

Internship theses 2018 – Master of Science in Management

Mémoires de stage 2018 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant-e
AGUILAR GARCIA	Maribel	Product Innovation and Inbound Marketing as growth techniques: The case of an ICT care startup	Uhlmann V.*
AHMETI	Arbër	Business Ethics and how to promote Ethical Behaviours in the Automative Industry - Case Study within Nissan International SA	Marewski J.
AHSSAYENE	Nadia	Strategies of employee motivation	Palazzo G.
ALPINI	Daniele	Improving Supply Chain Strategy: A Case Analysis	Gallay O.
ANDREAE	Delphine	Comprendre les objectifs et les attentes des partenaires de la Fête des Vignerons 2019 afin d'apporter une vision et une analyse globale de l'organisation	Christen M.
ANGELINI ROTA	Carlo	The effects of Process Innovation on Product Diversity and Variety A study on the introduction of a Product Lifecycle Management framework in the eyewear industry	Castañer X.
ANGULO NUMBELA	Sergio	Shared Responsibility Model: A New Strategy to Address Child Labour in Bolivia's Sugarcane Industry	Baumann-Pauly D.
ARIFI	Artan	Attracting, Retaining and Developing the Millennials in the workplace: the Ferrero Group case	Hoffrage U.
AUF DER MAUR	Marvin	What does the Assessment Center market in western Switzerland suggests and can one make an entry in it?	Eckardt th.*
BAILLIF	Floran	Challenges of new projects management: illustration with a lean internal startup at Smood	Leclerc F.*
BALET	Amanda	Social Media and Visual Artists The role of social media marketing for visual artists and key engagement drivers on Instagram	Schlager T.
BALET	Vanessa	The influence of social media on brand awareness The case of Nest museum	Schlager T.
BERARDI	Mattia	Sport for Social Inclusion: why "Baseball5" is a cutting-edge discipline	Palazzo G.

BERINI	Giada	Challenges of omnichannel and the opportunity of going direct-to-consumer: Insights and perspectives for the case of Nestlé Purina PetCare Switzerland	Leclerc F.*
BERNARDI	Michele		Haack P.
BIZON	Elena	Online Platforms, a Solution for Knowledge Transfer & Collaboration?	Hameri A.-P.
BODE	Susana	The Gender Leadership Gap at Credit Suisse: Removing Barriers for Women's Advancement	Hoffrage U.
BOROWSKI	Audran	Infiniti Business Case: Alternative Strategies to Compete on The European Premium Car Market	Mata J.
BRANTUS	Alexandre	Staying competitive in the Wealth Management's changing environment: The Case of UBS	Bonardi J.-Ph.
BRUNET-DE BONNECORSE	Estelle	Expérience multicanale et fidélisation de la clientèle au sein de la Banque Cantonale Vaudoise	Uhlmann V.*
BUGNARD	Elisabeth	How to tailor the luxury in-store customer experience and selling ceremony to Chinese Clientele: the case of IWC Schaffhausen	Kocher B.
BURDET	Jérémy	The impact of digitalisation on distribution channels: the case of the Swiss retail banking industry	Mata J.
CADORET	Ophélie	How might we spark the creative and innovative thinking among employees? The case of Infuso at Firmenich S.A.	Christen M.
CATTANI	Mathieu	Implications of the Blockchain Technology on Investment Banks' Trading and Security strategies	Steri R.
CERVANTES	Matthieu	Strategic considerations about internationalisation: the case of CANAL + Switzerland	Petty J.
CHARROIN	Olivier	Designing a new performance management process for a non-profit organization: the case of ISO (International Organization for Standardization)	Zehnder Ch.
COHEN	Stefano	International Expansion in the Fashion Industry A Case Study on Karl Lagerfeld	Castañer X.
CONSTANTIN	Tania	Digital Marketing at Salt: Focus on Facebook ads.	Schlager T.
CORNU	Julien	Efficient responses to customer backorders An analysis of DePuy Synthes Spine Supply Chain	De Treville S.
COSTE	Charlotte	Clarins' new strategies to rejuvenate their brand image as they expand into an essential beauty retailer in Switzerland	Czellar S.
COTTE	Lucile	Mind the Gap: A study of pay inequity among men and women in developed economies	Dietz J.

