

## Internship theses 2017 – Master of Science in Management

### Mémoires de stage 2017 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ADAM	Adil	Challenges to Modern Workplace Environments: Millennials and Virtual Offices.	Hoffrage U.
AHAD	David	About our weak ability to take rational decisions Psychology for Marketing	Leclerc F.
ALBINI ROMAN	Martina	Business Model and Value Proposition Analysis of a SaaS Company. A Case Study of Convertize Website Optimization Software	Bonnal P.
ANDREAZZA	Dimitri	Quels canaux sont privilégiés durant le parcours client et quels facteurs influencent le choix des assurés ?	Debenedetti A
ANDRUCCIOLI	Miranda	Sponsorship activities in the Sector of Luxury Goods in China: The example of ROLEX	Laperrouza M.
ARMAND	Joséphine	Collaboration between Multinationals and International Organisations	Palazzo G.
AYOUB	Aziz	Business model evolution: the case of a swiss healthcare insurance compagny	Petty J.
BADINA	Maria	La problématique des sources de gains traditionnelles au sein du Private Banking et la recherche de nouveaux revenus suite à la crise économique et la baisse des taux d'intérêt	Steinmann Th.
BASSET	Yoan	Data Analytics Products Verticalization for the Pay TV Industry. From Market Oppportunity to Technology Choice	Bonnal P.
BAUMELER	Quentin	Employer Branding: how employees' perception of their employer affects their engagement at work	Debenedetti A
BENNANI	Yasmine	How a change in the General Services' internal communication can impact employee's turnover rate at Philip Morris?	Schmid Mast M.
BERTOLI	Marie	How to use digital tools to personalize customers' relationship ? The case of Luxury Brands	Debenedetti A

<b>BEUCHAT</b>	Valentin	The Internationalisation Process of the Firm - Creating a Sales Network	Alavi S.
<b>BINGGELI</b>	Loïc	Go to market for a Multi-User Multi-Touch software Atracsys's PopUpExperience Product	Hameri A.-P.
<b>BONNAFOUS</b>	Laura	How can a sensitive industry attract high-quality R&D suppliers: the case of the tobacco industry	Bonardi J.-Ph.
<b>BOUBOUKAS</b>	Pandelis	The creation of an automated tool to drive Supply Chain process improvement: the case of Philip Morris International	Hameri A.-P.
<b>BRIQUET</b>	Julie	Au-delà des méthodes traditionnelles d'innovations Un concept pédagogique développé par la D. Academy au service des entreprises et des écoles	Laperrouza M.
<b>BRÖNNIMANN</b>	Rahel	Improved Data Quality at SBB Infrastructure Through a Standardised Material Master Data Creation Process A Bottom Up Approach	Legner Ch.
<b>BRUGGER</b>	Justine	Communication environnementale publique : Développement d'un plan de communication et application à une action de sensibilisation pour la Ville de Morges	Czellar S.
<b>BUCLIN</b>	Matthieu	Systems thinking as a new service to provide more impactful solutions for a sustainability consulting firm	Strebel H.
<b>BURRI</b>	Vladimir	Improvement of organizations' recruitment and selection processes through a web platform the case study of the development and launch of Simplygo.ch	Palazzo G.
<b>CAILLER</b>	Florence	Internal communication at O-I: how it connects employees to strategy	Palazzo G.
<b>CARRIÈRE</b>	Kevin	Mobile learning: should coopacademy enter to industry and develop a native application?	Garbinato B
<b>CATACORA CARDENAS</b>	Flavia	Legitimacy process of Social Innovation: the case of Pop Up by Veolia	Philippe D.
<b>CERVELLIERI</b>	Fiorella	How can a digital marketing campaign based on Facebook increase the customer-based brand equity model in a retail company?	Czellar S.

