

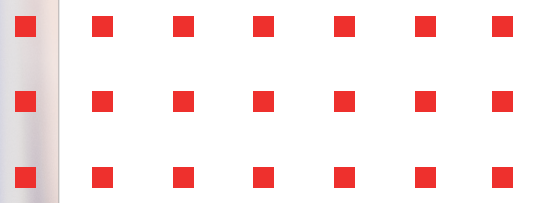
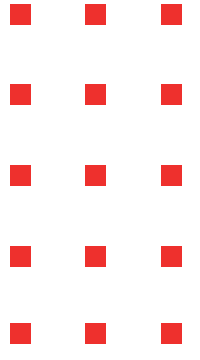


EM Strasbourg
BUSINESS SCHOOL



Research

2023 Overview



be distinctive'



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

Research at EM Strasbourg: A conviction, a quest for excellence, a desire to pass on

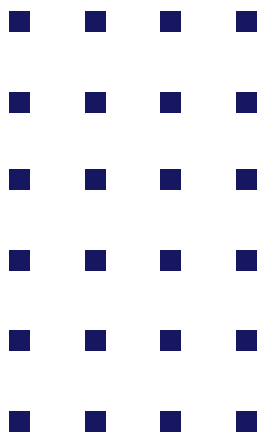


Marie Pfiffelmann,
Associate Dean for Faculty Management & Research

Research remains at the heart of EM Strasbourg's mission, ensuring excellence in the training of future leaders. We deploy an ambitious research strategy, supported by a faculty composed mainly of doctors, who contribute to the development of high-quality research within our two research centers: LaRGE and HuManiS. Part of the University of Strasbourg, our School benefits from strong ties to international research networks. Every year, we welcome international professors from prestigious universities, creating new synergies and collaborations conducive to major publications.

We also encourage the emergence of transdisciplinary research clusters that nurture high-impact collaborative projects. This approach enables an in-depth analysis of contemporary issues through a multidisciplinary lens, enriching our understanding of the complex challenges facing companies and organizations.

We are convinced that excellence in research must also drive innovation within our ecosystem. The School's corporate chairs and its Observatory of the Future provide privileged spaces for knowledge sharing, collaboration, and exchange between researchers and professionals. The many seminars and events organized within these structures facilitate the rapid and ongoing dissemination of our research results, benefiting both our students and companies keen to stay at the cutting edge of innovation.



Research

at a Glance

* Data collected for the 2023 calendar year



2 Research Centers

HuManiS
Humans & Management
in Society

LaRGE
Management & Economics

74

permanent
professors

25

PhD
students

4

PhD
defenses

72

academic
articles

90

paper presentations at
academic conferences

22

books /
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:

University of Strasbourg Foundation



Sustainable
Development
& CSR



Customer
Experience



Behavioral
Finance



Finance &
Environmental
Challenges



FM Logistic



Knowledge
Management &
Foresight



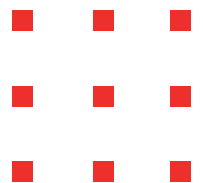
Governance & Family
Business Transfer



Wine & Tourism



What are the main pillars of research development at EM Strasbourg?



Personalized Support

EM Strasbourg has many tools to assist our professors and PhD students on a daily basis:

- A research office dedicated to research activities within and between our research centers
- “Publicoaching” seminars to assist researchers with the publication process
- “Qualicoaching” and “quanticoaching” seminars to consolidate the methodological skills of our researchers
- Research methodology videos to train researchers in new methodologies
- Available workspaces and software

Recruitment That Propels Research

In collaboration with the University of Strasbourg, EM Strasbourg pursues a quality recruitment policy:

- The recruitment of new professors each year (two in fall 2023)
- 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 each year and develop research at the international level



A 2023 highlight was the inauguration of **INSPIRE** (INStitute for Pedagogical Innovation & REsearch). INSPIRE is a research facility designed to foster a collaborative research environment and the implementation of empirical studies using cutting-edge techniques. It comprises various spaces dedicated to the design and realization of research projects, offering specific resources such as an observation room, a recording and editing studio, and experimental facilities.

