

Internship theses 2020 – Master of Science in Management

Mémoires de stage 2020 – Master ès Science en Management

Name/Nom	First name/Prénom	Title/Titre	Teacher/Enseignant·e
ABBET	Alicia	Organization preparedness and response toward impacts of Covid-19 pandemic crisis	Petty J.
ABDRAKHMANOV	Karim	Decision-Making Dashboard for Continuous Improvement	Niemi T.
ALARCON GARDERET	Laura	How Evolutions in the Pharmaceutical Industry will affect Pharma Engineering Companies : Opportunities, Challenges and Recommendations	Amer Maistriau E.
ALFIERI	Anna	Big Data. the path from collecting data to generating insights: the senseFly case	Zuber J.
ANDREAE	Mélissa	Managing brand extension into the promising male facial skincare market: the Gillette case	Rege K.
ARPIN	Marion	CSR in luxury: consumers' perceptions of sustainable luxury events versus luxury events	Petersen F.
ASVESTAS	Constantin	Consumer Research on Facial Hairstyle	Schlager T.
AUDINO	Filippo	The case of Covid-19 on seller's credibility of normal care taking prior to deal completion	Castañer X.
AVDIU	Shpresa	Innovation in Wealth and Asset Management: Alpenrose Wealth Management case	Leclerc F.
AYOUB	Alexandre	Graduate program implementation and its effectiveness measures	Schmid Mast M.

BARANOWSKI	Marc	The effects initiated by a diversification strategy on the brand image. Montblanc case study.	Eckardt T.
BARBOSA BORLIDO	André	Crisis management analysis during a global pandemic: The case of Richemont during the Covid-19	Dietz J.
BARDY	Delphine	Étude sur les solutions de prêts hypothécaires pour le segment des seniors	Uhlmann V.
BÄTTIG	Romain	Digitalization and sustainable development of Maurice Lacroix's marketing and sales department	Strebel H.
BEJARANO MONTALVO	Ana	Time Series Analysis On Expenses In A Medical Center	Boldi M.-O.
BERCLAZ	Florent	What would be the best agent performance index for a fast-growing on-demand labour service platform?	Strebel H.
BEUTLER	Lionel	Relaunching Heritage Models: The Evolution of Customers Preferences in Luxury Watchmaking	Efferson Ch.
BICARD--FRAISSINIER	Agathe	Determining the effectiveness of the Diversity & Belonging strategy through the perception and engagement of leaders – a case study of Firmenich.	Krings F.
BLEULER	Béatrice	An approach to measuring scepticism toward green advertising	Christen M.
BÔLE	Romane	Cloud ERP Adoption Factors in Non-Profit and For-Profit Organizations in Switzerland	Haack P.
BOSSEL	Jonathan	L'écart entre l'identité et l'image de marque: le cas de BIJOUMONTRE	Christen M.
BOURQUARD	Valentin	The impact of the coronavirus crisis on the recruitment industry in the French-speaking part of Switzerland	Strebel H.
BRENDER	Maeva	Economic Diversification in the gulf cooperation council: building competitive nations	Conti A.
BRISOTTO	Fabrice	Relancement de la gamme emblématique AQUARACER. Comment réadapter cette édition et correspondre aux valeurs éthiques et durables de TAG Heuer?	Strebel H.

BRUNNER	Sascha	Developing and modelling of quality and cost indicators to support clinical care and health service delivering in prisons: exercised with data from the canton of Vaud	Dusheiko M. / Moschetti K.
BUCHMANN	Flore	Developing a Membership Program in a Non-Profit Brand Museum to increase Visitors' Return Rate: The Case of Maison Cailler	Christen M.
BULA	Renea	An innovative way of forecasting market share: The Recognition Heuristic	Marewski J.
BURKI	Clara	Sonic Branding: Do Sogos' Contour and Fluency Influence Consumers?	Schlager t.
CASIAN	Ana-Maria	A methodology to predict the e-commerce purchases	Zuber J.
CAVALIERE	Eleonora	Sustainability considerations in store concepts: The case of Gucci Swiss Timepieces	Strebel H.
CERIOTTI	Alessandro	Tackling the changing automotive aftersales landscape: Mopar's case	Amer Maistriau E.
CHATTON	Elodie	Promoting solar energy usage within municipalities: The case of solar energy across Geneva	Petty J.
CHENAISS	Marie	Développement de quartiers bas carbone à Genève: quels apports des solutions énergétiques SMART ?	Strebel H.
CHOPPE	Jérémy	Conducting text mining-based market research for a logistics start-up	Gallay O.
CHUARD	Arnaud	Augmentation de la résilience à la suite d'une crise	Strebel H.
CIERS	Marie	To what extend does the implementation of CRM tools interest both consumers and companies in Hermès ?	Morhart F.
CLAVEL	Sophie	Transforming Physical Events Into Virtual Meetings: Challenges And Opportunities. The case of the World Economic Forum	Haack P.
CLERC	Roxane	Artificial intelligence in the recruitment process	Zehnder C.
COLANGELO	Federico	Tesi's growth strategy in the MedTech industry and its shift to a social purpose	Leclerc F.
CONTE	Adriano	The importance of metrics' choice in SEA optimization - The case of Euranka	Uhlmann V.