<b>CHABLOZ</b>	Coline	On the impact of SOX 404 on the operations at GSK consumer healthcare Nyon	Strebel H.
<b>CHARLIER</b>	Alexandra	IQOS : Volume Reconciliation Project, what are the IQOS users in the Swiss Market?	Gallay O.
<b>CHÂTELAIN</b>	Vincent	Similarities and Differences between FATCA & CRS	Chand V.
<b>COLLART DUTILLEUL</b>	Jonathan	The Development of a Chinese Luxury Brand : the Case of Shanghai Tang	Philippe D.
<b>COMBARIEU</b>	Sophie	An Evaluation of Web Analytics Tools on Cross-Device Tracking	Czellar S.
<b>COSTA SALDANHA</b>	Mélanie	Happiness at Work: Rethinking Human Resources Practices to improve Employees' Commitment and Well-being	Schmid Mast M.
<b>DAHER</b>	Sarah	What shapes a firm's international marketing strategy? The Adaptation/Standardization approach	Mata J.
<b>DI FRANCESCO</b>	Alessandro	Strategies and Tactics to Rebuild Brand Equity Through Marketing Communication in Italian Frangrance Market: The Case of Calvin Klein	Lacoste S.
<b>DORFMÜLLER</b>	Henrietta	Shared Responsibility-a new Approach to address Child Right's Issues in the COCOA Supply Chain in Ivory Coast	Baumann D.
<b>DOTTI</b>	Laura	Social Media Marketing B2B: antipod case	Debenedetti A
<b>DUBOIS-DIT- COSANDIER</b>	Arnaud	The key factors of success for the implementation of a Human Resources Information System in an international company: The case of Ferring Pharmaceuticals	Marewski J.
<b>DUVOISIN ZANCHI</b>	Nicolas	A Review of The Glogal Coffee Commodity Chain and Its Integration of Sustainability	Cadot O.
<b>EL BEKRI EL ALAOUI</b>	Zineb	Offshoring: How to rally a company's objectives and a country's attractiveness when choosing the Host Location? Case: Renault - Morocco	Mata J.

<b>EPPING</b>	Caroline	Evaluation of Concentric Diversification in the Endodontic Industry - The Case of Densply Sirona	Petty J.
<b>ESCOBAR</b>	Camille	How the CEO can efficiently communicate the strategy's company to their top managers?	Schmid Mast M.
<b>ESTOPPEY</b>	Anne	Boston scientific's acquisition of Symetis	Petty J.
<b>FAHRNI</b>	Caroline	The Paradox between Sales Growth and Exclusivity in the Luxury (Watch) Industry	Kocher B.
<b>FAHRNI</b>	Sébastien	Value Chain Development A Case Study on two Projects financed by Swiss ODA in Vietnam	Bonardi J.-Ph.
<b>FIAUX</b>	Elsa	Project evaluation, from idea to launch: defining eqlosion's core business to determine both an appropriate methodology and necessary capabilities	Petty J.
<b>FLEUROV</b>	Pierre	Comment la solution de formation peut-elle être considérée comme facteur de différenciation d'une société de conseil ?	Hoffrage U.
<b>GALLEGOS ALVAREZ</b>	Mario	Implementing an effective inventory management through the evaluation of the purchasing of vegetables and the identification of new suppliers in tayta company	Hameri A.-P.
<b>GASPOZ</b>	Dany	The development and the implementation of the business plan in Ptarmigan SA	Hameri A.-P.
<b>GESALDI</b>	Lorenzo	A Time Series Analysis Study of the Store Remodel Impact Across Markets on the Long and Short Term in A Fashion Retail Company	Eckardt Th.
<b>GOMES FERNANDES</b>	Cathy	How Can Rolex Ensure the Succession of its Employees' Core Competences?	Fiori M.
<b>GORBUNOV</b>	Andrey	How do Millennials perceive Shiseido Ginza Tokyo and how to attract them in the Swiss market?	Morhart F.
<b>GRANDO</b>	Arianna	Opportunities and difficulties of learning from failures	Zehnder Ch.

<b>GRANVILLE</b>	Ryan	Embedding a Junior Intern in a Consultancy Project Team	Castañer X.
<b>GRETER</b>	Alain	Autonomous Vehicles and Disruptive Innovation The two roads leading to driverless cars	Debenedetti A.
<b>GUTTMANN</b>	Vincent	The Strategic Use of Celebrity Endorsement: the Case of Nescafé Dolce Gusto	Leclerc F.
<b>HÄFLIGER</b>	Julia	Introduction of Lean Principles to Luxury Brands: The Case of IWC Schaffhausen	Hameri A.-P.
<b>HALDIMANN</b>	David	SenTec's value proposition and market entry strategy with a focus on diabetic patients in need of vascular diagnostics	Dusheiko M.
<b>HEUSSI</b>	Caroline	Facteurs déterminants de la digitalisation des entreprises Cas appliqué à un assureur vie	Mata J.
<b>HOFMANN</b>	Laurent	A Scenario Planning to Anticipate the Social Credit Score's Implementation in China for Swiss Companies	Laperrouza M.
<b>HUA</b>	Thuy-Linh Lisa	What is the potential of sustainable products for P&G? The case of a green laundry detergent in the UK	Morhart F.
<b>HUBERT</b>	Benoît	Customer Segmentation based on Customer Lifetime on Customer lifetime value: a case study on the Belgian catering industry	Alavi S.
<b>HUYNH</b>	Mai Thanh	Eco-efficiency analysis of Disposable and reusable and reusable cups	Strebel H.
<b>IANNICELLI</b>	Massimo	Perspectives et besoins actuels du marché des services numériques. Comment une entreprise de services du numérique s'adapte face au marché changeant ?	Bonnal P.
<b>IBANEZ MORENO</b>	Carlota	The European Automotive Industry: Nissan Motor Corporation	Amer Maistriau E.
<b>ISOZ</b>	Mérodie	Analyse et proposition d'un Système de rémunération variable basé sur une approche MBO en vue d'un déploiement de la direction au top management d'assura	Pulfrey C.

