

Internship theses 2023 – Master of Science in Management

Mémoires de stage 2023 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ABDULLAHU	Nderim	What is the optimal combination of neuropsychological assessments and genetic markers for early Alzheimer's prediction using a machine learning model?	Boldi Marc-Olivier
AFFOLTER	Eva	Comment accroître l'engagement des parties prenantes d'une organisation à but non lucratif : Le cas de Pro Junior Arc jurassien	Czellar Sandor
AIZCORBE MARTINEZ	Marcela	Impact and Analysis of Sustainable Supply Chain Projects in the Coffee Sector	Peukert Christian
AKHMISSE	Yanis	Generative Artificial Intelligence in the consulting industry: A study on its implementation in-house and on clients	Petty Jeffrey
ALLEMANN	Shona	The impact of content and design elements on engagement for paid Facebook ads: investigating the effects of emojis, syntax, language and the type of image used on CTR and outbound CTR.	Hervet Guillaume
ALPBAZ	Alesya	What else? Building a prediction model to identify Nespresso customers who consume other coffee products	Chavez Valérie
ALVES	David	How to shift customer preferences into sustainable investments?	Haack Patrick
ATTOBRA	Maeva	How can a luxury brand elevate its client experience? The case of Cartier	Morhart Felicitas
AYDEMIR	Özgür	The key drivers of Human and Social Capital within Business	Boldi Marc-Olivier
BATISTA RIBEIRO	Shana	Stratégies de croissance et d'amélioration pour Cary dans l'industrie de la métrologie	Amer Maistriau Estefania

BAUMBERGER	Hugo	Showcasing the value of double-materiality in corporate sustainability strategy: The case of SPIE	Zanarone Giorgio
BAYOI YINDA	Bastien	Consumer Repurchase Prediction Model: Leveraging data from one product to identify potential repurchasers for another	Zuber Jaques
BEDEL	Servanne	The application of Brand Community Management in the management of Communities of Practice to spread knowledge successfully in organisations.	Rege Katharina
BEGHETTO	Jacopo	Unleashing Microbiological Insights: Integration of an AI-Driven Chatbot in Nestle's Quality Management	Chavez Valérie
BEIJER	Enzo	Possible factors that influence decision making for sustainability projects	Orso Samuel
BELKASSMI	Adam	OPTIMIZING DISTRIBUTION CHANNELS IN THE MATÉ MARKET FOR DANONE SWITZERLAND: UNVEILING STRATEGIC PATHWAYS FOR EFFECTIVE LEVERAGE	Amer Maistriau Estefania
BERTHET	Carla	L'industrie horlogère du luxe: quelle stratégie digitale pour Rolex?	Amer Maistriau Estefania
BESSON	Clara	How should pharmaceutical companies in Switzerland react to the growing misuse or off-label use of their prescription drugs due to social media? A case study of Eli Lilly and Company	Czellar Sandor
BIDET	Nina	How modern technology is enabling analytics at scale.	Boldi Marc-Olivier
BIOLLAY	Soraya	Benefits and Limitations of Influencer Marketing: A Comparative Analysis of the Impact of Value-Oriented and Product-Oriented Briefs on Brand Perception and Sales	Engeler Isabelle
BIRBAUM	Pierre	Comment l'Orif peut-elle consolider ses relations avec ses partenaires et développer son réseau grâce à sa communication	Hervet Guillaume
BITTAR	Clémentine	Cultivating Innovation Excellence in Developed Countries: A Tailored Framework for Sustainable Growth and Success	Haack Patrick
BLANCHARD	Vincent	L'investissement immobilier en Suisse Comment le financement participatif peut-il contribuer et favoriser l'investissement immobilier durable en Suisse ? Avec l'exemple de la société Foxstone SA	Leclerc Fabrice
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BOCCALI	Elise	Analyse d'entreprise et perspectives de croissance : le cas de Peak Performance Conditioning Sàarl	Reichenthal Nadine
BOHRER	Ezechiele	Innovation and Business Development: Analysis of Fresenius Kabi Through the Build Borrow Buy Framework	Christen Markus
BOTTINELLI	Giacomo	How to regain share on the Amazon platform: A real case study by Logitech	Czellar Sandor
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BUCHER	Selim	Définition et faisabilité d'une stratégie de marketing territoriale unifiée à travers la création d'un nouveau pôle de compétences. le cas de la promotion valaisanne pour la gastronomie et les produits du terroir.	Leclerc Fabrice
BUCHS	Batiste	Est-il pertinent pour GTS SA de lancer leur nouvelle solution premium sur le marché des installations photovoltaïques ?	Eckardt Thilo
BURCKHARDT	Noémie	STREAMING PLATFORMS AND MOVIE POSTERS: THE IMPACTS OF PERSONALIZED MOVIE COVERS ON USERS' INTENTIONS TO WATCH A MOVIE	Schlager Tobias
BURGET	Justin	Public Service Media's Ambidexterity in the Sports Industry	Terrien Mickaël
BUSSO	Gloria	Sowing the Seeds of Kenya's Tourism: Planhotel Hospitality Group's Business Plan for Diamonds Leisure Beach	Bonardi Jean-Philippe
CALOTA	Iulia	How the tobacco industry is creating the consumer journey across different markets. and brands against cultural and legal boundaries?	Queiros Rita
CHEMTOB	Marie	Desirability and customer experience at Hermès	Morhart Felicitas
CLAVEL	Justine	How can clienteling be a key element in L'Occitane's CRM strategy?	Leclerc Fabrice
COHEN	Ilana	Integrated Flow of data at the heart of a resilient and agile supply chain: analysis of the cosmetic industry number one player	Lurkin Virginie
CONGOULERIS	Stéphane	The pricing of non-profit cultural institutions	Schlager Tobias