CORBET	Dennis	Activités culturelles et implémentation marketing : Le cas de la campagne 360 d'antipod pour la Nuit des Musées de la Riviera 2019.	Uhlmann V.
CORNET	Angélique	How Spring Professional could Improve its Efficiency	Schmid Mast M.
CRÉPIN	Valentine	Situation Analysis and recommendation of dashboards for the Global Programming Group at the World Economic Forum	Hoffrage U.
DA ASSUNÇAO ANTONIO	Frederic	Management des apprenti-e-s au sein d'une organisation: l'importance du soutien pour la réussite de leur formation	Krings F.
DAROUSSOS	Alexis	L'expérience bancaire 4.0	Leclerc F.
DAVID	Morgane	Dans quelle mesure les réseaux sociaux peuvent-ils profiter à Grand Chelem Event SA pour accroître sa visibilité en ligne et l'engagement de son audience dans le cadre d'un événement sportif? Le cas du Triathlon Lausanne	Uhlmann V.
DE MALEZIEUX DU HAMEL	Antoine	The Project Management Office: My experience at HP	Hoffrage U.
DELGADO-TOWNSEND	Harry	The challenges faced by organisations in transitioning towards a circular economy and how to overcome them: The case of Procter & Gamble's packaging business in Europe	Haack P.
DELLA CANONICA	Vittorio	How to increase Brand awareness through a Digital Provider	Eckardt T.
DELVAL	Lucie	Opportunities to enter the Chinese Sweet Biscuit market	Hameri A.-P.
DUMONT	Hugo	Le smart parking, espace clé de la mobilité du futur : exemple de Yespark	Hameri A.-P.
ESCUDERO	Florencia	PHILIP MORRIS INTERNATIONAL: A Successful Business Transformation	Mata J.
ESTEVES GREGORIO	Marta	Impact of the Covid-19 outbreak on the European customer shopping journey in Travel Retail	Schlager T.
ETCHEPAREBORDA	Amrita	How to promote a local football event in an engaging way to drive attendance: The case of the UEFA Youth League	Eckardt T.

FABRE	Virginie	Effects of Artificial Intelligence recruitment algorithms in Human Resource decision-making: what impacts on the workforce diversity?	Jörg D.
FITZGERALD	Claire Una	Evaluation, Design, and Implementation of a Customer Feedback Strategy to Sustain Long-Term Growth	Hoffrage U.
FLORÉAN	Cécile	How can the image of a NEW luxury brand be built up in order to create customer desire in today's disruptive consumption environment?	Morhart F.
FORNEROD	Simon	Interprétation des données locatives d'un fonds de placement immobilier	Boldi M.-O.
FOUGAIROLLE	Nicolas	The role of the location as a promotes of innovation - The case of Bangalore	Mata J.
FRIES	Matthieu	La vente en ligne chez les détaillants de Suisse romande	Bonardi J.-Ph.
GARETTO	Daniel	Impact of BEPS 2.0 on MNEs and countries - Industries most affected by Amount A and possible outcomes for countries	Zehnder C.
GÉROMIN	Quentin	Processus et changement d'organisation chez Strategos SA 2020	Hoffrage U.
GHALI	Sana	Medical Tourism in Switzerland: Statistical Analysis of the international patients of Swiss Medical Network	Zuber J.
GIANOM	Kevin	Business Process Optimization of the Core Value Chain	Castañer X.
GIL BLAS	Leyla	Analysis of the current and future growth strategy of a Swiss entrepreneurs' network	Petty J.
GILBERT	Gaspard	The impact of national culture and Hofstede's cultural dimensions on the org. level: growth of startup industry	Christen M.
GÖKSEL	Deniz	What is luxury to the Next Generation of Ultra-High-Net-Worth-Individuals	Morhart F.
GOLUBOVIC	Nevena	How to improve digital display advertisement in a highly regulated industry? A Case of an International company active in the tobacco industry	Schlager T.
GOMES MARTINS RUA	Ayrton	A forecasting method to be applied on IQOS.com Sales revenues	Niemi T.

