025
- **Maxime MERLI** "*Green Values and Transparency of Household Savings: A Survey*", The European Journal of Finance, 2025.

Research project

How does digitizing services impact the customer experience?



Tony Valentini

Member of HuManiS Research Center

Associate professor of **marketing** at EM Strasbourg Business School and a member of **HuManiS** Research Center, Tony Valentini is in charge of the **PGE specialization Customer Journey Digitalization**.

His research focuses on how people experience service environments, whether **physical**, **digital**, or **hybrid**.

He is particularly interested in the impact of technology on the quality of these experiences. As **digital transformation** unfolds, he analyzes the **opportunities** to be seized and the **risks** to be managed.

He is currently working on several projects around the “**phygitalization**” of services, **digital well-being**, and **social experience** in tourism. The common objective is to better understand the role of digital tools in the well-being of individuals and the creation of sustainable experiences.

[>> Read more](#)

Agenda



JUNE

- **June 2 & June 3:** Workshop on Banking and Institutions, organized by LaRGE Research Center
- **June 5:** Qualicoaching Workshop, led by Ksenija Djuricic
- **June 13:** LaRGE Research Seminar
- **June 18:** DOT Cluster Workshop
- **June 19:** Human Resources Management & International Management Seminar, led by Jocelyne Yalenios
- **June 26:** Doctoral Quarterly Seminar, proposed by Samia Chehbi Gamoura
- **June 26:** HuManiS End-of-Year Meeting

JULY

- **July 1:** LaRGE Workshops
- **July 4:** Observatory of the Future Workshop, organized by Jean-Philippe Bootz
- **July 8:** RESPONS Cluster Workshop
- **July 8:** LaRGE End-of-Year Meeting
- **July 16:** Morning session on learning and CSR engagement

Find the full agenda for both research centers in the "Research" section of the intranet or by clicking below:

HuManiS



LaRGE



Your contact: Anaïs DIETSCHÉ

EM Strasbourg Business School
61 Avenue de la Forêt-Noire, F-67085 Strasbourg Cedex