COTTING	Antoine	Big Data and Artificial Intelligence (AI) in Investment Management	Schlager T.
COUDRAY	Margaux	How a luxury watch brand can build and strengthen its reputation and status through Public Relations? The case of Hublot.	Debenedetti A
CYFERMAN	Louise	How can tobacco companies increase the awareness around heated tobacco products in Switzerland?	Czellar S.
DE MONTMOLLIN	Louis	Choreographing Experiences as a City Break Destination: A Proposal for Geneva Tourism	Leclerc F.*
DECKER	Philippe	A case study of the after-sales profitability at the dealer level	Mata J.
DEMARNE	Alexis	How Did Daimler Transform its Working Model towards Greater Agility? A case study on Agile Management at Global Service & Parts, Daimler AG	Strebel H.
D'HAVÉ	Denis	Case Analysis Document How can FMCG incumbents fight back against newcomers: the Pampers case	Petty J.
DICKINSON	Emma	Using Pinterest to Target both Businesses and End Consumers: The Case of Wella Professionals	Kocher B.
DUCOMMUN	Marine	Value Management at the project portfolio level	Bienz P.
DUCRET	Matthieu	L'impact de l'évolution du marché de la GRC sur le développement d'Optimiso Group SA : Perspectives et enjeux	Cadot O.
DUFF	Mark	Analysis and management of resistance to change within a distribution chain	Christen M.
DUMONT	Claire	A Study of Artificial Intelligence's impacts on business organizations How to support the integration of Artificial Intelligence on the long Term?	Palazzo G.
DUMONT	Matthieu	Advertising poster evaluation	Leclerc F.*
DUPUCH	Léa	How does Extended Producer Responsibility Contribute to The Development of a Circular Economy?	Palazzo G.
DURANTE	Guillaume	Thèse de Master : digitalisation de la fonction commerciale	Lacoste S.*
DURET	Léonard	Diversity Management, when policies meet practices: the case study of CERN.	Krings F.
EPITAUX	Guillaume	Organizations as Complex Adaptive Systems: 10 principles to help Swiss Private Banks achieve robustness and efficiency in turbulent times	Marewski J.
FAVRE	Céline	Positionnement stratégique d'une entreprise Etude d'un cas pratique Germanier Cave du Tunnel - partie suisse	Bonardi J.-Ph.

FAYE	Magali	La presse imprimée face au numérique: un nouveau business model pour BANCO	Cadot O.
FELLER	Patrick	Les services accessibles sur les sites internet des Maisons de Haute Horlogerie influent-il sur l'intention d'achat?	Kocher B.
FELTES	Tun	Acceleration and Improvement of a B2B Sales Process using Technology: The Example of MobilityModel	Dusheiko M.
FENYO	Andrea	Comparison between Swiss and Korean consumers' purchasing decisions: how do Swiss consumers' purchasing decisions differ from Korean ones? An analysis related to the coffee market.	Lacoste S.*
FOURFOURIANAKIS	Emmanouil	Strategic Evaluation of the Hydra Platform and Strategic Planning for the Inox Inserts.	Dusheiko M.
FOURQUES	Killian	A simple yet clever way to identify incorrect data with fast-and-frugal trees	Marewski J.
FROIDEVAUX	Eliot	SAP for the Intelligent Enterprise New Platform Strategy with SAP Leonardo	Bonardi J.-Ph.
FUCHS	Noémie	Proposition de stratégie de continuité pour les festivals du cinéma : Le cas du festival Visions du Réel.	Castañer X.
GAMBART	Nicolas	Servitization works. A tool manufacturer switching its business model in Switzerland.	Christen M.
GEORGEON	Chloé	Using Digital Marketing to Reinforce Marketing Strategy: The Case of Spineart in the Medical Device Industry	Eckardt Th.*
GILLIÉRON	Luc	Using New Technologies to Reach Survey Respondents in Airports: The Case of a Travel Market Research Agency	Leclerc F.*
GIRARDIN	Axel	Leveraging organizational structure to achieve a competitive advantage: the case of Firmenich Social Media Intelligence Department	Zehnder Ch.
GORRIERI	Filippo	Alternative Methods to Forecast Premium Total Industry Volume	Chavez V.
GRECH	Robin	Long Term Strategic Enhancement of the Life-Time Value of Residents at Patrimonium Asset Management AG	Petty J.
GUIMOND	Nicolas	The impact of gender stereotypes on the development of women's football in Europe	Haack P.
HOBIL	Jeannette	Réseau sociaux dans le domaine bancaire: Le cas de BancaStato	Uhlmann V.*
ISRAELIN	Mathieu	A supply chain analysis with a focus on risk prioritization and risk mitigation. A case study of a start-up evolving in the live-event industry.	Gallay O.
JACOT-DESCOMBES	Duncan	Comment valoriser l'offre hypothécaire de la BCV ?	Uhlmann V.*
JEANNERET	Julien	Helping the development of a recruitment strategy for a very fast growing company	Hoffrage U.