Research Centers

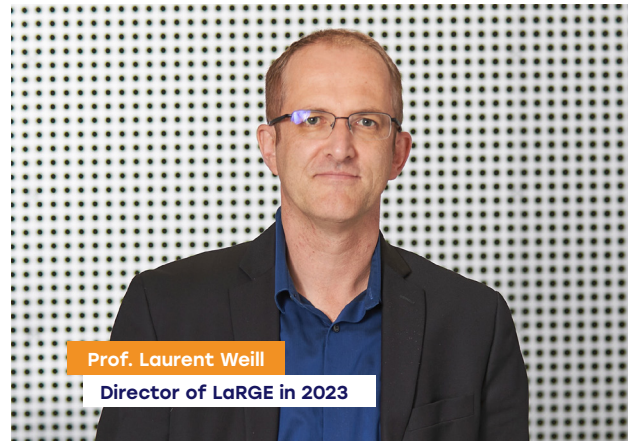
Research at EM Strasbourg is supported by two research centers.

LaRGE Management & Economics

LaRGE is the University of Strasbourg's research center specializing in finance, and notably one of France's major research centers in this field.

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).

It 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.



Key Figures *

40	members
32	academic articles
8	PhD students
2	PhD defenses

* Data collected for the 2023 calendar year

Publications: AJG Categories 3 & 4

- Alshater, M., El Khoury, R., Joshipura, M. and Nasrallah, N. (2023) Initial Coin Offerings: A Hybrid Review. *Small Business Economics*, 61
- Ben Hafaïdh, C. and Hamelin, A. (2023) Questioning the Growth Dogma: A Replication Study. *Entrepreneurship: Theory and Practice*, 47
- François A., Panel, S. and Weill, L. (2023) The Effect of Dictators' Facial Characteristics on Foreign Direct Investment. *Leadership Quarterly*, 34
- Fungacova, Z., Schoors, K., Solanko, L. and Weill, L. (2023) Staying on Top: Political Cycles in Private Bank Lending. *Journal of Comparative Economics*, 51
- Osei-Tutu, F. and Weill, L. (2023) Individualism Reduces Borrower Discouragement. *Journal of Economic Behavior and Organization*, 3
- Ott, C. and Endrikat, J. (2023) Exploring the association between financial and nonfinancial carbon-related incentives and carbon performance. *Accounting and Business Research*, 53
- Ott, C. and Schiemann, F. (2023) The market value of decomposed carbon emissions. *Journal of Business Finance and Accounting*, 50
- Ott, C. (2023) The professional identity of accountants – an empirical analysis of job advertisements. *Accounting, Auditing & Accountability Journal*, 36
- Shamshur, A. and Weill, L. (2023) Bank Risk and Firm Investment: Evidence from Firm-Level Data. *Journal of Financial Services Research*, 63

HuManiS

Humans & Management in Society

Bringing together approximately 50 researchers, the research center HuManiS 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

Societal challenges of sustainable development and the internationalization of human resources

Marketing & Digitalization

Customer experience, responsible consumption, and the adoption and use of digital technologies

Entrepreneurship & Management of Change

Knowledge management, community and network dynamics, dynamic capacity management, innovation phenomena, and change in organizations



Key Figures*

52 members

40 academic articles

17 PhD students

2 PhD defenses

* Data collected for the 2023 calendar year

Publications: AJG Categories 3 & 4

Damand, D., Lahrichi, Y. and Barth, M. (2023) Parameterization of Demand-Driven Material Requirements Planning: A Multi-objective Genetic Algorithm. *International Journal of Production Research*, 61

Hennekam, S., Richard, S. and Ozbilgin, M. (2023) How Social Structures Influence the Labour Market Participation of Individuals with Mental Illness: A Bourdieusian Perspective. *Journal of Management Studies*, 60

Kucharavy, D., Damand, D. and Barth M. (2023) Technological forecasting using mixed methods approach. *International Journal of Production Research*, 61

Lahrichi, Y., Damand, D., Deroussi, L., Grangeon, N. and Norre, S. (2023) Investigating two variants of the sequence-dependent robotic assembly line balancing problem by means of a split-based approach. *International Journal of Production Research*, 61

Racat Idrac, M. and Plotkina, D. (2023) Sensory-enabling technology in m-commerce: the effect of haptic stimulation on consumer purchasing behavior. *International Journal of Electronic Commerce*, 27

Yalenios, J. (2023) Work transformation and the HR ecosystem dynamics: A longitudinal case study of HRM disruption in the era of the 4th industrial revolution. *Human Resource Management*, 62