GOT	Pierre-Emmanuel	Analyse du comportement et prédition de l'activité dans un réseau social : le cas de Be Sport	Vuillon L.
GRIVEAUD	Pierre-Louis	L'impact de l'utilisation d'un challenge d'open innovation sur la marque employeur d'une entreprise. Etude de cas: Agorize	Missonier S.
GUBLER	Roxane	The ecological transition in the cosmetics industry	Christen M.
GUIEU	Marine	The Challenges of Transitioning from Traditional to Agile Project Management Methods	Marewski J.
GURIAN	David	The Impact of the Intelligent Enterprise Strategy in an Experience Economy	Hameri A.-P.
HODJEFF	Vadim	Case study: career management and employment responsibilities in times of crisis	Dietz J.
HYRCIUK	Nils	Virtual reality in medical education: Could Virtual Reality revolutionise Medical education?	Dusheiko M./Bonardi J.-Ph.
IMBODEN	Martin	Heuristics within IT consulting contexts	Marewski J.
IRMAY	Boris	How to integrate a Quality Management System in an international humanitarian organisation? The example of the logistic division of the ICRC	Hameri A.-P.
JACOT-DESCOMBES	Maëlle	L'utilisation de nudges pour augmenter l'engagement d'une communauté virtuelle	Bendahan S.
JAHÀ	Fisnik	Launch strategies for innovative products within a startup: MB's case	Leclerc F.
KARGINÀ	Evgeniia	Customer-Centricity in New Product. Development Case of Wella.	Schlager T.
KARRY	Mohamed Ali	Applied data science for sales analysis and forecasting	Zuber J.
KENNEDY	Maximillian	Digital communication channels to grow business opportunities in the B2B environment: the case of EM is the semiconductor industry	Haack P.
KHOMCHUK	Roman	Corporate accelerators and the Roche case	Castañer X.
KOCHER	Jonas	Des prestations sponsoring plus écologiques lors d'évènements sportifs. Est-il possible d'agir sur ces prestations avec un impact financier minimal?	Petersen F.

KWAN	Saphir	A Comparison of Univariate and Multivariate Methods for Volume Forecasting	Boldi M.-O.
LAKAH	Guillaume	Portfolio Modelling - Visualisation	Chavez V.
LAMBERT	Alicia	Brands and their Digital Advertising Strategies in a Global Crisis Context. a Case Study of Teads during COVID-19	Leclerc F.
LARDO	Erika	Reinforcement Learning for recommendations in email marketing and application of age contextualisation – Wayfair case study	Oeuvray R.
LE GAVRIAN	Edwige	What would be the best use of Marketing Emails in the Luxury Industry, without damaging the Brand Perception? Case of Montblanc and its interactions with the Swiss market.	Rege K.
L'HOMME	Ludovic	An analysis of interdepartmental collaboration at Liebherr Machines Bulle SA	Efferson Ch.
MAKNI	Youssra	How to exploit the fact that OMEGA is product innovation pioneer to upgrade its luxury brand perception?	Castañer X.
MAMZER	Benjamin	Quelles stratégies mettre en place pour l'établissement de ISTA sur le marché Français	Leclerc F.
MASROUKI	Iman	Addressing the underrepresentation of females in Financial Services, more particularly in Private Equity	Petty J.
MASSUYEAU	Johanna	Sport mega-events: Opportunity or hindrance for the development of sustainable tourism? Assessing the economic, social and environmental sustainability of sport mega-events and making the case for changes in focus and policy	Petty J.
MATHYS	Adrien	Decarbonization of supply chains: Case study of Techshare	Palazzo G.
MATTHEY-CLAUDET	Grégory	Improving Sales Operations within a B2B Semiconductor Company by Redefining a Sales Channel Strategy	Strebel H.
MAURY	Emma	Value of looking at past unstructured sales data	Chavez V.

MENDES PEREIRA	Micael	Coordination among supply chain members: The Case of Christian Louboutin	Conti A.
MIAN	Luca	The Effectiveness of Charisma in a Context of Remote Work	Antonakis J.
MIELECKI	Dominik	How data is changing the game in the marketing of sport events. A study on the effect of CRM and personalisation at ASO.	Schlager T.
MOESCHING	Sarah	Improving e-commerce experience for anonymous users - The case of Witt Weiden	Christen M.
MORINA	Enes	Elaboration d'une stratégie marketing digitale afin de développer l'image de marque d'une agence de football: exemple de 11Friends Sportsmanagement	Uhlmann V.
MOUREY	Lucien	How can Nespresso become a regenerative business?	Leclerc F.
NAEF	Maxime	Le rôle stratégique de la compliance dans un groupe international	Bonardi J.-Ph.
OZERÉE VAN SCHOUWENBURG	Fleur	Designing a digital transformation maturity model (DTMM) specific to the financial services sector: a case study focused on the Grand Duchy of Luxembourg	Bienc P.
PADULA	Francesca	The Gold Mining Industry: Corporate Social Responsibility and its Audit Culture	Palazzo G.
PARENTE DA SILVA	Kevin	The challenges of ERP implementations in Switzerland	Bonardi J.-Ph.
PEPE	Ferdinando	ISO 20022 Fraud Detection	Baumgartner M.
PESCIO	Nelson	Nouvelles tendances, quelles implications pour les banques privées et leur business model?	Bonardi J.-Ph.
PIEDFORT	Famke	How does the use of celebrity endorsers on Instagram impact the perception of the TAG Heuer brand image by Millennials?	Morhart F.
PIPPA	Loris	Implications marketing pour le segment des voitures électriques de luxe	Bonardi J.-Ph.