		throughout different means-including social and professional media	
JECKER	Gautier	Distributed Ledger Technology and its Impact on Commodity Trade Finance	Chavez V.
JOUFFREY	Théo	Autonomous Vehicles: Their Impact on the Automotive Industry(and Beyond)	Amer Maistriau E.
KALYMOVA	Aidana	Importance, Effectiveness and Future of CRM: the case of a Swiss drone Manufacturer	Zehnder Ch.
KARACHALIOU	Amalia	How does corporate culture affect employee behavior An experimental study on how CSR influences honesty in the workplace	Grieder M.*
KAROUSOU	Maria-Eirini	Enterprise Resource Planning on Supply Chain Management: History, current trends and challenges in the Medical Device Industry	Palazzo G.
KIEFFER	Paul	Knowledge transfer in an integration project using Agile methods: Success factors of a fast ERP implementation in the context of a corporate group	Estier Th. / Hameri A.-P
KILAVUZOGLU	Gamze	Implementation of Inbound Marketing for New Customer Acquisitions	Hoffrage U.
KOLLY	Philippe	Foreign market entry mode decisions: The case of the BSH Home Appliances Group in the Asia Pacific region	Castañer X.
KONDRATOWICZ	Simon	Strategic issues of brand advocacy How to become a Love Brand empowered by consumers: a framework to recruit brand advocates	Leclerc F.*
KOUKOULOMMATIS	Dimitrios	Consumer journey analysis on Amazon: A case study on ten brands of women's shampoo in the UK in 2017	Czellar S.
KÜTEMEYER	Matthias	Hilti's Strategic Mind-Shift Towards Customer Centricity: The Role of Corporate Customer & Market Insights	Dusheiko M.
LAEREMANS	Julie	Providing insights to uplift the social media presence of Khaloom, a social startup, operating in the Indian and the Western market.	Strebel H.
LANGE	Alexandra	What are the human and the organizational impacts due to an implementation of a business process outsourcing in a bank, and how could it be managed in the best possible way: A qualitative case study in a Swiss bank	Bonardi J.-Ph.
LO GIUDICE	Kevin		Czellar S.
LUKOVIC	Aleksa		Von Wittich D.*
LUONG TRONG VAN	Guillaume	Using Value Stream Mapping to Drive End-to-End Lead Time Reduction	Hameri A.-P.

