

Internship theses 2019 – Master of Science in Management

Mémoires de stage 2019 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ABADIE	Antoine	Digitalization in luxury hotels	Kocher B.
ABID	Yasmine	Barriers encountered by bankers when communicating on sustainable investing at Lombard Odier	Strebel H.
ALBERTENGO	Laura	Managing brand extension into the accessible luxury beauty industry : the GUESS Cosmetics case	Czellar S.
AMBRESIN	Baptiste	How companies can gain a competitive advantage by adopting a stakeholder approach, the case of Bcorp	Palazzo G.
ANTENNA	Greta	Communication and work relationships in the context of flexible work	Schmid Mast M.
ARMISTEAD	Vanessa	The importance of knowing your customers' profiles	Boldi M.-O.
ARRIETA	Chloé	Evaluating the Use of Instagram and the Influence of Emojis. Case Study of a Live Marketing Agency	Schlager T.
ARROBBIO	Edoardo	Can the Emerging Threats in the Truck Industry Undermine Iveco's Leadership in the Italian Market	Tarantino E.
ARROBBIO	Vittorio	An Analysis of the Advantages and Disadvantages of Market Research in Emerging Markets	Petty J.
ARTAN	Irmak	Distribution channel optimization at L'Oréal professional product division Western Europe	Amer Maistriau E.
BAADER	Bastien	Insourcing crude oil trading activity to generate more profit: the case of Lundin Petroleum	Iunius R.
BALDO	Federico	How to grow a business through customer acquisition, engagement and retention : the com&co case	Hoffrage U.
BAUER	Florence	The impact of digitalization on the evolution of an organization	Petty J.
BENGTSSON	Frans-Emmanuel	The power of engaged employees in times of organizational change	Krings F.
BÉTEND	Mélanie	Managing virtual resources: How to improve satisfaction of virtual workers?	Krings F.

BIRCHALL	Simon	Sponsoring diversifié et cohérence de sa promotion : quel impact sur la perception de l'image d'une marque ? L'exemple de Tag Heuer	Kocher B.
BLIGNY	Paola	The natural trend in the pet food industry : Analysis of Nestlé Purina PetCare EMENA and Adventurous brand	Morhart F.
BOUFTASS	Fatima	The implementation of a new spare parts planning tool - The Bobst group case	Hameri A.-P.
BRENDER	Dominik	Overcoming the paradox of popularity despite frequent failure : key aspects of managing strategic alliances in the car industry	Castañer X.
BRON	Luca	Agile transformation at Skyguide	Reboulleau J.
BUBENDORFF	Pierre	L'amélioration des performances par l'usage des processus et de la communication	Castañer X.
CAMPAGNE	Audrey	Merger and Aquisition How to evaluate, prevent and guide corporate businesses from merger and acquisition activity?	Petty J.
CAMPOS GASPAR	Kévin	Quelle stratégie d'implémentation mettre en œuvre pour une start-up digitale? Cas d'étude : l'application mobile Smatch	Bonardi J.-Ph.
CARRON	Robin	The impacts of conversational AI for SAP customers and their end customers	Bonardi J.-Ph.
CHANTRE	Alexandre	Implementation of an HR portal at Chopard: determining the key success factors for its contribution to organizational excellence	Krings F.
CLARAMUNT	Lumia	German Day - ahead spot price prediction	Orso S.*
COLELLA	Jessica	Comment le luxe fait-il pour lutter contre la contrefaçon à l'ère du XXIème siècle ?	Kocher B.
COMTESSE	Nathalie	The Brazilian AgTech How the Brazilian Agribusiness will evolve towards 2050 and, in particular, what could be the contribution of the famous Piracicaba AGTech Ecosystem in facing the challenge of feeding the ever-expanding World population to the benefit of Brazil?	Palazzo G.
CORRADINI	Giovanni	The strategy behind startup competitions in Emerging Markets : the case of Seedstars	Petty J.
COWAN-GORE	Isaac	Leveraging business membership organizations in Market systems development	Strebel H.
DE WECK	Sacha	Guide pratique de gouvernance pour le développement durable au sein d'une administration publique	Strebel H.
DELMOITIÉ	Géraldine	L'engagement et la satisfactin des employés à la suite d'une fusion-acquisition	Krings F.