CONTERO LÓPEZ	María Pilar	Decoding Chinese Luxury Consumers' Buying Behavior Abroad for Cartier Switzerland's Omnichannel 360 Activation Plan	Petersen Francine
COUTANCEAU NUNEZ	Didier	Examining the impact of regulatory changes in data compliance on corporate strategy in the Swiss insurance industry	Amer Maistriau Estefania
CSURGO	Milan	Building Trust within Users as a Fintech Startup	Queiros Rita
CURTET	Charlotte	The role of a company's partners in the development of its sustainability strategy: the case of the Freeride World Tour	Strebel Heidi
DA CONCEIÇÃO	Zoé	Challenges and solutions in strategies to reduce the carbon footprint of the MICE (Meetings, Incentives, Conferences, and Exhibitions) industry	Engeler Isabelle
DAOUD	Farouk	Stratégie d'entrée dans un marché fortement réglementé. exemple de LBP Assurance sur le marché de la Protection Sociale Complémentaire au sein de la fonction publique	Bonardi Jean-Philippe
DE PLANTA	Inès	Exploring the concept of value creation: A case study of Braun Thermometers on creating value for the parenting segment	Rege Katharina
DEL PERUGIA	Louis	Chasing Private information using an anomaly approach	Bienz Pius
DIMITRIEVSKA	Ana	Analyse des canaux de communication numérique et de leur utilisation Dans le but d'aider une agence de recrutement spécialisée à attirer de nouveaux clients (B2B)	Eckardt Thilo
DUVARCI	Fatma	How to incentivize retailers to engage digitally	Leclerc Fabrice
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FASEL	Edouard	Sales Forecasting for Business-to- Business Cosmetic Industry Using Machine Learning Algorithms	Stauffer Gautier
FASSBIND	Clara	How to successfully implement a profit logic into a non-profit organization: The Médecins Sans Frontières case	Haack Patrick
FAURE	Nicolas	Défis, opportunités et axes d'amélioration des scores environnementaux en vue d'une production et consommation plus responsables	Leclerc Fabrice
FENNAN	Leila	Exploring The Effectiveness Of Clickbait Emails In Promoting Member Referrals For IQOS MGM Program	Dabrowska - Leszczynska Agnieszka