MAES	Laurens	How European retail banking providers can leverage their customer data to differentiate in a commoditizing market	Bienz P.
MAGNIN	Yannick	Comment augmenter ses revenus sponsoring au sein d'un club sportif? L'exemple du Lausanne Hockey Club	Bonardi J.-Ph.
MAKSIMOVIC	Gajo	Why Established organisations have difficulty to connect with customers?	Castañer X.
MANON	Laura	Challenges for growth : How to expand from Geneva to the world in less than five years - the case of Optimiso Group SA	Castañer X.
MARCHESINI	Anna	Value Communication Research for a Prestige Beauty Brand in the context of Travel Retail and the Impact of Beauty Shoppers' Value Perception on Consumer-Based Brand Equity - focus on Chinese TR Beauty Shoppers	Czellar S.
MARINHO VALAVICIUS	Gabriella	How do multinational corporations apply standardization and adaptation strategies? A case study of a Swiss bank among a global financial crisis	Mata J.
MARTI (BOURNIQUEY)	Anaïs		Fiori M.
MARTIN	Alexandre	Accession à la propriété : est-ell encore possible dans le Canton de Vaud ?	Maillard M.
MARTINELLI	Federica	Ethical Considerations in the Development and Commercialization of Pharmaceutical Drugs and the effect on Corporate Reputation: The case of Alexion Pharmaceuticals Inc.	Palazzo G.
MATHIEU	Marine	Comment augmenter son capital de marque à travers une école expérientielle ?	Kocher B.
MELEDJE	Malika Jordane	Considering the recent scandals and mismanagement allegations in the sports industry, is it possible to change the public perception by undertaking good governance practices? The case of International Sports Federations and the IWF	Strebel H.
MERCIER	Karin	Comment les marques peuvent capitaliser sur les conversations sociales des internautes afin de créer des campagnes publicitaires impactantes?	Czellar S.
MERLO	Andrea	The Impact of Blockchain on Commodity Trading Companies	Gallay O.
MÉTRAILLER	Marie	Comment améliorer la vente au détail dans une industrie de service de luxe ? : Le cas des Spas et instituts Guerlain Une analyse du merchandising et des systèmes d'incitation	Kocher B.
MICOLON	Timothée	Exception handling in ERP systems. How can we manage Firefighting in an ERP system? The case of a global air caterer.	Estier Th.

MORGANTI	Chiara	Managing Performance: Towards a New Plan for SCC Employees at Zürich	Montez J.
MOSSAZ	Marie	The Integration of Showroomprivé's Corporate Social Responsibility into the Company's Value Chain	Amer Maistriau E.
MUNOZ	Lina Maria	What is the role communication plays in perception management in times of change?	Petty J.
MURARO	Nicolas	Efficiency through internal outsourcing: A case for Shared Service Centers at Owens-Illinois	Grieder M.*
NAKPIL	Lorilie Anne	Why and how should football agencies care about their brand - Matchworld Football's case	Schlager T.
NICEVIC	Begzudin	How to maintain a high level of quality through inventory management, quality control and operational control? The example of monitoring a Mc Donald's Switzerland franchisee.	Hameri A.-P.
NUQ	Viviane	How to Attract Business Partners / Employees to a Newly Formed Start-up?	Krings F.
ÖSTMAN	Lukas	Reflective production as an alternative to lean in the premium car segment	De Treville S.
PALTHEY	Marie	Effectiveness of Digital Marketing in B2B	Eckardt Th.*
PELET	Laetitia	La perception d'entreprise; quels enjeux pour la gestion des ressources humaines? Le cas du Centre Patronal.	Krings F.
PEREIRA	Diego	Order-qualifiers vs. Order-winners: the case of PMS SA	Eckardt Th.*
PERRENOUD	Nils	Improving Production Variances analysis at Firmenich	Hameri A.-P.
PHILIPONA	Samuel	EMEA Surgical hub: from supply chain to project management challenges	Hameri A.-P.
PIANTONI	Luca	Doing deals in Latin America PwC Latam Desk: an M&A analysis of the market and the associated criticalities	Petty J.
PICART	Alexis	The digital transformation of companies: strategic disruption and overview on Swiss SMEs	Cadot O.
PÜTTMANN	Marcel	The impact of digitalization on the reporting process of BMW	Hameri A.-P.
RADICE	Edoardo	Real Estate Valuations: The Case of Altus Group	Tarantino E.*
RAMSEIER	Martina	Supply Chain Improvement at SBB Cargo Inc.	Hameri A.-P.
RATTAZ	Matthieu	Disruption in the Health Insurance Industry	Bienz P.
RIAH	Maria	Massive drop of Olympic bids	Petty J.