DEVANNES	Nitya	Attracting millenials to restaurants in 2019 : the of TGP Internation	Petersen F.
D'HAENENS	Hélène	Comment réanimer une marque de parfum vieillissante sur le marché suisse ? Le cas de Jean Paul Gaultier	Czellar S.
DI CENTA	Francesca	Au sein des équipes d'une institution médicale, quels sont les leviers de communication afin d'améliorer la collaboration interdisciplinaire	Schmid Mast M.
EAP	Dara	Etude sur le Marché Bancaire Vaudois des Seniors	Uhlmann V.
ENGEL	Clyde	Evaluation de l'impact d'un nouveau concept d'espaces de travail sur la satisfaction et l'efficacité perçue par les employés : Le cas Philip Morris International	Krings F.
ESPINASSE	Victoire	Comment la création d'une expérience à but non commercial peut se révéler être une stratégie d'extension efficace pour renforcer son capital de marque ?	Czellar S.
FAMA	Antoine	A Machine Learning Approach to a Panel of Internet Users:E-Commerce Sell Out Modelling	Boldi M.-O.
FAVRE	Laura	Factors influencing online sonsumer engagement. The case of the Mike Horn Facebook page	Schlager T.
FELLNER	Claire	To which extend is the implementation of digital tools in luxury retail of interest for both consumers and companies? How Shiseido implement and benefit from these new technologies?	Morhart F.
FIORE	Federico	Supply chain disruption management : Assessing the risk and mitigating the impact of supplier default	De Treville S.
FISCHER	Diego	Le futur des foires généralistes Recommandations et propostiions pour Palexpo S.A.	Uhlmann V.
FLUECK	Michelle	Supply chain optimization	Gallay O.
FORESTIER	Nicolas	Elaboration d'une stratégie interne pour une PME suisse	Petty J.
FRIEDEN	Corinne	Mapping Supplier risks in the context of TAG Heuer	Haack P.
GAMEIRO	Jonathan	Case analysis of Facebook and the launch of Libra: Can firms influence acceptance of stigmatized technologies and modify people's perceptions when considered highly reputable?	Haack P.
GANDELIN	Alison	A new opportunity for BASF: Amino-acid surfactants in the Asia Pacific Market?	Amer Maistriau E.
GERVASONI	Laura	Sensory marketing: subconscious triggers to impact in-store experiences	Christen M.
GOMES DIAS	Diana	How can a company expect to achieve true loyalty? The case of luxury interior design company	Eckardt Th.

GRANDADAM	Patrik	A methodology to understand and to forecast the total demand of well-established products	Zuber J.
GRIFFO	Maurizio	The transfer of knowledge to the job : the Richemont case	Palazzo G.
GRIMAITRE	Maëlle	Optimisation des stratégies de rétention et de fidélisation de Telus Affaires	Kocher B.
HAJRI	Hiba	How companies are managing luxury experience to different customers' segments : The Channel Case	Petersen F.
HAVRET	Constance	Analysis of the business partners data to introduce the necessary implementation of a master data management application	Boldi M.-O.
HAYOZ	Nicolas	Can the scope of the purchasing department be extended to increase the performanc of the firm ? The case of TAG Heuer & Zneith in the watch industry	Hintsä J.
HERAL	Ophélie	Developing a media effectiveness prediction tool for Procter & Gamble Europe Market operations	Chavez V.
HOARAU	Elisa	Les garanties bancaires à première demande, une pratique récurrente dans les entreprises internationales, mais sont-elles toujours pertinentes ? L'exemple de Rolex	Strebel H.
HOSTETTLER	Julien	Recruitment Process: How to Improve the Recruitment Process at The Akkademy	Hoffrage U.
HUMBERT	Tanguy	Valuation for the client of the digital integration of the entire banking value chain, as in the case of a Swiss private bank with the integration of portfolio risk for the client	Bonardi J.-Ph.
JACOME BATISTA FERREIRA	Ana Rita	Digital Marketing How can Gergran use digital marketing to enhance customer engagement?	Christen M.
JUVIN	Fanny	Company philanthropy and its motivations: An empirical analysis	Amer Maistriau E.
KAMMOUN	Azza	Statistical Analysis for Sunnyside Games of Ultra-Premium Mobile Video Games Market	Chavez V.
KARAGÜLLE	Serife	Comment changer les habitudes des consommateurs à travers la brand awareness	Morhart F.
KIOUKA	Anthi	Earned Digital Media. A case on trust in Love Brands	Schlager T.
KLEINMANN	Julien	Exploratory analysis and implementation of a chatbot for the exchanges between copliance and front office	Bienz P.
KLOTZ	Christina	Digitization in the air cargo industry: The case of eAWB implementation by Lufthansa Cargo at Geneva Airport	Strebel H.
KOHLER	Laure	Les clés de réussite d'une extension de marque : analyse du cas Victorinox	Kocher B.