<b>JACCARD</b>	Bérénice	Study of the external environment of the global 3PL providers industry through the case of DB Schenker	Hameri A.-P.
<b>JOLIDON</b>	Constant	Comment la visibilité d'une entreprise peut-elle être améliorée à travers le concept de l'Inbound Marketing	Uhlmann V.
<b>JONNERET</b>	Pascal	From technical specifications to purchase order: mapping , analysis and improvement of the price management process for printed packaging items in a tobacco compagny	Hameri A.-P.
<b>KHATAU</b>	Andréa	Strategic utilization of Spare Capacity	De Treville S.
<b>KLEINBAUER</b>	Tyler	Blended Learning at the Executive Education Definition, efficacy & implementation for continuing education	Eckardt Th.
<b>KNOBEL</b>	Matteo	Creation and development of a B2C e-commerce environmenet, the l'Oréal Luxe Switzerland case study	Laperrouza M.
<b>KORZENIEWSKA</b>	Monika	Cross-Divisional Innovation. Case study of Firmenich	Petty J.
<b>LA FRAMBOISE</b>	Leah	An Analysis of Price and Customer Satisfaction in the Airline Industry	Morhart F.
<b>LAURENS</b>	Camille	The dynamics of digital channels in brand distribution and communication strategies in the watchmaking industry	Amer Maistriau E.
<b>LIEBERHERR</b>	Christopher	How to launch a new-to-the-world product in the medical technology industry	Czellar S.
<b>LOMBARDI</b>	Davide	Knowledge Management Strategies as Drivers of Corporate Entrepreneurship	Petty J.
<b>LONGO</b>	Leonardo	Individual motivation for challenging Standard Operating Procedures: A case study in Nestrade	Castañer X.
<b>LOPERA PALOMERO</b>	Ana	Sales Strategies in Complex Business Solutions. The Case of Cloud Computing	Alavi S.

<b>LORK</b>	Romea-Alessa	How can the reputation problem of World Vision Switzerland be mitigated with the help of crisis communication response strategies?	Philippe D.
<b>LUU</b>	Elise	InterContinental Hotels and Resorts: how to drive more on themed packages?	Uhlmann V.
<b>LYON</b>	Thibaud	Modélisation et alignement du fonctionnement d'un cluster d'entreprises d'utilité publique, dans le contexte de leur forte croissance d'activité socio-économique	Hoffrage U.
<b>MARTINEZ</b>	Maximiliano Nicolas	Understanding M&A and their Key Success Factors: The Banca della Svizzera Italiana - Banca del Gottardo Case.	Bonardi J.-Ph.
<b>MERK</b>	Cyrus	Scenario Planning: The Prospect of a Northern Sea Route and its Implications on Global Trade and Geopolitics.	Laperrouza M.
<b>MONTIEL ARROYO</b>	Carlos	Understanding the role of organizational communication over job insecurity: The case of Hexagon Metrology	Schmid Mast M.
<b>ORTELLI</b>	François	Reducing the sides effects of air business travel in a multinational company: The case of Philip Morris International	Strebel H.
<b>PADEL</b>	Camille	Acquisition et fidélisation des étudiants vaudois. Au sein de la baque Cantonale Vaudoise	Uhlmann V.
<b>PALLA</b>	Kyran	Internal Communication for Employee Growth and Development: Improving Communication Satisfaction for Engagement Retention.	Schmid Mast M.
<b>PALUMBO</b>	Marco	The Impact of Swissnex Boston on the Swiss Startup Ecosystem	Petty J.
<b>PARAMO LOPEZ</b>	Aitor	Resolution and Implementation of Policies Avoiding Intergenerational Conflicts	Schmid Mast M.
<b>PARSCHE</b>	Marie-Christine	Source to Pay Optimization at Nestle Switzerland S.A.	Hameri A.-P.
<b>PERRENOUD</b>	Kevin	How do new technologies allow firms to differentiate? The case of eBay	Bonardi J.-Ph.

