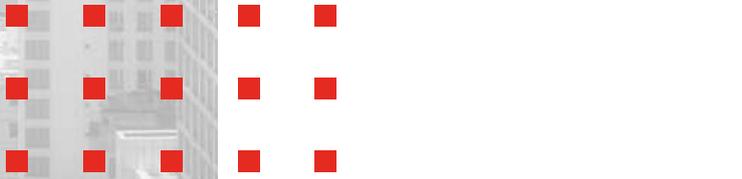




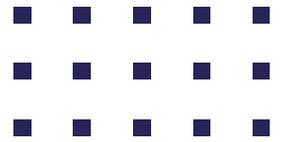
EM Strasbourg
BUSINESS SCHOOL
UNIVERSITY OF STRASBOURG



RESEARCH 2024 OVERVIEW



Editorial



Marie Pfiffelmann

Full Professor
Associate Dean for Faculty Management & Research

At EM Strasbourg, research is not just a pillar of our mission—it is its **driving force**. It informs our teaching and guarantees the academic excellence of our programs that prepare tomorrow's leaders.

Our strategy is built on a faculty deeply engaged in research, actively contributing to scientific output through our two recognized research centers: **LaRGE and HuManiS**.

Thanks to our **affiliation with the University of Strasbourg**, we benefit from a strong foothold in international academic networks. This dynamic is reflected each year in the visits of esteemed colleagues from renowned partner universities, with whom we build fruitful collaborations—often leading to high-level publications.

We also encourage the development of **cross-disciplinary research clusters**, designed as spaces for collective exploration, combining disciplines, approaches, and perspectives. These clusters encourage the emergence of high-impact projects, directly linked to the major contemporary issues facing organizations.

For us, academic research holds true value only when it is **meaningfully connected to the economic and social world**. This conviction drives our **Corporate Chairs** and our **Observatory of the Future**—genuine platforms for dialogue between researchers and practitioners. These initiatives embody an open, connected, and purpose-driven form of research, whose outcomes feed into our programs and inform the strategies of the businesses that place their trust in us.

Seminars, conferences, workshops—a wide range of formats are used to **rapidly and widely disseminate the results of our work**, for the benefit of our academic and professional ecosystems.

Research



at a Glance

* Data collected for the 2024 calendar year



2 Research Centers

HuManiS
Humans & Management in Society

LaRGE
Management & Economics



Observatory of the Future

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



3 Clusters

- DOT:** Digitalization, Organization, and Territories
- MAESTRO:** Management in the Arts, Environment, and Society: creaTivity for Real Outcomes
- RESPONS:** Responsible Leadership in Practice(s)



8 Corporate Chairs

In partnership with:



- | | | | |
|-------------------------------|----------------------------------|---------------------------------------|------------------------------------|
| 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 EM Strasbourg's research culture?

Research at EM Strasbourg is based on a stimulating scientific culture, nurtured by individualized support, an environment conducive to exchanges, and a strong international outlook.

Tailor-Made Support for Researchers

The school provides a range of tools and facilities to support its researchers and doctoral students on a day-to-day basis:

- A research office dedicated to research activities within and between our research centers.
- "Publicoaching" seminars for effective support in the scientific publication process.
- "Qualicoaching" and "quanticoaching" sessions to reinforce researchers' methodological skills.
- A library of instructional videos focusing on innovative research methodologies.
- Software for data processing and analysis (quantitative and qualitative).

A Collaborative and Inspiring Environment

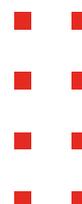
The school fosters scientific exchange and collaborative work through appropriate facilities and regular meetings:

- A research room designed to encourage teamwork.
- INSPIRE (INStitute for Pedagogical Innovation & REsearch), a space consisting of an observation room, a recording and editing studio, and experimental installations.
- Research seminars organized regularly in the research centers, to stimulate scientific dialogue.

Dynamic International Collaboration

International openness is an essential lever for enriching research:

- The Visiting Professor (ViP) Program, welcoming several professors from international universities each year.
- The Visiting Professor Research Program (launched in 2024), strengthening international cooperation within the school's clusters.
- The possibility of six-month research stays abroad, promoting immersive scientific experiences.
- Strategic partnerships with universities such as the University of Limerick and the University of Bucharest, facilitating exchanges and collaborative projects.





