

Internship theses 2014 – Master of Science in Management

Mémoires de stage 2014 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ALLEMANN	Justine	Reducing lead times at GSK Vaccines	De Treville S.
ALVARADO HABLUTZEL	Luis Enrique	The challenge of legacy knowledge and consultancy management in Multinational Corporations (MNCs)	Petty J.
ANSIAUX	Charline	Product Management: Assessment of a category The case of Dentsply Maillefer competitiveness and strategy development	Uhlmann V.
APONI	Lorenzo	Implementation of a Risk Management Software in Tetra Pak: a successful story?	Castañer X.
BARMASSE	Giovanni	Internet Marketing: Facebook and the social networks as new tools of promotion The Mont Blanc cable cars case study	Hameri H.-P.
BELGUERMIT	Leïla	Standardisation ou adaptation de la communication de la marque Coca-Cola ? Une analyse du marché du monde arabe au travers du cas de l'Algérie	Czellar S.
BENOISTON	Louis	Beer market dynamic in Europe: The effect of weather on beer consumption	Grassi S.
BÉRAUD	Clémentine	Construire le capital marque : Le cas de BOSTIK S.A.	Cadot O.
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BLASER	Aurélie	Redynamisation et pérennisation d'un projet au caractère transversal L'amélioration des processus des services de support aux Hôpitaux Universitaires de Genève	Pulfrey C.
BLATTER	Sébastien	Housing Cooperatives in Switzerland: Opportunities and Risks from the perspective of Credit Suisse	Palazzo G.
BOLENS	Joanne	Market Entry Strategy of Flatev in the USA	Bonardi J.-Ph.
BONTEMPELLI	Joël	Understanding and assessing the dynamics leading the travel retail industry with a focus on the tobacco segment	Usunier J.-C.
BORODACH	Ganna	Foreign direct investment decision-making process of companies from Commonwealth of Independent States in canton Vaud	Hoffrage U.
BRUÇI	Marjola	Strategic Marketing of Electric Vehicles Market	Morhart F.
BRUSETTI	Giovanni	The European Tablet Cases' Market - A Strategic and Consumer Behavior Analysis -	Morhart F.

BUEHLER	Andrew	Plan marketing 2013 - Evaleo	Cestre G.
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CHAUBERT	Mélanie	Managing and Monitoring Sustainable Changes: the Action 2020 Project Evidence from the Food area in tackling the inefficient Use of Nutrient Elements and Food Loss and Waste	Palazzo G.
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COMUZZI	Dalia	The Implementation of a CRM at a Call Center, Using Salesforce.com	Lajos J.
CORONADO SALAZAR	Maria Gabriela	Handset price as a churn driver postpay customers at Orange Communications S.A. Switzerland	Morhart F.
COURTHION	Romain	E-commerce, a business model becoming costly, an e-Bay Case Study	Petty J.
DE CHASTONAY	Samuel	Enterprise Mobility: Analyzing the situation in the Swiss market and assessing challenges & opportunities for SAP Switzerland	Legner Ch.
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D'ORLANDO	Giovanni	Development of the payment market: the mobile payments	Petty J.
DUTREIVE	Thomas	Social Media Analytics From SAP User Experience Strategy to SAP CRM	Lajos J.
EL MAOUHAB	Amel	Utilisation du web dans le marketing/communication d'une organisation à but non lucratif.	Leclerc F.
ESMILAIRE	Benjamin	Analyse de la reconstruction d'une industrie	Philippe D.
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GIRARDET	Christophe	How can a Brand's Hedge create value An Analysis of the Brand Piaget	Fassnacht M.
HOSTETTLER	Sylvain	Analyse et gestion de la rupture de l'industrie du Private Banking	Bonardi J.-Ph.

