



Visiting Professorship Program

2021-2022



| be distinctive[®]

A Word from the Dean



EM Strasbourg Business School is a unique model of a Grande École de Management within an internationally recognized university. Our identity is shaped by several promises:

- to be at the heart of creating, disseminating, and transforming managerial knowledge into expertise and to always have a forward-looking vision of major socioeconomic developments
- to take advantage of the national and international reputation of Strasbourg and Alsace, located in the heart of Europe
- to constantly expand national and international networks, opening ourselves to the world, learning from others, and offering life-changing experiences abroad
- to offer interdisciplinary programs and to foster double competency, long-desired by companies
- to contribute to revealing and nurturing unique and distinctive talents

EM Strasbourg's aim is for every stakeholder (professionals, students, faculty, and administrative staff) to contribute to the School's overall value while respecting his or her own uniqueness. In this regard, visiting professors have an essential role to play, for they bring with them new ideas and ways of thinking. It is through unique programs such as our visiting professorship (ViP) program that research and teaching synergies truly thrive.

Together we broaden the School's horizons.

Assoc. Prof. Herbert Castéran (PhD), Dean of EM Strasbourg Business School

HuManiS Research Center

With more than fifty researchers, **HuManiS** explores the major fields of management.

Recognized for the quality of its projects and dynamic research, HuManiS is a key player in increased competition between universities and business schools and attracts researchers from France and abroad. The research center aims to unite researchers around three major themes:

- Global talent management & social responsibilities
- Marketing & digitalization
- Entrepreneurship & management of change



Prof. Sébastien Point (PhD),
Director of HuManiS



Facts and Figures 2019

- 38 publications in peer-reviewed journals
- 15 book chapters
- 3 case studies
- 9 PhD dissertations
- 5 working papers

LaRGE Research Center

LaRGE brings together thirty-five researchers and several doctoral students to explore all issues relating to finance.

One of the largest research centers in the field of finance in France, LaRGE focuses its research on the following themes:

- Behavioral finance
- Banking
- Corporate finance
- Public finance



Prof. Laurent Weill (PhD),
Director of LaRGE



Facts and Figures 2019

- 13 publications in peer-reviewed journals
- 1 book
- 4 PhD dissertations
- 8 working papers

Recent Publications at EM

- Casenave, E. & Klarmann, M. (2020) **The Accountability Paradox: How Holding Marketers Accountable Hinders Alignment with Short-Term Marketing Goals.** *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2020.02.047>
- Chehbi-Gamoura, S., Derrouiche, R., Damand, D. & Barth, M. (2020). **Insights from Big Data Analytics in Supply Chain Management: An All-Inclusive Literature Review Using the SCOR Model.** *Production Planning and Control*, <https://doi.org/10.1080/09537287.2019.1639839>
- De Moya, J-F. & Pallud, J. (2020) **From Panopticon to Heautopticon: A New Form of Surveillance Introduced by Quantified-Self Practices.** *Information Systems Journal*, <https://doi.org/10.1111/isj.12284>
- François, A., Panel, S. & Weill, L. (2020). **Educated Dictators Attract More Foreign Direct Investment.** *Journal of Comparative Economics*, <https://doi.org/10.1016/j.jce.2019.11.006>
- Godlewski, C. (2020). **How Legal and Institutional Environments Shape the Private Debt Renegotiation Process?** *Journal of Corporate Finance*, <https://doi.org/10.1016/j.jcorpfin.2019.101555>
- Ott, C. (2020). **The Risks of Mergers and Acquisitions—Analyzing the Incentives for Risk Reporting in Item 1A of 10-K Filings.** *Journal of Business Research*, <https://doi.org/10.1016/j.jbusres.2019.08.028>
- Baruch, Y., Point, S. & Humbert, A. (2020). **Factors Related to Knowledge Creation and Career Outcomes in French Academia.** *Academy of Management Learning and Education*, <https://doi.org/10.5465/amle.2018.0028>
- David, N., Brennecke, J., & Rank, O. (2020). **Extrinsic Motivation as a Determinant of Knowledge Exchange in Sales Teams: A Social Network Approach.** *Human Resource Management*, <https://doi.org/10.1002/hrm.21999>
- Merli, M., Parent A. & Edlinger, C. (2019). **Portfolio Advice before Modern Portfolio Theory: The Belle Epoque of French Analyst Alfred Neymarck.** *Business History*, <https://doi.org/10.1080/00076791.2019.1676231>
- Michel, S. (2019). **Collaborative Institutional Work to Generate Alternative Food Systems.** *Organization*, <https://doi.org/10.1177%2F1350508419883385>
- Shamshur, A. & Weill, L. (2019). **Does Bank Efficiency Influence the Cost of Credit?** *Journal of Banking and Finance*, <https://doi.org/10.1016/j.jbankfin.2019.05.002>

A Word from our International Directors

EM Strasbourg Business School—where one in three students is international—is engaged in over 240 bilateral cooperation agreements, including over 15 dual degree agreements, with universities worldwide.