Research Centers

Research at EM Strasbourg is supported by

two research centers.

Thanks to its affiliation with the University of Strasbourg, EM Strasbourg enjoys a solid academic foundation and recognized integration into international research networks. This stimulating environment fosters the development of high-level scientific work, in line with major contemporary economic, social, and managerial issues.

The school is supported by two renowned research centers: LaRGE (Management & Economics), which specializes in finance, and HuManiS (Humans & Management in Society), which explores the human, social, and organizational dimensions of management. Together, they illustrate the richness and diversity of EM Strasbourg's research themes.



LaRGE

Management and Economics

LaRGE is the finance research center of the University of Strasbourg. It is one of the leading finance research centers in France, bringing together a unique community of researchers specializing exclusively in this field.

Its fields of research include behavioral finance, banking economics, corporate finance, and public finance. LaRGE's scientific policy aims to publish in the best international and national journals and to include the research center in international finance networks through events organized in Strasbourg with international partners (foreign universities, foreign central banks).

LaRGE regularly works with socio-economic players as part of research contracts in order to benefit from their expertise and data while offering them its expertise and skills in return.



Anaïs HAMELIN,
Director of LaRGE

Research topics:

- Entrepreneurial behavioral finance
- Financing and growth of small and medium-sized companies



*LaRGE stands out for its original approach to financial issues, which aims to **shift the gaze** by exploring little-addressed angles or shedding new light on classic problems.*

Rooted in the realities of the socio-economic world, the research carried out at LaRGE maintains close links with public and private players and produces work with a strong managerial and public policy impact.

The launch of the corporate chair Finance & Environmental Challenges is fully in line with this dynamic.

Members

40

PhD students

9

PhD defenses

3

HDR defenses

4

2024 figures

HuManiS

Humans and Management in Society

With its fifty or so researchers, the HuManiS (Humans & Management in Society) research center covers all the major areas of management: accounting, marketing, human resources, strategy, supply chain management, and information systems.

Its research revolves around three main themes:

HRM and International Management

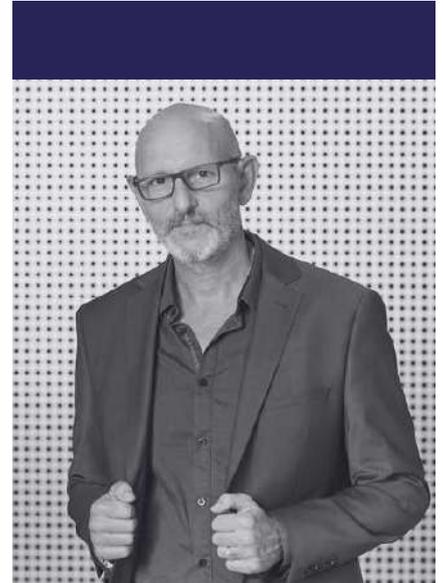
Work on the societal challenges of sustainable development and the internationalization of human resources.

Marketing and Information Systems

Work on customer experience, responsible consumption, and the adoption and use of digital technologies.

Strategy and Supply Chain Management

Work in the fields of strategic management, entrepreneurship, innovation, and supply chain.



Jean-Piippe BOOTZ
Director of HuManiS

Research topics:

- Knowledge management, communities of practice, experts, foresight, HRM



HuManiS projects focus on key issues such as responsible management, innovation, digitalization, sustainable development, and change management.

Our ambition is to help companies, institutions, and entrepreneurs navigate a complex environment and meet the societal challenges they face. It's also to promote a stimulating, caring environment that encourages a positive research dynamic.