KRÄHENBÜHL	Loïc	What are the effects of a law mandating CSR provisions on corporate investments in CSR?	Philippe D.
L'HER	Manon	Impact investing: A new solution for sustainability in private equity ? Business case : Edmond de Rothschild	Palazzo G.
LIETTI	Jonathan	How can active waste management reduce costs within a company active in the furniture sales sector	Strebel H.
LOMAZZI	Vincent	Analyse des prix des diamants achetés la société Rolex SA	Gallay O.
LÖTSCHER	Alina	Employee value proposition as a strategy master current global talent acquisition challenges: The case of L'Oréal professional products division	Palazzo G.
LOVERIUS	Olivia	New medical era: communicating the right way is key !	Christen M.
LOYE	Christopher	Define and analyze the black market for home-cleaning in Switzerland. Zoom on the vcase of Batmaid a start-up that would to fight it	Krings F.
MALCHIODI	Marco	Developing an innovation-oriented strategy - The Case of Dyson	Bonardi J.-Ph.
MASULLO	Federica	The integration of environmental sustainability in the chemberry platform : a stakeholder management approach	Amer Maistriau E.
MEIRELES FIGUEIRINHA	Patrick	Acquisition en marketing digital : le cas Ringier Axel Springer	Leclerc F.
MELO ARCHILA	Christian	A flavourful future with Givaudan: Strategy and knowledge transfer	Petty J.
MENDES DE OLIVEIRA	Alissone	Partenariats entre entreprises et organisations à but non lucratif: Quels critères de succès ?	Strebel H.
MINIOTTI	Edoardo	Rules of engagement : building customer loyalty in the kids' industry	Uhlmann V.
MIRIC	Sara	A new context arising: how to tackle the multiple facets of digitalization in the audit industry	Hoffrage U.
MOLINARI	Naomi	Comprendre les attentes du consommateur du Customer Care Service	Morhart F.
MÜLLER	Alexandre	Developing a fundraising strategy: A general approach	Christen M.
NGUYEN	Tri Vinh	Well-being at the workplace: case study at Tonnellerie Boutes	Haack P.
NOLÈ	Federica	Leveraging insurance in low income developing countries in adaptation to climate change : Burundi case study	Castañer X.
ORTNER	Marianne	The adoption of mobiles technologies in the healthcare industry : the analysis of the POP digital too	Kocher B.

