

Academic theses 2015 – Master of Science in Management

Mémoires académiques 2015 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant·e
AHMED	Mansoor	Understanding Entrepreneurship: How Government Policies and Institutions promote Entrepreneurship? The Case of Pakistan	Petty J.
ARNOLD	Cassandra	A Quest for Optimal Recruitment Tools	Fiori M.
BRIOSCHI	Sara	Overcoming the obstacles on the path to success A prescriptive model approach to identify and resolve gender gaps to reaching leadership positions	Dietz J.
CORJON	Thomas	How is the new B2B customer buying journey leveraged by marketing automation?	Ferrandi J.-M.
ENTENZA TILVES	Dana	Managing Exploration and Exploitation Alliances: Understanding the Role of Pluri-, Multi- and Inter-Disciplinarity	Castañer X.
GIULIATO	Alessia	Sustainable consumption: Is it possible to improve consumer's behaviour through storytelling?	Palazzo G.
JAEHN	Christian	The global and local impacts of a technological innovation in the health care industry: the case of the MRI	Dusheiko M.
JOOS	Rafael	Measurement environmental identity Exploratory research in environmental psychology	Czellar S.
KORSHUNOVA	Mariia	Towards the car of the future: trends and challenges	Leclerc F.
LAI	Maria Teresa	Multinational Corporations and the Respect of Human Rights: an Analysis through Ethical Blindness	Philippe D.
LÉGERET	Matthieu	Network Structure Affects Decisions in a Common Good Game: An Agent-Based Modelling Approach	Hoffrage U.
LONATI	Sirio	Charisma and Public Good Provision A laboratory experiment	Antonakis J.
MARTINEZ MAS	Francisco	Business Model Innovation A Review of the Literature and Application to Developing Countries	Castañer X.
MOTTET	Ange Aurélien	A Responsible Strategy To Alternative Energies An Insight into technology, economy and social behavior	Hoffrage U.
OMEROVIC	Mesa	Technologies and Internet, how Business models are affected	Merlo O.
SOUSA GOMES	Luis	New Information and Communication Technologies and the Information Revolution	Palazzo G.
TUR	Benjamin	How to make a TED Talk great? Charisma!	Antonakis J.
WIECEK	Agnieszka	Bringing sustainable consumption into reality A systematic review of business strategy and practices	Palazzo G.
WYSS	Loïc	Weather Data and Supply Chain Optimization: A Look at the Literature and a Proposed Framework	Hameri H.-P.