Zahid Nawaz, M., Nawaz, S., Guzmán, F. and Plotkina, D. (2023) The aftermath of Covid-19: The rise of pandemic animosity among consumers and its scale development. *Journal of Business Research*, 157

LaRGE & HuManiS Copublications: AJG Categories 3 & 4

Kleimeier, S., Hoffmann, A., Broihanne, M-H., Plotkina, D. and Göritz, A. (2023) Determinants of Individuals' Objective and Subjective Financial Fragility during the COVID-19 Pandemic. *Journal of Banking and Finance*, 153

Interdisciplinary Projects

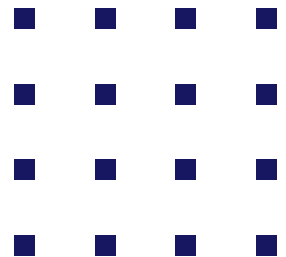
The School is committed to creating an environment conducive to the emergence of collaborative and transdisciplinary research projects. Various initiatives allow our researchers to meet and exchange with companies looking to collaborate.



Corporate Chairs

In partnership with
the University of Strasbourg Foundation

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



Our Eight Corporate Chairs

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

Wine & Tourism Chair Highlights

- Publication of a book and three book chapters
- Organization of the 3rd International Research Workshop on Wine Tourism: "Trends for a sustainable and resilient wine tourism industry"
- Organization of three research seminars with guest researchers and practitioners
- Speeches at the national conference of the federation of regions with the Vignobles & Découvertes label
- Involvement in the creation of the new Master of European Tourism, Wine & Agrifood Management

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. Two clusters are currently active at EM Strasbourg.

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.

Members:

- Sarah Richard (HuManiS): Human resources
- Christian Ott (LaRGE): Finance / accounting
- Aline Peireira Pündrich (HuManiS): Strategy / CSR
- Philipp Sauer (HuManiS): Supply chain management

2023 highlight:

Keynote address in the chamber of the European Parliament at the conference "The Challenges of Climate Change: From Civic Engagement to European Responsibility"

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

Members:

- Amélie Boutinot (HuManiS): Strategy
- Richard Huaman-Ramirez (HuManiS): Marketing
- 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

2023 highlight:

Organization of the workshop "Transgression and Sustainable Issues in the Creative Industries"

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 French region Grand Est.

The results obtained 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.

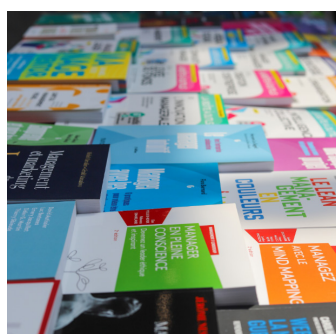
Research Project Launch: "Circular Economy and Industry in 2035"

This project brings together a team of 11 researchers from the School and involves 20 practitioners, representing 13 companies and 5 public institutions, to explore the following questions:

- How might industry evolve given the shift to a circular economy?
- What impact will these changes have on the business models and value chains of manufacturers in the Grand Est region?
- What can we do to play a role in these changes?

Highlights

Discover the memorable moments of 2023.



April 3 & 4: European Innovation & Trade Colloquium

HuManiS, 120 participants online

“New Trends in Sales and Sales Negotiation”

April 6: Customer Experience Workshop

Customer Experience Chair, 50 participants

“Journey into Web3: Reinventing the Experience!”

June 6–9 : 32nd AIMS Conference

HuManiS, 230 participants

“Changes in Strategic Management in the Face of Ecological, Digital, and Geopolitical Challenges”

June 16: LaRGE Research Day in partnership with Kemmy Business School

Delegation of five professors from Limerick and LaRGE members

June 26–27: HuManiS Doctoriales

HuManiS, 40 participants

June 28–30: 13th Congress of the Academy of Entrepreneurship and Innovation

LaRGE, 200 participants

“Tomorrow's Entrepreneurship: New Issues, New Challenges?”

September 18–20: Research Seminar on Sustainable Supply Chain Management

HuManiS, 17 participants

“Supply Chain Digitalization, Sufficiency-Oriented Behavior, Sustainability Tensions, Supply Chain Due Diligence, and Impact Measurement”

October 9 & 10: Workshop on Banking and Society

LaRGE, 25 participants

Banking economics topics related to current societal issues

November 17: MAESTRO Cluster Workshop

MAESTRO cluster / HuManiS, 15 participants

“Creativity, Art, and Transgression: What Prospects for a Sustainable Management/Future?”