<b>PERRENOUD</b>	Romain	Engaging in Collaboration between Fintechs and Banks	Bienz P.
<b>PETRIC</b>	Tine	Which Digitalization Solutions Can Microsoft Provide to Gorenje by Applying Business Model Innovation Approach?	Strebel H.
<b>PIROLA</b>	Enrico	State-of-art Enterprise Architecture Management: Confrontation between theory and practice	Legner Ch.
<b>POPOVIC</b>	Michaël	How Intelligence operations can be more pervasive within traditional companies? Using the Sanofi company as real case scenario.	Bonardi J.-Ph.
<b>POTALIVO</b>	Maximilian	Improving Shared Understanding in Information Systems Project	Missonier S.
<b>RESAL</b>	Nastassia	Subscription based online content design and its effects on customer's willingness to pay and e-loyalty	Czellar S.
<b>ROSERENS</b>	Florian	Le marketing du live painting : analyse du marketing du spectacle vivant des petites entreprises	Debenedetti A
<b>ROUSSEAU</b>	Romain	Luxury Brands in the Digital ERA How can luxury brands convey a luxurious user experience (UX) on their websites?	Alavi S.
<b>SABATINI</b>	Sara	Improvement of Attendance Rates in Corporate Learning: The PWC Luxembourg Business Case	Schmid Mast M.
<b>SCHOENBERGER</b>	Marco	Entering the Swiss German Market with bio waste solutions: Analysing the market potential for BioApply	Morhart F.
<b>SEDLAK</b>	Tomas	Online Marketing of Swiss Ski School Focusing on Chinese Clients	Leclerc F.
<b>SHARMA</b>	Gaurangi	Exploitation of global digital trends in the digital marketing strategy of Ora-B for the launch of electric toothbrushes in India	Philippe D.
<b>SIMONIN</b>	Philippe	Comment améliorer la prise d'initiative des salariés au service de la performance en entreprise ? Le rôle de la motivation intrinsèque et du contexte environnemental	Schmid Mast M.



<b>SKALA</b>	Petr	Analyse de la gestion et la construction d'un Pop-Up store Cas pratique : Nespresso au Festival de Cannes	Delarive P.*
<b>STETTLER</b>	Inês	Measuring Impulse Buying:A Research and Development Project for Innovation Atelier SA	Kocher B.
<b>STOUDMANN</b>	Sebastian	Change Management in the Corporate World	Hoffrage U.
<b>TCHEKHOFF</b>	Valentine	Consulting Industry Evolution	Amer Maistriau E.
<b>THURAIRATNAM</b>	Nikson	Strategy enhancement at eSmart Technologies SA	Petty J.
<b>TRAVNJAK</b>	Mirela	Internal Risk Manager within the health risk business, the case of Assura SA Health Insurance Switzerland	Dusheiko M.
<b>VALALTA</b>	Gioia	The Underlying Dimensions of Online Customer Engagement: An Exploratory Analysis using Luxury Watch Brands	Bonardi J.-Ph.
<b>VAN ECK DUYMAER</b>	Robin	Depuy - Synthes: The impact of lead times on inventory entitlement	De Treville S.
<b>VISCIOLA</b>	Chiara	Patient-Centric Approach in The Pharmaceutical Industry: Marketing Buzzword or Must-Have Ethical Practice?	Palazzo G.
<b>WILLIMANN</b>	Julien	Enterprise Social Media: How to improve the adoption and the participation rate of an enterprise social media?	Schmid Mast M.
<b>WONG</b>	Hin-Jun	Ensuring sustainability through business model innovation The case of the China Hardware Innovation Camp	Laperrouza M.
<b>YIN</b>	Quhan	The Challenge and Opportunities of Managing a Group- Owned Multibrand Watch Retailer	Czellar S.
<b>ZELCHER</b>	Stefano	The Cat Litter Industry: A New Opportunity for the Dow Chemical Company	Amer Maistriau E.

**ZILLI**

Maria Giovanna

Information Sharing in Supply Chain: a Doubtless  
Positive Trend?  
Analysis of a Pharma Business Case

Hameri A.-P.

**ZWYSSIG**

Tiffany

Adding a make-to-ordre Option to a make-to-stock  
Production System: a Case Analysis

De Treville S.