Our School founded the HERMES network, consisting of 26 universities in 14 different countries, with the aim of developing dual degree study programs, exchanging faculty, and organizing joint research projects.



Assoc. Prof. Kevin Mac Gabhann (PhD),
Associate Dean for International Relations
Managing Director of the HERMES Network
Founding Member of CANIE



Assoc. Prof. Enrico Prinz (PhD),
Director of Internationalization

Our School is proud to offer a recently enhanced visiting professorship (ViP) program for international faculty. The ViP program looks to strengthen research cooperation with our global partner institutions and to better match visiting professors' teaching expertise with the pedagogical needs of our programs. We are looking forward to welcoming you in Strasbourg where you'll play a crucial role in our internationalization efforts at home.



Call for Applications

The ViP Program at a Glance



19

*vacancies
per year*

The ViP program is a visiting professorship program open to applicants who hold a PhD in business administration / management or a related field and work as an assistant, associate, or full professor.

Applicants should have distinguished research accomplishments in a field of study taught at EM Strasbourg Business School: finance, accounting, internal control, marketing, information systems, strategy, general and operational management, human resources, supply chain management, entrepreneurship, etc.

In addition, applicants are expected to have a strong background in teaching and an interest in working in a multicultural environment.

The deadline to submit an application is March 15, 2021.

2021-2022 Vacancies

Course title	Dates	Specialization	Level	Hours	Language
Advanced Seminar on Case Studies in Finance	Oct. 4-15	Entrepreneurship	Graduate	24	French
Fundamentals of Corporate Finance	Oct. 4-15	Finance	Undergraduate	27	English
Intercultural Management	Oct. 4-15	Human Resource Management	Undergraduate	27	English
Learning Discoveries in Wine Marketing	Oct. 4-15	Marketing	Graduate	24	English
Corporate Finance	Nov. 15-26	Finance	Undergraduate	27	English
Customer-Centric Approach	Nov. 15-26	Marketing	Undergraduate	27	English
Introduction to Strategic Analysis	Nov. 15-26	Strategy	Undergraduate	27	English
Lean Start Up and Social Entrepreneurship	Nov. 15-26	Entrepreneurship	Graduate	20	French
Brand Management	Nov. 29-Dec. 10	Marketing	Undergraduate	27	English
Les outils indispensables au contrôle de gestion	Nov. 29-Dec. 10	Management Control	Graduate	20	French
Strategy and Complexity	Nov. 29-Dec. 10	Strategy	Graduate	27	English
Current Issues in Marketing	Jan. 31-Feb. 11	Marketing	Graduate	27	English
Innovation Management	Jan. 31-Feb. 11	Strategy	Undergraduate	27	English
Integrated Marketing Communication	Jan. 31-Feb. 11	Marketing	Graduate	20	English
Sales Management	Jan. 31-Feb. 11	Strategy	Graduate	20	English
Business Process Modelling & IT Project Management	Mar. 14-25	Management Information Systems	Undergraduate	27	English
Contemporary Issues in Wine Tourism	Mar. 14-25	Marketing	Graduate	24	English
Marketing Team Leadership	Mar. 14-25	Marketing	Graduate	27	English
Principles in Leadership	Mar. 14-25	Human Resource Management	Undergraduate	27	English

Our Expectations

- Carry out a two-week stay at EM.
- Teach one course (20-27 hrs).
- Present a poster sharing their current research with EM faculty and meet with PhD students.
- Participate in additional activities: EM research seminars, working paper reviews, etc.

Support for Research

During their stay, visiting professors will benefit from research facilities (library, office, computers, printers, meeting rooms, etc.) and the scientific environment EM Strasbourg offers. Moreover, support will be provided by the International Relations Office and the Research Office.

Remuneration and Reimbursements

Visiting professors will earn €150 (gross) per teaching hour. Additionally, travel and accommodation expenses will be reimbursed up to €1,500 for applicants from European institutions and €2,500 for applicants from non-European institutions. For further information, please see our travel policy.

Application Procedure

Applicants may apply to one or more vacancies in the section "Visiting Professors":
<https://si.em-strasbourg.eu/candidatures/>