HOTSUL	Eduard	Brand as a Strategic Resource: Value-Add and Limits to Transferability. The Virgin Way	Bonardi J.-Ph.
HURNI	Robin	Development of a B2B Content Marketing Strategy at ListGlobally	Kocher B.
HYPOLITE	Laura	Développement nouveau produit dans le secteur des cosmétiques : Etapes essentielles, risques rencontres et recommandations	Kocher B.
IORDANOV	Kamen	Creating a shopper-centric online retail strategy	Baumann D.
JEANMONOD	Michaël	La fidélité client dans le monde bancaire : le cas des remboursements anticipés de prêts hypothécaires chez Crédit Agricole Financements	Uhlmann V.
KOEGLER	Régis	Diversification of Consulting services: The case of Eagle Management Consulting	Castañer X.
KOSEL	Olga	Role of the United Nations in Corporate Social Responsibility and Global Governance	Philippe D.
KRIEG	Nicolas	Création d'un marché de niche : les mémoriaux en ligne	Morhart F.
LACCHIO	Matteo	From big data revolution to transformational change: bringing customer centricity through the social universe into Novartis Pandora, a Novartis Case	Czellar S.
LE	Thanh Loan	Analyse d'une nouvelle stratégie de distribution Les Pop Up Stores	Kocher B.
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LIQUOIS LOMBARDI	Anne	Identité de la marque : restructuration et définition d'un nouveau portefeuille de marque	Lajos J.
LO	Aïcha	Traffic Data, key metric to enhance efficiency of a retailer	Palazzo G.
LO RUSSO	Quentin	L'évaluation de la performance du sponsoring de la BCV	Uhlmann V.
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LUISIER	Dipavati	Airport Non-Shopper Segmentation: How to Tailor Marketing Strategies to Attract Non-Shopper Segments?	Morhart F.
MANDELBAUM	Xavier	Customer spending behavior in the Travel Retail Business with special focus on sunglass products in the EMEA & Asian Market	Chavez V.
MARCHI	Denise	From On-Premise to Cloud Solutions A Case Study on SAP Cloud Transformation with focus on People, Business and Technology	Bonardi J.-Ph.

MEIER	Dimitri	Reaching the global market: the case of local event Bol d'Or Mirabeau	Zidansek M.
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MEULY	Thibault	Adapter les stratégies de E-marketing aux entreprises B2B	Müller B.
MEYNET	Nicolas	Ethical Judgment: The Underestimated Impact of Situational Factors	Hoffrage U.
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MONTALVA KÖSTER	Diego	Intérêt des implications du passage vers la formalisation chez "Insitum Pérou", une start up en innovation	Cadot O.
MORAND	Yannick	How to Instill Compliance Within Multinational Organizations From the Internal Audit Perspective	Cauvin E.
MORFINO	Clio	The New Landor's Approach How key indicators are integrated within the brand development and management process	Czellar S.
MORREALE	Luca	Post-Merger Integration Plan- A Nestlé' Case	Philippe D.
MUSFELD	Tobias	Process Improvement of a Pharmaceutical multi-national Company	Dusheiko M.A.
NGONGI	Reginald	Multibancarisation : influences et enjeux pour la Banque Cantonale Vaudoise	Morhart F.
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PEREIRA SANTOS	Cathy	Indentification of a market niche in the food industry to position and lauch a new product - Food box - in Switzerland: A case of taste preferences and consumer behavior analysis	Zidansek M.
PETIT	Noémie	Building a strong brand: The case of USM U. Schärer Söhne AG	Zidansek M.
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POURCHET	Léa	Frédérique Constant's Distribution Challenge in China	Cadot O.

RACCHETTA	Cyril	Design, Evaluation and Reinforcement of an Online Sales Training: A Case Study at the Swiss Retailer Manor in Yverdon-les-Bains	Hoffrage U.
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ROMANELLI	Luca	Enhancing Customer Participation A Practical case with MBA-Exchange.com	Lajos J.
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SAECKINGER	Agathe	Proposition d'un nouveau système de livraison Analyse conception et mise en place d'un pilote	Wentland M.
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SCHUMANN SÉGUT	Anne-Sophie Thibault	Leveraging third-party logistics partnerships Reporting Tool Development and Business Intelligence Solutions in the Telco Industry	Hameri H.-P. Kocher B.
SELMONI	Luca	How to improve forecast accuracy for promotional sales.	Hameri H.-P.
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TITA	Fabrizio	M&A Prices and Valuations: A Case From Experience	Philippe D.
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