RIBLET	Clémentine	The New World of Tobacco: How can companies address the challenges and disruption the Industry is Facing?	Amer Maistriau E.
RICARDO	Raquel	How to strategically use recommender systems in the consumer journey to increase sales? The Case of Koala.ch	Christen M.
RICHOZ	Giulia	What makes sport leaders effective and satisfying for players? A Charismatic analysis of coaches' rhetoric	Antonakis J.
RIERA	Alexandra	Distribution Strategies in the Automotive Industry: The Implementation of Online Sales in an Importer Market of BMW	Amer Maistriau E.
ROCHAT	Marc	Share ownership as a shareholder-CEO strategic alignment tool: A practical consulting assignment for a French listed company	Castañer X.
ROSSI	Matteo	Does an Internal Coordinator Facilitate the Relocation Process?	Hoffrage U.
ROUAUD	Thomas	Transformation digitale de l'institution publique universitaire Enjeux, Etat & Défis : Le cas de la Faculté des HEC	Bonardi J.-Ph.
RUCKSTUHL	Maité	Luxury Goods and Grey Markets	Petty J.
SANDRINI	Gianmarco	Digital Labor Automation A Multi-Stakeholder Perspective	Petty J.
SAVOY	Lucien	La conduite des communes en Suisse romande: Evaluation de leurs besoins et proposition de développement d'un outil de gestion adapté	Leclerc F.*
SCHROETER	Mélanie	Programme de sensibilisation sur la sobriété énergétique de la Ville de Morges	Czellar S.
SOLDATI	Gianluca	Organizational Reputation in the Context of a Crisis	Mikes A.
SPATAFORA	Alberto	The Change of Business Model in the Pharmaceutical Industry	Tarantino E.*
SPINELLI	Leila	Stratégie de communication via le média social Le cas de Piguët Galland & Cie SA	Steinmann Th.
TACCHI	Stefano	An analysis of the airport tray advertising industry. The case of OneTray and its international expansion.	Amer Maistriau E.
TARICCO	Lorenzo	Key Success Factors in Sharing Economy Business Models: The Case of City Car Sharing in the EU	Petty J.
TEJADA BONILLA	Maria Ines	Identifier et développer le leadership clinique à L'Ensemble Hospitalier de la Côte Morges	Antonakis J.
TÉTAZ	Marc	How can Academic Work Continue to Thrive by Addressing the Generational Shift in Culture?	Hoffrage U.
TRABER	Ramona	Strategic Access Control Management	Bienz P.

TRABICHET	Cyril	Entry mode in international market applied to a real case: A Swiss-based chocolate maker	Mata J.
TRAPP	Boris	Robotic Process Automation: A Pledge of Efficiency	Bienz P.
VAGNONI	Sara	The revamp of Parker Roadshow Tour : Connecting offline experience with digital Technologies	Uhlmann V.*
VARELA ANONGBA	Tomé Danho	Stakeholders' Perception of Success in Public-Private Partnerships: Implications for Strategic Management	Hameri A.-P.
VASQUEZ CANO	Angelica	Evaluation of Lead Time Reduction of a Supplier of Finished Goods at DePuy Synthes	De Treville S.
VIAL	Julien	The key factors of success for driving traffic and generating sales through visual merchandising in a luxury watchmaking boutique: The case of TAG Heuer.	Lacoste S.*
VIRCHAUX	Daria	How to use vending machines as a communication tool to build brand equity?	Czellar S.
WALTER	Alizée	Organisational Learning to Mitigate Collaboration Issues in an International Company	Hoffrage U.
WIDMER (CATISEV)	Elena	Transformation management of the Sales and Marketing model in MNCs	Mata J.
ZACCHETTI	Luca	Innovating a Business Model amid Multiculturalism in Singapore's Lifestyle Industry: The Survival Chic Business Case	Von Wittich D.*
ZEROUALI	Hicham	Comment lancer un nouveau produit dans le domaine du Tchoukball ?	Leclerc F.*