

## EDITORIAL



**Marie Pfiffelmann**

Associate Dean for Faculty Management & Research

### Improving our students' research culture: a challenge at the heart of our mission

Developing our students' research culture is an essential step in preparing them to meet the complex challenges facing organizations. As professors, our role is not only to create knowledge but also to pass on research skills to our students. This transmission takes place in the classroom, where we share our expertise and train students to adopt a rigorous, analytical approach, as well as in the supervision of final year theses and case studies.

Our aim over the next five years is to involve students more closely in collaborative research projects with faculty members. These enriching experiences, which could lead to copublications, offer our students the unique opportunity to actively contribute to the advancement of knowledge in their field of study.

Together, let's cultivate a dynamic and stimulating research culture, where the quest for knowledge and excellence is at the heart of every initiative.

## INTERVIEW

### Michel Klein tells us about integrating students into a research project.

The research project co-constructed with students is a case study. Four PGE students from the Negotiation & Sales Management specialization were involved. This research work was presented in the form of a paper at the World Conference on Qualitative Research in Portugal, entitled "Investigating how sales teams in SaaS companies improve their sales performance with digital tools."

[>> Read more](#)

## NEWS

- [A. Jansen defends her PhD dissertation](#)
- [Wine & Tourism Chair conference with ADIRA and Marque Alsace](#)

[>> LaRGE news](#)

[>> HuManiS news](#)

## A FEW PUBLICATIONS [RANK 1 & 2]



**Vivien LEFEBVRE**

"Layoffs in SMEs: The Role of Social Proximity",  
*Journal of Business Ethics*  
[CNRS cat.2, FNEGE cat.1, HCERES cat.A, ABS 3]

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### **Hélène LANGINIER & Aline PEREIRA PÜNDRICH**

"Understanding professional migrant women's successful career progression within the Big Four in Luxembourg",  
*International Business Review*  
[ABS cat.3, CNRS cat.2, FNEGE cat.2, HCERES cat.A]

Co-author : Akrim Al Ariss (TBS Education).

[>> Read more](#)



### **Sophie MICHEL**

"Bad apples and sour grapes: How fruit and vegetable wholesalers' fantasy mediates experienced stigma",

*Human Relations*

[ABS cat.4, CNRS cat.2, FNEGE cat.1, HCERES cat.A]

Co-author : Russ Vince (University of Bath).

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## **RESEARCH FOCUS**

### **Providing students with privileged access to methodological tools — that's the important role of INSPIRE.**

**Richard Huaman Ramirez** and **Jean Pfiffelmann**, members of the HuManiS research center, present the methodological tool INSPIRE.

INSPIRE is an ecosystem of learning, research, innovation, and enterprise that enables students to acquire and enhance skills:

- Mastery of management research methods for pinpointing customer and market needs and expectations in general.
- Understanding the decision-making process of consumers and professionals in all the contexts that make up the field of management science (in an experimental room or through nonparticipant observation).

[Read the full interview with R.Huaman Ramirez](#)

[Read the full interview with J.Pfiffelmann](#)

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## **A LOOK BACK ON**

### **Interuniversity Research Days in Finance**

EM Strasbourg had the pleasure of hosting the Interuniversity Research Days in Finance on May 16 and 17, 2024. This event, organized by LaRGE research center, enabled several doctoral students to present their research work.

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### **MAESTRO's diversity and inclusion workshop**

EM Strasbourg's MAESTRO cluster organized a workshop on diversity and inclusion in the creative industries, in collaboration with Arte.

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### **10th Marketing Research Day in Grand Est**

EM Strasbourg hosted the 10th Marketing Research Day in Grand Est on March 28. This year's event placed particular emphasis on work that renews the theoretical and methodological options of marketing research.

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### **Wine & Tourism Chair seminar**

At the research seminar on March 22, 2024, a number of academics and experts were brought together to discuss best practices in wine tourism and gastronomy.

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## RESEARCH OFFICE

Not sure who to contact? Click [here](#) to see the responsibilities and tasks assigned to each member of the Research Office.

### AGENDA

- **June 3:** HDR defense of Sylvain Colombero (External - HuManiS)
- **June 6:** LaRGE Study Day and election of new research center council
- **June 6:** Publiccoaching workshop led by Amélie Boutinot
- **June 11:** HDR defense of Ludovic Vigneron (External - LaRGE)
- **July 11:** Observatory of the Future workshop, organized by Jean-Philippe Bootz

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

### Your contact

Anaïs DIETSCHÉ

**Email :**  
[anaïs.dietsche@em-strasbourg.eu](mailto:anaïs.dietsche@em-strasbourg.eu)

### Follow us



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



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