Members

58

PhD students

18

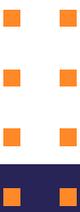
PhD defenses

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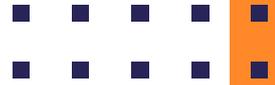
HDR defenses

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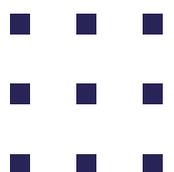
2024 figures



Some Publications from 2024



- CREVEN FOURRIER C., POINT S. (2024). When expatriation meets job relocation: crafting individual offshoring. *Revue de Gestion des Ressources Humaines*, 134 [CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- DAVYDOV D., KING T., WEILL L. (2024). Managing Bank Liquidity Hoarding during Uncertain Times: The Role of Board Gender Diversity. *Financial Markets, Institutions & Instruments*, 33 [ABS cat.3, AJG cat.3, CNRS cat.3, FNEGE cat.3, HCERES cat.B]
- GODLEWSKI C., SANDITOV B. (2024). Bank loan renegotiation and financial institutions' network. *International Review of Financial Analysis*, 95 (no. 103409) [ABS cat.3, AJG cat.3, CNRS cat.3, FNEGE cat.3, HCERES cat.B] Impact Factor. 7.5
- HEYERT A., WEILL L. (2024). Is Financial Inclusion A Source of Happiness? *International Review of Financial Analysis*, 96 (no. 103717) [ABS cat.3, AJG cat.3, CNRS cat.3, FNEGE cat.3, HCERES cat.B]
- LANGINIER H., PEREIRA PÜNDRICH A., AL ARISS A. (2024). Understanding professional migrant women's successful career progression within the Big Four in Luxembourg. *International Business Review*, 33 (no. 1) [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- LEFEBVRE V. (2024). Layoffs in SMEs: The Role of Social Proximity. *Journal of Business Ethics*, 190 (no. 4) [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.1, HCERES cat.A] Impact Factor. 6.1
- LEFEBVRE V. (2024). Investment horizon, slack resources, and firm performance: Evidence from privately held European firms. *Long Range Planning*, 57 (no. 4) [ABS cat.3, AJG cat.4, CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- LEFEBVRE V. (2024). Mobilizing potential slack and firm performance: Evidence from French SMEs before and during the COVID-19 period. *Journal of Small Business Management*, 62 (no. 4) [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- LEFEBVRE V. (2024). Employment growth and profitability in European SMEs: the 100% speed limit. *Entrepreneurship and Regional Development*, 36 (no. 7) [ABS cat.3, AJG cat.3, CNRS cat.3, FNEGE cat.2, HCERES cat.B]
- MÉON P., LAGIOS N., FRANÇOIS A. (2024). Jurisdiction size and perceived corruption. *Public Choice* [ABS cat.3, AJG cat.3, CNRS cat.1, HCERES cat.A]
- OSEI-TUTU F., WEILL L. (2024). Regional Favoritism and Access to Credit. *Public Choice*, 200 (no. 1) [ABS cat.3, AJG cat.3, CNRS cat.1, HCERES cat.A]
- ROSSMANNEK O., DAVID N., SCHRAMM-KLEIN H., VAN DER BORGH M. (2024). Customer misbehavior and service providers' risk perception in the sharing economy. *Journal of Business Research*, 170 [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A] Impact Factor. 10.5
- SCHMITT L., EPLER R., CASENAVE E., PALLUD J. (2024). An Inquiry into Effective Salesperson Social Media Use in Multinational vs. Local Firms. *Journal of International Marketing*, 32 (no. 1) [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- SOHL T., HAMELIN A., FITZA M. (2024). A resource dependence perspective on the business group effect in developed markets: Evidence from Western European firms. *European Management Review* (no. 12664) [ABS cat.3, AJG cat.3, CNRS cat.3, FNEGE cat.2, HCERES cat.A]
- VIALE L., ZOUARI D., VACHER S. (2024). Eco-leadership au coeur de la Supply chain : Le rôle pivot de l'acheteur dans l'Éco-innovation. *Logistique & Management*, 12 (no. 3) [FNEGE cat.2, HCERES cat.C]
- YALENIOS J. (2024). L'émergence d'un tiers lieu réflexif : un nouvel enjeu de la collaboration entre chercheurs et praticiens ? l'apport du Bâ. *Management International* [CNRS cat.3, FNEGE cat.2, HCERES cat.A]
- ZA S., LAZZAZARA A., PALLUD J. (2024). Too Much Is Never Enough: An Analysis of Smart Device Purchase Intention. *International Journal of Electronic Commerce*, 28 (no. 2) [ABS cat.3, AJG cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]
- ZOUARI D., VIALE L., VACHER S. (2024). Repenser la supply chain et son management pour faire face aux enjeux futurs : le développement durable source d'innovations. *Logistique & Management*, 32 [FNEGE cat.2, HCERES cat.C]



Interdisciplinary Projects



Corporate Chairs, in Partnership

with the University of Strasbourg Foundation



Géraldine Broye

Full Professor
Head of R&D

A corporate chair is a cooperative venture between companies and one or more researchers working on a specific issue.