FERREIRA COELHO	Leila	The role of sustainable packaging design attributes in consumers perception and evaluation of beauty and personal care products	Strebel Heidi
FERREIRA DIAS	Fabio	Implementing AI in Consulting Processes: A Framework for implementation	Queiros Rita
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GARCIA LUNA BELTRAN	Arturo	Analyzing the Benefit and Value Realization of Reusable Capabilities in Data Products in PMI	Zuber Jacques
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GERMAIN	Coralie	What is the optimal strategy in terms of ESG reporting standards. given the company's sustainability challenges and stakeholders' expectations?	Amer Maistriau Estefania
GIACOBBI	Luca	Estimating quarterly production for competitive analysis	Chavez Valérie
GILGEN	Céline	Les labels sont-ils suffisamment attractifs pour aller dans le sens de la durabilité pour les agences de communication en Suisse romande ?	Bonardi Jean-Philippe
GIOIA	Andrea	The decarbonization of the Commercial Vehicle industry and its consequences on Original Equipment Manufacturers Student	Amer Maistriau Estefania
GRANATA	Giacomo	AI supporting clinical medical decisions	Queiros Rita
GREINER	Derek	Les clés du succès du change management dans le SIRH : étude d'un cas d'implémentation	Leclerc Fabrice
GROSS	Matteo	Forecasting Inbound Calls: the PMSS case	Boldi Marc-Olivier
GUIRAUD	Manon	Impact des lois LFin et LFin sur l'Association Suisse des Gestionnaires de fortune (ASG)	Amer Maistriau Estefania
HALEBI	Rejdi	The go to market strategy for the US clients in the fintech B2B space.	Queiros Rita

HUS	Alexy	Differentiation Strategies for Luxury Watch Brands in the Formula 1 environment	Bonardi Jean-Philippe
IVANOVA	Kristina	Why do luxury brands expand into cosmetic and fragrance segments and how does this impact the strategy. consumers and profit?	Queiros Rita
IVANOVIC	Selena	Evaluation of Nespresso's brand equity among Gen Z and Gen Y generations using a multi-dimensional brand equity measurement scale	Petersen Francine
JUNCAJ	Anaïs	What are the main challenges when organizing and coordinating a luxury event? The Watches and Wonders Geneva case	Morhart Felicitas
KAMAI	Mykhailo	How to generate leads in a niche market? Exploring and testing digital marketing strategies.	Petersen Francine
KWAN	Elodie Shoeiline	Value creation through client-centric approach to enhance the relationship between the client and the relationship manager in the private banking sector	Boldi Marc-Olivier
LAM	Kevin	Le Rôle des Magasins Physiques à l'ère Numérique pour la Génération Z : Une Étude de Cas de TVT	Leclerc Fabrice
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LAMPREIA FERNANDEZ	Luca	The potential disruption of alarms and cameras DIY based and traditional installed alarm systems in Europe	
LARFEUILLE	Armance	Implementation and utilization of Power BI to automate and improve analysis reports: the case of Balenciaga	Zuber Jacques
LECA	Thomas	Supporting the Operations Transformation team on various missions on the following : Performance management & improvement, M&A support, Operational restructuring & turnaround	Xavier Castañer
LEPORE	Emilie	Quel est le rôle des avantages sociaux dans la satisfaction et la motivation des travailleurs suisses. et dans quelle mesure sont-ils alignés sur leurs besoins réels ?	Bonardi Jean-Philippe
LO PRIORE	Laura	Unleashing Cost Savings for Procter & Gamble: A Digitalized Approach for Formula Pricing and Dynamic Optimization of Monthly Supplier Spend in the European Refined Glycerine Market	Baumgartner Marcel