PASSAPLAN	Nicolas	Assessing the marketing potential of country-of-origin in the heated tobacco industry	Hoffrage U.
PAVLOPOULOU	Zacharoula	How to increase training effectiveness of the soft skills portfolio : the case of IATA	Strebel H.
PELLEN	Mathilde	Strategic philanthropy in the field of Education: A Case Study of Nord Anglia Education and Share A Dream	Palazzo G.
PICCAGLIA	Romano	IFRS and US GAAP. Differences and the new revenue standard: Nike Inc.	Tarantino E.
PIDLISNYI	Sergii	How to switch a sourcing process from negotiating to bidding : Case study within the ABB steel procurement unit	Zehnder Ch.
PINHO SALGUEIRO	Mélanie	How to grow brand awareness in SMEs? The case of M&BD consulting	Kocher B.
PITTELOUD	Valentine	Analysis of the online strategy of a luxury watchmaking company - the case of the official TAG Heuer website and its online retailers	Kocher B. Petersen F.
PRICKEN BRANDAO	Luisa	Challenges and benefits of Digitalization for SMEs : A Business Process Analysis for ERP Implementation on a German Plastic Manufacture	Niemi T.
PRUSS	Maria Elisabeth	Strategic development of a niche medical business through internal creation of nutritional supplements production branch with the aim of long term business sustainability	Dusheiko M.
RAJICIC	Linda	Challenging the status quo : the case of the financial planning process at Adidas headquarters	Schmid Mast M.
RAMAJ	Eglantina	Analysis of the customer shopping journey in Travel Retail: the case of Travel Retail Beauty Shoppers from 3 Emerging Countries	Morhart F.
REZZONICO	Marina	How to build customer engagement through digital marketing strategies: the case of the Swiss Agile Center	Czellar S.
RIGOLET	David	Would gender equality in the pilot position be desirable in the aviation industry, and what gender equity could airline companies implement in order to thrive in such a masculine business? The case of the Easyjet Amy Johnson Flying Initiative	Strebel H.
ROCHAT	Maxime	ESPORTS STRATEGY: Why and how to create an esports club in Switzerland?	Mata J.
RODRIGUEZ CAMBEIRO	Sabrina	Concepts of happiness and meaning applied to human resources management	Palazzo G.
ROES	Bart	An event-based approach to modelling churn in the Swiss Telecommunications industry	Marewski J.
ROSSINI	Paola	An operating model towards zero loss: the case of energy management in a multinational tobacco manufacturer	Gallay O. Castañer X.
ROSSO	Laura	Strategic procurement process optimization and governance redefinition	Castañer X.

ROUATBI	Ameni	La prédiction des résiliations de contrats en assurances complémentaires	Gallay O.
ROUX	Gaëtan	Measuring the quality of consumer experience in a digital age	Leclerc F.
RRUSTEMI	Tahir	Multistage marketing and power-relations. The case of Lord Corporation	Lacoste S.
RUBIN	Gaspard	Stratégies marketing pour une application à effets de réseau : l'exemple de Smatch.	Bonardi J.-Ph.
RÜFENACHT	Manuel	How to perform a cultural transformation towards inclusivity - the NPTC case	Petty J.
SANTELLI	Samuele	Operational efficiency improvement through change management techniques	Castañer X.
SCHALLER	Anaïs	Notoriété de marque sur les réseaux sociaux : intégration d'une stratégie marketing d'influence au sein de la stratégie digitale dans l'industrie de la haute horlogerie (Le cas Jaeger-LeCoultre)	Kocher B.
SCHNEITER	Virginie	Climate Change and the Future of the Oil Industry	Amer Maistriau E.
SGARBOSSA	Teresa	Lead Time Analysis at the art shipping start-up Convelio	Hameri A.-P.
TISSIÈRES	Gaëlle	Social Media Marketing the ideal platforms to launch a marketing campaign. The case of koala.ch	Czellar S.
TONA	Dylan	How do small and medium accounting firms/real estate agencies make sense of digitalization	Haack P.
TORRENT	Nicolas	Developing cooperation and kick-starting a data-driven strategy in the Swiss Mountain Industry : The case of the Magic Pass	Christen M.
TOTOKOCI	Tea	Fraud, The Face of Unethical Behavior in the Banking Industry	Haack P.
TRAN	Thi Thanh Van	Social Media Marketing in Small Businesses - Intersoccer Case -	Schlager T.
TRYBA	Lara	En quoi le marketing de recrutement et la marque employeur sont-ils des bons outils dans l'attraction et la rétention de talents ? Le cas de BCG Platinion	Kocher B.
VOUILLAMOZ	Tania	La refonte d'une gamme de cosmétiques. Le cas du laboratoire mergens et de sa marque Nerola	Czellar S.
WENK	Samuel	The role of social media marketing for lead generation in B2B: A conceptual framework and the Energie 360° case	Christen M.
WIRTH	Charlotte	Mapping, analysing and improving internal logistics activities of a watchmaking company	Hameri A.-P.
YALCIN	Mehmet	Marketing Strategies to Resolve Modern Channel Conflicts in B2B: The Case of Pentair Aquatic Systems	Christen M.

YARED	Clara	Disruptive Luxury: the Case of Mauboussin	Morhart F.
ZARHLOUL	Youness	Usage of smart home systems A time series analysis	Boldi M.-O.
ZHANG	Lili	Firmenich : The Wellbeing project	Dietz J.
ZHAO	Yutong	Comparison of Chinese - US American Business ethics	Palazzo G.