

Research Highlights

Editorial



■ ■ ■ The impact of research: a fundamental challenge

At the **HuManiS research center** and in line with EM Strasbourg's strategic vision, we firmly believe that academic research cannot be an isolated intellectual pursuit. It must have a **concrete impact** on the socio-economic players in our ecosystem.

This conviction guides our work and directs our mission: to understand and support the **transformations** of organizations in a changing world.

Jean-Philippe Bootz

Director of HuManiS Research Center

HuManiS **projects** focus on key issues such as **responsible management, innovation, digitalization, sustainable development, and change management**, all of which can be addressed within the scope of our three areas of expertise (Strategy & Supply Chain, Marketing & IS, HR & International Management).

Our ambition is to help companies, institutions, and entrepreneurs navigate in a complex environment and **meet today's major societal challenges**.

Working in close collaboration with practitioners and decision-makers, we develop **transdisciplinary approaches** aimed at translating research findings into practical, operational tools. This synergy between theory and application enables our work to play a lasting role in the local, national, and international socio-economic fabric.

Within the research center, we are convinced that **academic excellence** and **societal impact** cannot be dissociated. Our aim is to collectively produce **research** that makes **sense** for the world of today and tomorrow.

Interview

We had the opportunity to ask a few questions to learn more about the importance of conducting impactful research.



Accreditations and impactful research: How to measure impact?

Géraldine Broye - Head of Research and Development,
Marie Pfiffelmann - Associate Dean for Faculty Management and Research

[>> Read the interview](#)

News

- D. Plotkina earns her French qualification to supervise research (HDR)
- S. Michel earns her French qualification to supervise research (HDR)
- G. Thévenet defends his PhD dissertation
- W. Eleyeh Said defends his PhD dissertation
- M. Shchepeleva defends her PhD dissertation
- Wine & Tourism Chair wins award

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



Some high-impact publications:



- **Coralie HALLER** "Huit façons de réenchanter l'imaginaire du vin - L'oenotourisme inclusif", Revue Espace - Dossier Oenotourisme, 2024.
- **Michel KLEIN** "Comment gérer ses émotions face à un client pénible ?", The Conversation, 2023.
- **Christine SERVEY** "La jurisprudence requalifie certaines quotes-parts de frais et charges", Revue Française de Comptabilité, 2025
- **Laurence VIALE** "« Love me tender, Love my clients » : L'économie circulaire, arme de séduction massive des fournisseurs", Profession Achats, 2024.

Gamification and copy trading: An in-depth risk analysis for investors



Marie-Hélène Broihanne
Deputy Director of
LaRGE Research Center

A member of the Scientific Advisory Board of the **Autorité des Marchés Financiers (AMF)**, Marie-Hélène Broihanne, has been conducting a **research project** in partnership with the French financial markets regulator.

Initially, she studied the impact of digital influence strategies integrated into trading platforms, such as **gamification** and **copy trading**. These tools, while designed to make investing more accessible, can also exacerbate certain behavioral biases, encouraging overconfidence and risky financial choices.

The **initial results** were presented to the **AMF's Scientific Advisory Board** in June 2023, then to **AMF's Retail Investors Consultative Commission**, and at a conference organized by the Strasbourg Place Financière association in March 2024.

The study had an international scope, with presentations to **ESMA** (Paris, April 2024) and **FINRA** (Washington, November 2024).

In January 2023, she proposed to the AMF to develop a **laboratory experiment** with a team of researchers to analyze the effects of these tools on investment behavior and explore their impact according to investor profiles.

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Agenda



- **February 7:** LaRGE research seminar.
- **February 13:** Qualicoaching workshop, led by Ksenija Djuricic.
- **February 27:** Doctoral quarterly seminar, proposed by Samia Chehbi Gamoura.
- **February 28:** LaRGE doctoral workshop.
- **March 6:** ViP afternoon research seminar (Visiting Professorship Program):
 - o **InHaeng Jung** (Sonoma State University)
 - o **Helen McGrath** (University College Cork)
 - o **Maria Rouziou** (Texas A&M University)
- **March 13:** Publicoaching workshop, led by Amélie Boutinot.
- **March 20:** Human Resources Management & International Management seminar, led by Jocelyne Yalenios.
- **March 27:** Strategy & Supply Chain Management seminar, led by Coralie Haller.
- **March 27:** Quantitative methods seminar, led by Vivien Lefebvre.
- **March 27:** Marketing & Information Systems axis meeting, led by Jean Pfiffelmann.

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

HuManiS



LaRGE



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