LUNGO	Jean-Baptiste	STRATÉGIE ET MEILLEURES PRATIQUES EN MATIÈRE D'ACHATS RESPONSABLES. LE CAS SPÉCIFIQUE DE L'INDUSTRIE HORLOGÈRE SUISSE.	Bonardi Jean-Philippe
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MARTINIV	Lola	Managing ticketing and cashless solutions in the events industry. Lausanne-Sport case study	Hameri Ari-Pekka
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MEYLAN	Flavia	Given that the success of a project depends on stakeholder support. how can the HUG implement a digital tool that provides medical professionals with a comprehensive. up-to-date. and easy to read patient file?	Amer Maistriau Estefania
MION	Luca	The Importance of Procurement Negotiations: how a Procurement Consulting Firm can improve its Business Performance by improving its Negotiation Skills and Strategies.	Queiros Rita
MIVELAZ	Allan	Electricity in Switzerland : an immersion in the grid	Chavez Valérie
MONTES	Raphaël	An Analysis of the Luxury Watch Market: Assessing Rationality and Factors Influencing Secondary Market Prices	Eckardt Thilo
NDEFI LAYA	Priscille	Hydrothermal energy: a utopian solution or a vision of the future for Geneva's energy by 2030? The case of GeniLac (SIG)	Queiros Rita
NESSI	Clara	The Application of Artificial Intelligence in Cybersecurity: A look at the existing academic research and market offerings. followed by a strategy proposal for the integration of AI into organizations ' cybersecurity strategies	Petty Jeffrey
NICOLET	Megane	Strategies of brands with a self-enhancement concept to communicate about sustainability: survey of a fictitious high-end bank	Petersen Francine

OLTRAMARE	Augustin	ULYSSE NARDIN APRÈS SON RACHAT PAR SES DIRIGEANTS : IMPACT DE L'INDÉPENDANCE SUR LA STRATÉGIE DE DISTRIBUTION ET DE PROMOTION D'IMAGE DE MARQUE	Amer Maistriau Estefania
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OUAZZANI CHAHDI	Ali	How selective distribution became trendy in the aftermath of the crisis ? The Montblanc Case	Christen Markus
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PANNEQUIN	Alice	Comment les jeunes marques doivent-elles s'adapter à l'évolution du concept du luxe ?	Leclerc Fabrice
PAQUIER	Loïc	Business Process Management at Nestlé: The case of Swiss Workplace Solutions	Hameri Ari-Pekka
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PIRES VIEIRA	Catia	How to convince consumers to switch to climate-friendly vehicles through marketing communication? The DIMAB Groupe case	Christen Markus
PLANKEL	Fiona	The Paradox Hype surrounding Natural Hair	Christen Markus
POLIC	Ana	STRATEGIC ENVIRONMENT OF THE EUROPEAN BANKING SYSTEM IN 2023	Bonardi Jean-Philippe

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PUSTIVUK	David	GAINING EFFICIENCY BY LEVERAGING ON SPEECH AND TEXT ANALYTICS	Baumgartner Marcel
REIMANN	Joanna	How to maintain an iconic product family's success to ensure its longevity? The case of the Lacoste.12.12 watch family at Movado	Hervet Guillaume
RENEVIER	Samuel	Augmenter la pénétration de marché grâce à la gestion des partenariats : Le cas de la Vaudoise Assurances	Amer Maistriau Estefania
RIZZO	Roberto Davide	How to Increase Sales in the High End segment of Cartier Switzerland	Czellar Sandor
ROSA	Luisa	Analysis of sustainability's impact on the management consulting sector: the case of M&BD Consulting	Bonardi Jean-Philippe
ROUILLER	Philippe	How are generative AI and AI-enabled search engines changes changing SEO?	Hervet Guillaume
RUEFF	Alexis Grégoire	L'impact d'un plan marketing stratégique sur les performances des clubs professionnels de sport : le cas LUC Volleyball	Chavez Valérie
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SARANCIUC	Camelia	Optimizing project management through standardization – the case of GTS Solar	Hameri Ari-Pekka
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SCHNEIDER	Lorraine	What is the impact of fringe benefits on the attractiveness of companies from stigmatized industries?	Haack Patrick
SCHORDERET	Bryan	Support clients for digital services Business case: Banque Cantonale de Fribourg	Peukert Christian

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TABAKOVIC	Aleksandra	Process Mining au service des itinéraires cliniques : cas du cancer colorectal aux HUG	Boldi Marc-Olivier
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VAN MUYLERS	Léa	Les audits ESG comme opportunité de diversification	Amer Maistriau Estefania
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