PIRLET	Quentin	Company Ambidexterity: how to adapt strategically to the digital transformation that is taking place in the field of sport. The example of European Athletics.	Bonardi J.-Ph.
PRATO	Laura	Motivation and change management in a company	Conti A.
PREVITE	Claudio	Model of Prediction of Invoices Payment and Analysis of a Damage Database – Internship at Batmaid.ch	Zuber J.
QUADRELLI	Simone	Developing and implementing a framework for the identification and selection of potential buyers of a Pharma IP.: An applied case in Fertility and Urology	Castañer X.
RAFIDISON	Sarah	Sustainable Finance: A New Normal - A Performance Analysis of ESG Funds	Leclerc F.
RAISIN	Edgar	Understanding the drivers of infancy churn in verisure Denmark market	Gallay O.
RAPAZZINI	Rahel	Social media adoption in B2B marketing	Rege K.
RÜFENACHT	Valérie	How does the Swiss label influence competitive advantage and consumer's behaviour?	Leclerc F.
SAALFELDT	Niels	How the ePFEP tool at Parker helps benefit its inventory and warehouse management.	Hameri A.-P.
SACCO	Vincent	Développement Managérial au sein d'Upward	Schmid Mast M.
SCHNYDER	Mathieu	Méthodes applicables pour contextualiser une conversation chatbot dans un domaine spécifique	Boldi M.-O.
SEFRAOUI TAHIRI	Rita	An analysis of the Roche Learning and Development department.	Vuillon L.
SESLAVINSKAYA	Natalia	Building and Forecasting FOB (Free On Board) Price Index of Seaborne Traded Clinker	Reboulleau J.
SHERKATI	Amirarsalan	Stratégie de gestion des coûts dans l'industrie immobilière. Cas de la Régie Édouard Brun S.A	Kalanoski D.
SOARES	Guilherme	The Importance of Operational Service Quality in Switzerland's Private Banking Industry: The Case of Banco Santander International SA	Amer Maistriau E.

TASTE	Alizée	In the context of sustainable development, how could leadership be allied with sustainability?	Palazzo G.
TESTUZ	Lucie	Projet pour participer à l'ancrage de la qualité de service dans une culture organisationnelle: la cas de la Banque Cantonale Vaudoise	Hoffrage U.
THOMAS	Camilla	Overcoming the liability of foreignness for Chinese companies entering developed economies.	Mata J.
TRAVAGLINI	Marco	GE Resources Allocation Problem	Chavez V.
VERGÈRES	Ophélie	Consumer Behavior Similarities and Differences along their Consumer Journey in the context of Airport Duty Free vs Cruise & Ferry Duty Free - focus on the Alcohol category's results	Petersen F.
VITALE	Marina	La disruption des stratégies de communication traditionnelles par le marketing d'influence	Leclerc F.
VONLANTHEN	Priscilia	La digitalisation et la banque privée de demain	Amer Maistriau E.
VRANKEN	Julia	How a processed commodity price risk management system can bring measurable value to General Mills	Hameri A.-P.
VUKOVIC	Milenko	Comment transformer un événement sportif en une manifestation durable et régénératrice dans le temps ?	Leclerc F.
WEBER	Franziska	Issue and Crisis Management on Facebook	Schlager T.
WETTSTEIN	Julie	Improving efficiency project management practices within Melioris	Petty J.
WIEDMER	Astrid	The use of Flexible Recipe Management for Cost Optimization in Sourcing	Hameri A.-P.
WÜNSCHE	Florian	Comment réussir la stratégie digitale de Lémanis SA? Elaboration et mise en place d'une stratégie digitale afin d'aider à atteindre les objectifs marketing de l'entreprise	Christen M.
YARDEN	Jonathan	Disruption in the Home Alarm Industry: DIY vs. Professionally Installed Systems	Iunius R.

ZANGGER	Christoph	Training Evaluation: A Decision-Tree for the Evaluation of Training and Development Programs at the Mobililiar	Krings F.
ZEJNEJI	Elton	Retain and attract talents in a small structure company	Schmid Mast M.