Funded by one or more companies, generally for a three-year period, our chairs enable us to support doctoral students, organize workshops and academic conferences, and offer symposia aimed at a wider public.

EM Strasbourg chairs are hosted by the University of Strasbourg Foundation.

The School's Eight Chairs

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

Some Important Achievements – Wine & Tourism Chair

- **Distinction:** The Wine & Tourism Chair was awarded the prize for best academic research in wine tourism and cultural tourism by the European Federation of Cultural Routes of the Council of Europe and the French association Chemins de la Vigne - Iter Vitis.
- **Partner in the European REMCI VITIS program:** The Chair actively contributes to the “Route Européenne des Musées et Centres d’interprétation de la Vigne et du Vin”, led by Iter Vitis France, with the aim of developing cultural wine tourism.
- **Organization of the conference Sustainability and Digitalization: Challenges and Keys to Success in Industry, Tourism, Wine, and Agrifood.** An event open to all, bringing together industry professionals to share innovative experiences.



Research Clusters

Each research cluster brings together a team of EM Strasbourg researchers from a variety of disciplines to work on cross-disciplinary research questions linked to the major challenges facing our society. Clusters encourage the emergence of innovative, high-impact projects and aim to strengthen the scientific excellence of our research centers. Three clusters are currently active at EM Strasbourg. The year 2024 saw the creation of two new clusters, the DOT and RESPONS clusters.

DOT: Digitalization, Organization & Territories

This cluster actively contributes to the school's expertise in the management of digital transformation in organizations. The aim is to develop innovative, multi-disciplinary research into the interactions between digitalization, territorialization, and territorial dynamics. This multi-level approach enables links to be forged between the organizational level and the meso/macro level of the territory or ecosystem. It is thus in line with new trends in microfoundation.

Members:

- Anaïs Hamelin (LaRGE)
- Abel Francois (LaRGE)
- Maxime Merli (LaRGE)
- Jessie Palld (HuManiS)
- Joël Petey (LaRGE)
- Daria Plotkina (HuManiS)
- Jean-Loup Soula (LaRGE)
- Tony Valentini (HuManiS)

RESPONS: Responsible Leadership in Practice(s)

The central question of this cluster is how emerging organizational practices—whether driven by macro-level incentives in the field of work and organizations, business model proposals from the nonprofit sector, or responsible leadership initiatives—can contribute to the transition to sustainability.

Members:

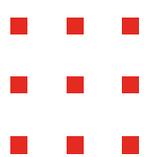
- Jocelyne Yalenios (HuManiS)
- Géraldine Broye (LaRGE)
- Pauline Johannes (LaRGE)
- Amal Jrad (HuManiS)
- Vivien Lefebvre (LaRGE)
- Babak Mehmanpazir (HuManiS)
- Aline Pereira Pundrich (HuManiS)
- Lovarinira Ramboarison-Lalao (HuManiS)
- Stephano Vacher (HuManiS)

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

This cluster focuses on how the creative industries, through their highly innovative, artistic, and symbolic activities, can help the transition to sustainable systems and change. To explore this question, it draws on the notion of “big challenges”, including critical issues with global and societal implications for people's health, well-being, and wealth, such as climate change, digitalization, the food transition, and water stress.

Members:

- Amélie Boutinot (HuManiS)
- Sophie Michel (HuManiS)
- Hélène Langinier (HuManiS)
- Marie Lemaire (HuManiS)
- Odile Paulus (LaRGE)

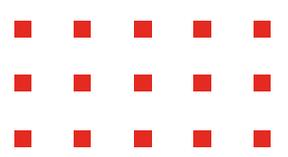




An Emblematic Event—MAESTRO Cluster

In May 2024, the MAESTRO cluster organized a workshop in collaboration with ARTE, dedicated to **diversity and inclusion in the cultural and creative industries**. The event brought together two academic speakers and industry professionals to discuss best practices in inclusive corporate policies.

