

## Internship theses 2016 – Master of Science in Management

### Mémoires de stage 2016 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
ARGÜÉS CANELA	Claudia	Motivations for engaging in CSR in a Privately-Owned Company	Philippe D.
ASSOULINE	David	How Salt should Compete Against the Strong Historical Incumbent?	Bonardi J.-Ph.
AUF DER MAUER	Joakim	How regulations forced the financial industry to reinvent its services: a closer look on Socially Responsible Investments within UBS	Philippe D.
BARNAUD	Adeline	Optimisation du processus de recrutement : Le cas d'Ablysen Switzerland	Schmid Mast M.
BEER	Patrick	The Corporate Divestment Rationale and Its Implications for a Financial Investor	Castañer X.
BLASCHCZOK	David	Establishing CSR as VSP - CSR Communication within the German Coffee Market on the Example of Tchibo	Philippe D.
BLATTER	Cédric	Cross-Cultural Differences Establishment of a strategy to decrease the negative impact caused by cross-cultural differences within a multinational company The Case of Edwards Lifesciences	Von Wittich D.
BOISSONNAT	Marie	Strategic and tactical marketing approach of Valtronic's addressable B2B medical device market	Eckardt Th.*
BONOMI	Anna	Investment Risks in the Factory Farming Industry	Philippe D.
BOSCHUNG	Thomas	How ISO 9001 Can Improve Marketing Processes? A cosmetic Testing Laboratory Case	Hameri A.-P
BOSONNET	Lucas	Nouvelle structure tarifaire gaz en vue de l'ouverture du marché	Grassi S.
BRAZZOLOTTO	Federico Maria	Developing a Marketing Strategy of a Non-Profit Organization A Practical case: International Trade Centre	Hoffrage U.
CHAPPUIS	Hélène	About our weak ability to take rational decisions Psychology for Marketing	Leclerc F.*
CHEVANCE	Elouen	The International Expansion of Coopacademy: Market Analysis of the United Kingdom, Germany, Italy, and Spain	Dusheiko M.A.
COSTANTINO	Isabella	Managing Global Expansion: The Case of Pandora A unique growth lesson in the jewelry industry.	Bonardi J.-Ph.

<b>DE MATTEO</b>	Pasquale	Buyer-seller relationships: building a Relationship Portfolio to create long term value	Eckardt Th.*
<b>DI PIETRANTONIO</b>	Johan	From Business Opportunity Identification to Business Model Design: A Proposition of a Methodology with an Application to Mass Customization of Computer Mice	Rossel P. (EPFL)
<b>DIAS</b>	Meg	Crossing the National Border: A View on Two Challenges Faced by Montalba Architects; The Delegation of Leadership and the Communication through Computer-Mediated Systems	Schmid Mast M.
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<b>EMSENHUBER</b>	Marina	Growth Strategies in a Small Company A case Study for the Swiss Watchmaking Industry	Petty J.
<b>ENDERLI</b>	Patricia	Raising Consumers' Involvement and Internal Buy-in-Toward Corporate Sustainability and the Water Crisis: The Business Case of Head & Shoulders	Philippe D.
<b>EQUEY</b>	Flaminia	The Challenges of a Swiss Company Strategically Manufacturing Locally and Moving Towards Automatization: The Case of LEMO SA.	De Treville S.
<b>ESPINOZA PAREDES</b>	Virginia	Legitimation Strategies of NGOs: The case of TECHO Switzerland	Hack P.
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<b>FICHERA</b>	Stefano	Corporate Social Responsibility in the Swiss Banking Industry Development of a comparative model to assess CSR performance	Haack P.
<b>FIEGE</b>	Luisa	Influence Brand Equity Via Social Media How Can the Professional Haircare Brand REDKEN Design Its Social Media Strategy In Switzerland To Influence Brand Equity?	Czellar S.
<b>FIGURINA</b>	Alena	Development of recommendations for social media marketing strategy in Russia	Morhart F.
<b>FORESTIER</b>	Henri	Cadre légal et conséquences pour les parties prenantes de la retraite et du libre choix de l'âge de départ chez Rolex	Hoffrage U.
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<b>HAYNE</b>	Paul	Comparative Study of the EPFL Lausanne Technology Transfer Office	Petty J.
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<b>KAEGI</b>	Jorge	How to enter the rural BOP market of developing countries. The Sterilux Case.	Philippe D.
<b>KALDERÉN</b>	Ebba	The Future of Swiss Private Banking in an Offshore Region	Philippe D.
<b>KARANIKOLA</b>	Alexandra	Nissan: Towards Zero-Emission Leadership	Hameri A.-P
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<b>KHAIRULLINA</b>	Albina	Patent Portfolio Valuation	Tucci Ch. (EPFL)
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<b>MANNI</b>	Maria Luisa	Organizational Stigma and Corporate Social Responsibility: Stakeholders' Engagement in the Tobacco Industry	Philippe D.
<b>MARLÉTAZ</b>	Cyril	Voice Granting and Organizational Change: A Scenario Based Exploratory Study	Dietz J.
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