Recruitment

Professors

- **Amal Jrad** (HuManiS): Strategy & supply chain management
- **Ksenija Djuricic** (HuManiS): Strategy & supply chain management

PhD Students

- **Juliette Bijlholt** (LaRGE) - **Ministerial doctoral contract**
Under the supervision of Anaïs Hamelin & Marie Pfiffelmann
- **Aura Cadis** (HuManiS)
Under the supervision of Sébastien Point & Mihail Busu
- **Thanh Phong Cao** (HuManiS)
Under the supervision of Sébastien Point

- **Esra Gulmez** (HuManiS)
Under the supervision of Samia Chehbi-Gamoura
- **Fatma Hammami** (LaRGE) - **EM Strasbourg doctoral contract**
Under the supervision of Géraldine Broye & Vivien Lefebvre
- **Justine Lambolez** (HuManiS) - **Ministerial doctoral contract**
Under the supervision of Laurence Viale
- **Célia Magras Vergez** (LaRGE)
Under the supervision of Anaïs Hamelin
- **Jean-Baptiste Marigo** (LaRGE) - **Ministerial doctoral contract**
Under the supervision of Laurent Weill
- **Ferial Nadji** (HuManiS)
Under the supervision of Samia Chehbi-Gamoura
- **Daniil Stepanenko** (HuManiS)
Under the supervision of Samia Chehbi-Gamoura
- **Renald Thillou** (HuManiS)
Under the supervision of Gilles Lambert

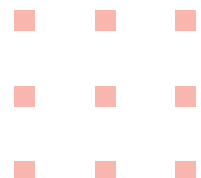
Defenses

HDR Defenses

- March 15: **Matthaios Ntelis** (Audencia Business School, Nantes)
Supervised by Laurent Weill (LaRGE)
Title: "Research in empirical banking and finance"
- March 20: **Sarah Richard** (HuManiS)
Supervised by François Grima (Université Paris Est Créteil)
Title: "Les dynamiques de génération de ressources du handicap : des politiques d'emploi aux situations individuelles"
- March 24: **Samia Chehbi Gamoura** (HuManiS)
Supervised by Jessie Pallud (HuManiS)
Title: "L'IA est-elle la Panacée en Management ? Recherches sur l'Applicabilité, la Généricité et l'Acceptabilité des Approches de l'Intelligence Artificielle dans les Processus de Management"
- November 10: **Vivien Lefebvre** (LaRGE)
Supervised by Joël Petey (LaRGE)
Title: "Processus de mobilisation des ressources financières : facteurs organisationnels et territoriaux"
- November 13: **Lovanirina Ramboarison Lalao** (HuManiS)
Supervised by Sébastien Point (HuManiS)
Title: "Populations oubliées : Nouvelles représentations et apports à l'aune du caléidoscope de la diversité"
- December 7: **Jocelyne Yalenios** (HuManiS)
Supervised by Christophe Baret (Aix-Marseille Université)
Title: "Les micro-dynamiques d'apprentissages et d'appropriations dans la (re) production des pratiques de GRH"
- December 8: **David Damand** (HuManiS)
Supervised by Marc Barth (HuManiS)
Title: "Psychologie cognitive de la planification en Supply Chain Management - Concepts et modèles de référence pour le diagnostic à partir des savoirs pratiques"

PhD Defenses

- April 14: **Hong Nhung Le** (LaRGE)
Supervised by Christophe Godlewski
Title: "The impact of family ownership on capital structure, borrowing cost, and performance: Empirical evidence from East Asia"
- June 19: **Caroline Perrin** (LaRGE)
Supervised by Laurent Weill
Title: "Gender, financial inclusion, and entrepreneurship"
- November 14: **François Gallinari** (HuManiS)
Supervised by Sébastien Point & Gaëlle Deharo (ESCE Paris)
Title: "Towards (re)consideration of suffering at work: A legal and managerial analysis"
- November 16: **Mathilde Jost** (HuManiS)
Supervised by Amélie Boutinot & Sébastien Point
Title: "Managing exogenous factors to foster individual creativity in French gastronomy"





EM Strasbourg

BUSINESS SCHOOL

EM Strasbourg Business School
61, avenue de la Forêt-Noire
F-67085 Strasbourg Cedex
France
(+33) 036-885-8000

www.em-strasbourg.com