Drawing on ARTE's experience in cultural and linguistic diversity, participants—researchers and practitioners—were invited to work together to identify innovative solutions for promoting inclusion in professional environments where the risks of inequality are particularly high.





Observatory of the Future - 2024 Review

The Circular Economy and Industry in 2035 Study

4

workshops bringing together **7 manufacturers** (Soprema, Hager, Blue Paper, Viessmann, Française de gastronomie, Lingenheld, Barrisol), institutional players (Ademe, Eurométropole, Grand Est Développement, Initiatives Durables, Build&Connect), and **12 interdisciplinary researchers** from EM Strasbourg (supply chain, bioeconomics, innovation economics, artificial intelligence, human resources management, strategic foresight, CSR, organization theory, etc.).

Building the Prospective System

Identification of **11 macrovariables**, i.e. the variables with the greatest impact on the evolution of the industry in relation to the circular economy between now and 2035, based on an initial collective workshop supplemented by monitoring work.

11

prospective files drawn up by the researchers, based on in-depth monitoring (over 350 documents explored) and 20 interviews with experts in the field. Each file is structured into three sections:

- **Definition and relation to the topic:** description of the macrovariable and justification of its importance for the future of the circular industry.
- **Past and present dynamics:** historical perspective and analysis of recent developments influencing the subject's future trajectory.
- **Prospective exploration:** identification of major trends, uncertainties, controversies, and weak signals, enabling us to envisage various development scenarios.

Identifying Assumptions

During the prospective workshops, each prospective file was presented to the members of the working group, in order to construct evolution hypotheses for each macrovariable, distinguishing between:

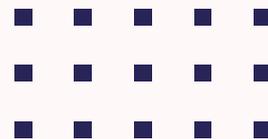
- **Trend hypotheses:** prolonging current observed dynamics.
- **Alternative hypotheses:** highlighting contrasting trends based on identified uncertainties and controversies.
- **Disruptive assumptions:** introducing radical changes likely to transform the industrial and circular landscape by 2035.

4

scenarios built collectively by systematically combining the hypotheses retained. This work led to the emergence of the following four scenarios:

- **S1 - Fragmented circular economy:** Transition hampered by economic and regulatory obstacles, leaving room for heterogeneous models between industrial sectors.
- **S2 - High-tech circular economy:** A Europe leading the way in sustainable reindustrialization, thanks to massive investment in green technologies and artificial intelligence.
- **S3 - Territorial circular economy:** In the face of geopolitical and climatic crises, industry organizes itself around local models and resilient regional ecosystems.
- **S4 - Directed circular economy:** An uneven transition imposed by disparate industrial policies, accentuating gaps between industries and territories.

Each scenario has been enriched by a systemic narrative, spelling out the links between the hypotheses and describing the possible strategic implications for industrial and institutional players.



Highlights

Discover the Memorable Moments

of the Year 2024



03/28/24:

Grand Est Marketing Research Day

HuManiS & Customer Experience Chair, 40 people

This 10th edition gave pride of place to work that renews the theoretical and methodological options of marketing research.



05/16/24 & 05/17/24:

Interuniversity Finance Research Days

LaRGE, 30 people

This event, organized by LaRGE, enabled several doctoral students to present their research work.



05/16/24: MAESTRO Workshop

Diversity & Inclusion in the Creative Industries

MAESTRO Cluster, 50 people

Organized in collaboration with Arte, this workshop sparked a rich debate with the sharing of experiences of various professionals in the creative industries.



10/17/24:

Doctoriales

HuManiS, 30 people

Dedicated to exchange and formative feedback, the day offered PhD students the opportunity to present their research projects.



Circular Economy and Industry in 2035

Observatory of the Future, 25 people

Jean-Philippe Bootz, Head of the Observatory of the Future, led several workshops as part of the *Circular Economy and Industry in 2035* study. The workshops were constructive, thanks to the active participation of industrialists, institutional representatives, and researchers, who shared their ideas and feedback.