Application period
15 February – 15 March 2021

Contact

vip@em-strasbourg.eu

EM Strasbourg at a Glance

5

programs

Programme Grande École

Bachelor's Program

Master's Program

Executive Education Program

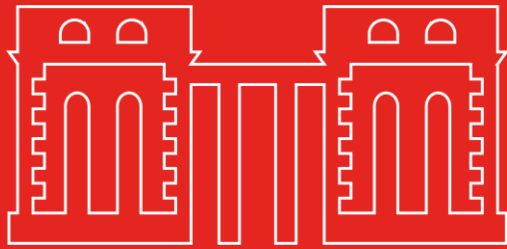
Doctoral Program





22,000

alumni



20,200 m²

in the heart of the city



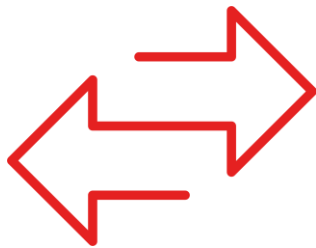
3,600

students

EM Strasbourg Goes International

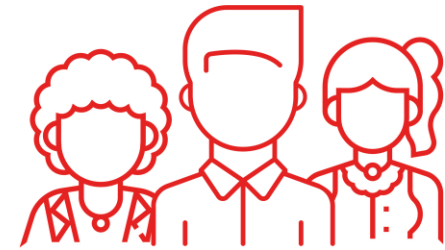
240+

*university exchange
agreements in 52 countries*



500+

*international exchange
students per year*



1,000+

*students with foreign
nationality*

Academic Excellence



2

*research
centers*



92

researchers

7

corporate chairs

81th

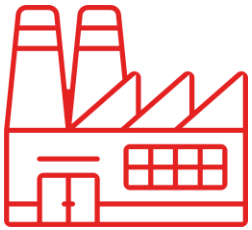
*Financial Times
Ranking*



Top 150

Shanghai Ranking

A Place to Reflect and Get Involved



200+

partner companies



450

*corporate executives
involved in school life*



EM STRASBOURG
LA RUCHE
CENTRE ENTREPRENEURIAL

*entrepreneurial
center*



30+

*conferences
per year*



Mission

EM Strasbourg strives to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style.

At EM Strasbourg Business School, the only Grande École de Management in France that is part of an internationally recognized university, we aim to produce high-impact intellectual contributions based on academic research relevant for 21st century organizations.

Vision

To empower individuals and organizations alike to reveal their unique strengths and characteristics.

Be Distinctive

Two very simple words, which marked a turning point in our School's history. Today, the slogan Be Distinctive preserves its very meaning. Firmly student-oriented, it is the expression of our School's actions.

We do not want our students to be different; we want them to make a difference, by being themselves. We commit to our current and future students by inviting them to be distinctive by being who they are! EM Strasbourg strives to reveal, develop, and strengthen the talents of everyone.

Values

Sustainable Development as a Reality

This core value features in the training of future managers who will know how to exercise their social and environmental responsibilities at work as well as in daily life.

Ethics: Knowing How to "Do the Right Thing"

Understanding how to make professional and personal choices in line with one's own values and the values of those around us is how we understand—and train students in—the practical application of ethics.

Diversity as an Asset

EM Strasbourg trains students who reflect the diversity of the French population. It has developed a research program on the very topic of diversity (generational management, religion in business, social openness, etc.)



The University of Strasbourg

Université

de Strasbourg

A Brief History

The history of the University of Strasbourg dates back to the sixteenth century when Johannes Sturm, a protestant scholar, created a Protestant Gymnasium in 1538 with the mandate of disseminating knowledge—one of the core values of humanism. Through the years, the Gymnasium eventually became the Royal University in 1631, not to mention a German university from 1870 to 1918.

The traditions of research and openness to the world inherited from this period are still at the heart of the University's values today. In 1971, the University of Strasbourg was divided into three universities based on academic disciplines only to reunite again in 2009. It became a unique and pioneering example of merging universities in France to enhance international exposure and develop the multidisciplinary aspects of education and research.



Facts & Figures

52,000+ students, 20% of whom are international

5,700+ lecturers, researchers, and staff

6 campuses

37 faculties, schools, and institutes

72 research units

10 doctoral schools, 2,400+ PhD students

4 Nobel Prizes: Jean-Pierre Sauvage, chemistry (2016), Martin Karplus, chemistry (2013), Jules Hoffmann, physiology-medicine (2011), Jean-Marie Lehn, chemistry (1987)

750+ international partnerships

Founding member of Eucor–The European Campus

Coordinator of the European Partnership for an Innovative Campus Unifying Regions (EPICUR)

Recipient of the Excellence Initiative (IdEx) label

Member of international consortia: League of European Research Universities (LERU), European Research Council (ERC), Franco-German University (UFA), Utrecht Network, Academic Consortium 21, etc.



The City of Strasbourg

A UNESCO World Heritage Site

Strasbourg has been on the UNESCO World Heritage list since 1988. The capital of the French region of Alsace, it is especially famous for its spectacular Gothic cathedral, its picturesque Petite France quarter, and its medieval churches, buildings, and half-timbered houses.

At the heart of Franco-German friendship, the city of Strasbourg is also the symbol of reconciliation between the two countries.



A Capital of Europe

Strasbourg, along with New York and Geneva, is one of the few cities in the world that is not a state capital but the seat of international organizations.

Strasbourg hosts European organizations such as the European Parliament, the Council of Europe, and the European Court of Human Rights.

Staffed by expatriates from all over Europe, the presence of these organizations makes Strasbourg one of the most cosmopolitan cities in France.

Be Distinctive





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