Recruitment & Defenses



Recruitment



PhD Students

- **Peilin CUI** - Under the supervision of Anaïs HAMELIN
- **Olivier GONZALEZ** - Under the supervision of Anaïs HAMELIN
- **Nicolas PANTALONE** - Under the supervision of Amélie BOUTINOT
- **Anselm RABATÉ** - Under the supervision of Abel FRANÇOIS
- **Maxime SCADUTO** - Under the supervision of Jean-Philippe BOOTZ and Sophie MICHEL
- **Paris VALDESPINO** - Under the supervision of Amélie BOUTINOT and Ksenija DJURICIC

And we welcomed a **new associate professor** to the team: **Imad HARAUBIA**

Defenses



PhD Defenses

- **Sabrina GRANDCLAUDE**, 01/10/24, supervised by Thierry NOBRE, title "Constituent elements, genesis, barriers and drivers of organizational innovation in healthcare (OIH): insights from article 51" (HuManiS)
- **Adela JANSEN**, 04/08/24, supervised by Sébastien POINT and Alina DIMA (univ Bucarest), title "Romanian leaders' perception of success in the post-pandemic crisis: a kaleidoscope model approach"(HuManiS)
- **Nhat MINH TRAN**, 05/24/24, supervised by Anaïs HAMELIN, title "Family business heterogeneity and CSR performance" (LaRGE)
- **Guillaume THÉVENET**, 12/05/24, supervised by Anaïs HAMELIN, title "Financial literacy and the entrepreneurial process: the role of formal education" (LaRGE)
- **Warsama ELEYEH-SAÏD**, 12/10/24, supervised by Thierry NOBRE, title "The introduction of management control and management in hospitals in African countries: case of Djibouti"(HuManiS)
- **Maria SHCHEPELEVA**, 12/17/24, supervised by Laurent WEILL, title "Essays on banking crises" (LaRGE)

HDR* Defenses of EM Strasbourg Faculty

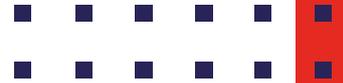
- **Coralie HALLER**, 06/13/2024, supervised by Bénédicte ALDEBERT, title "Les dynamiques organisationnelles dans les filières vitivinicoles, touristiques et œnotouristiques: une approche intégrative par le Management des Systèmes d'Information" (HuManiS), at Aix-Marseille University.
- **Daria PLOTKINA**, 11/13/24, supervised by Marie-Hélène BROIHANNE, title "Rethinking consumer vulnerability" (LaRGE), at EM Strasbourg.
- **Sophie MICHEL**, 12/04/2024, supervised by Émilie LANCIANO, title "Repenser l'action collective pour une durabilité forte des systèmes alimentaires" (HuManiS), at Lumière Lyon 2 University.

HDR* Defenses Supervised at EM Strasbourg

- **Nirjhar NIGAM**, 01/22/24, supervised by Régis BLAZY, title "The Determinants of Entrepreneurship and Survival of Firms" (LaRGE)
- **Ivana VITANOVA**, 03/25/24, supervised by Marie-Hélène BROIHANNE, title "Cognition et personnalité des leaders organisationnels" (LaRGE)
- **Sylvain COLOMBERO**, 06/03/24, supervised by Amélie BOUTINOT, title "Ma quête de l'ordinaire - ou comment agripper mes travaux grâce à la philosophie Emersonienne" (HuManiS)
- **Ludovic VIGNERON**, 06/11/24, supervised by Anaïs HAMELIN, title "Intermédiation Financière - banque relationnelle, crédit fournisseurs, crowdfunding - conditions et conséquences" (LaRGE)

*HDR: French qualification required to supervise research





Awards and Distinctions



- **Bessouat, J. and Viale, L.:** Award for best French-language paper granted by the International Association for Research in Logistics and Supply Chain Management (AIRL-SCM): “Profil hibou, papillon ou renard ? L’impact de l’acheteur sur les relocalisations”.
- **Haller, C.:** Award for best university research in wine and cultural tourism by Iter Vitis Europe. This distinction highlights the Chair’s commitment to the field of wine tourism, underlining the importance of its research to the wine industry.
- **Paquin, P. and Di Giacomo, A.:** Award for best paper at the International Governance Congress given by the International Academic Governance Association: “Est ce que le bonus pousse les dirigeants surconfiants à atteindre leurs objectifs ?”





EM Strasbourg
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MASTER

